Index to Television Digest, 1952: Volume 8

References are grouped into three major categories: General (pages 1-5), Manufacturers and Merchandisers (pages 6-51), Supplements (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue and page of Newsletter in which item appeared.

Supplements and Special Reports Published During 1952

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

Directories

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

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

The Final Television Allocation Report

Full text of end-of-fiscal "Sixth Report and Order" of the FCC (52-204), adopted April 14, making possible grants of new stations after July 1. Includes new VHF-UHF assignments by states and rules governing allocations, with full texts of separate opinions of Commissioners Webster, Benedict and Jones. (Vol. 8:15.)

Numbered Supplements

No. 77: Subpoenas Served on RTMA and various local associations. (Vol. 8:16.)

No. 78: VHF Allocations by Channels. Includes final assignments for the 20 existing stations due to be shifted. (Vol. 8:17.)

No. 79: Community Television Antenna Systems. Projects operating, under construction or in planning stages. (Vol. 8:18.)

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

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

No. 81-A: Priorities for New TV Stations. Geographical breakdown of cities listed in FCC's application processing schedule. (Vol. 8:22.)

Special Supplements and Reports

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

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

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

"Considerations in the Early Planning of TV Stations."—The March edition of 'Broadcast News,' published by RCA Engineering Dept. (Vol. 8:28.)

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

The 92 Free-Fence New Station Grants to Date with their possible starting dates. (Vol. 8:44.)
Sen. Johnson is Russell campaign mgr., 22:19
Eisenhower installation, 11:9
FCC says CBS must give Schneider time, 22:11
Taft, Reufaker ask equal time with Eisenhower, 22:15
Stenson sells interest in administration, 31:10
San Francisco Daily News, 14:2
GOP spot plan, 40:6, 41:10
Senate surveying TV radio expenditures, 41:10
KING-TV plans toCarthy, 43:14
House hearing on campaign costs, 49:5
PREDICTIONS
station & receiver growth, 23:8, 23:11, 23:17, 43:10, 43:12
First Amendment, 43:12
FCC agrees on free, 43:12
Part D, 43:14, 42:18
PRICE CONTROLS—see Mobilization
PROFITS, STATION—see Financial Activity
PROGRAMS AND PRODUCTION
Denver closed-circuit events, 17
'Lowes & Radio,' 31:12
Gov. Talmadge on racial segregation, 2:5
New rule TV FCC to violate Consolidation's constitutio- nal rights, 7:2
Texas TV newsmen, 2:5
Look upon FCC dismissal as "kakistocracy," 2:6
clerks commends TV programs, 8:12
Godfrey on newcomers, 19:10
FCC finds TV good medium for fine music, 4:7
Teleprompter, 4:9, 14:12, 17:7, 20:10, 43:12
tentative TV FCC rules, 5:6, 6:5, 14:9
NITV-television series, 5:8
Los Angeles "Emmy" controversy, 7:8
channel numbers primary identification, 8:7
CBS-NBC talent raids, 7:6
FCC hits race horse cases, 9:8
AP newswheel, 9:10
Telco-Cos., October 18, 9:10
total weekly network hours, 10:10
new Nielsen, 10:19
U.S. Chamber of Commerce urges blacklist, 11:10
threatened suicide televised, 10:19
WDTV on 24-hour schedule, 11:6
WPIX on 14-hour schedule, 11:6
Ethel Barrymore series, 11:6
Douglas Fairbanks with NBC, 11:6
CBS tailoring "I Love Lucy" soundtrack, 11:6
WRAV-TV televises tower climber, 11:12
highest rate, 11:12
WPXV telecasts surgical operation, 12:11
embarassing scenes, 12:11
legal rights to TV signals, 12:16
N. J. law prods transmission hearings, 13:9
grant among technicians reported, 14:13
ALPRA protests "blacklists" to FCC, 15:14
"Variety" protests, 25:8
IER awards, 16:9
A-bomb telecast, 16:6, 17:7
Peanbush awards, 18:12
NBR plans new operations, 18:12
McCall's magazine, 18:12
duPont awards, 20:7, 40:6
FCC gossip, 20:7
TV banned at Chinese crime hearings, 21:12
"I Love Lucy" reruns, 21:12
Crosby-Olympic Hope fund marathon, 24:7, 26:6
Berie Runyon fund telethon, 24:7
WFLD-TV pear, 25:6
WOR-TV all night schedule, 25:7
WNTD protestSampling program, 25:7
theaters less used as studios, 33:9
WOR-TV specializing, 39:2
bar group opposes "dirty" plays, 39:8
WGTV-Sports night, 40:6
New York "dance" program, 40:6
"Billy Budd" opera, 42:6
WZKO-TV addicts beer commercials, crime shows, 43:5
Admiral sponsors Bishop Sheen, 43:7
review of Crosby, 45:6
coverage of Eisenhower in Korea, 47:10, 48:12
program schedules, 47:12
central shop for New York shows proposed, 50:5
Bichsel agency, 50:5
Cananadian stations, 50:5
TV Guide's, 50:5
Sylvia awards, 50:5
British copyright, 51:7
NBA moves to protect property rights, 52:6
RADIO—TELEVISION MFRS. ASSN. (RTMA)
new Technical Council, 42:11
force free research report, 6:1, 8:1
new Gov. Relations Section, 7:12, 20:3, 29:4
awards committee, 12:12
Jordan report, 12:12
Sarnoff gets award for "outstanding contribu- tions," 12:12
booklet about TV sets for public, 18:10
revised rules, 18:10
Canadian RTMA officers, 25:11
Marital Bureau report, 25:13
McDaniel resigns, Plamondon named chairman, 26:11
McDaniel notes industry's growth, 26:13
teleview educational committee, 30:10, 32:8
teachers section, 34:10
tv commission, 34:10
Plamondon president, 38:10
receiver service, 44:11
equipment compatibility, 44:9,
parts price, 44:8
subscription TV committee, 51:11
REPRESENTATIVES, TV STATION
GIL-Kyle, 47:4
Kats "guaranteed time" proposal, 7:14, 8:12
new Henry I. Christal Co., 22:7
signing new TV stations, 44:12
changes association name, 44:12
RECEIVER INSTALLING & SERVICING
Comby Electric bankruptcy, 4:11
Electronics' survey of sale calls, 14:12
RCA "spring campaign," 14:12
servicemen seek to block Western Union, 14:12
Roper survey shows servicemen satisfied, 21:9
FCC advises public it doesn't license service- men, 44:13
TV interference cures, 25:10
War veteran seeks aid, 37:18
Denver $1 antenna permit, 31:4
location of TV time sales, 31:2
Hasa fees manufacturer servicing growth, 39:11
GPS advisory council, 43:12
unethical servicemen caught, 43:12
champdows in Baltimore, New York, Chicago, 44:11
Philadelphia association for self-policing, 46:10
Moore servicer's clubs, 50:10
RECEIVER PRODUCTION (see also individual manufacurers, Merchandising, Mobilization, Unions)
value of post-war TV sets, 3:2, 13:8, 48:2
oscillator purchased, 9:11, 42:12
Canadian output, 2:5, 29:8
FCC says Coquido misrepresents, 5:9
British spot-watching, 14:11
inventory at end of 1951, 6:9
De Forest preprocessing, 6:9
receiving antenna outlook, 7:2
receiving tube survey, 7:2
bankruptcies, 8:9, 10:11
Standard Cob tuner, 9:11
NPA employees study, 9:12
symposium on improved components, 9:15
printing circ, 25:10
Chicago employe, 15:16
amateur IF interference, 17:9, 20:9
clock radio appearance, 17:10
set ownership in FCC, among lawyers, engi- neers, 18:2
GE uhf-vhf receiver mixer tube, 18:8
Gould-Danley "Electronic control," 18:10
Skatron plans home receiving, 18:10
MIT loudspeaker, 21:2
American Institute of Television Manufacturers, 24:10
vacuum tube shutdowns, 25:8
British "line eliminator," 27:7
triangular screen, 27:7
FCC article on oscillator radiation, 28:3
printing-circuits, 34:14, 36:7, 39:18
definition of electronics, 34:11
"blacklists" for technical, 11:14
"Telco-Test" estimates electronics expenditures since 1957, 36:9
1951 parts sales, 21:12
BLS summaries job opportunities, 27:11
National Electronics Convention, 27:11
Howard Sams estimates total parts in TV sets, 38:10
price increases, 39:9, 40:10
uhf at NEDA convention, 39:10
Circuit Slag Magazines, 39:12
Preview Television Corp. column, 40:11
receiver distributor industry sizeup in "N.Y. Journal of Commerce," 41:12
diversification into non-electronic lines, 41:7
steel shortage appears serious, 44:8
TV production trends, 46:6, 46:9
compared with auto output, 46:9
Sugar projection, 50:6
set life estimated at 8 years, 47:1
total industry employment, 52:11
RECORDS AND TAPE RECORDINGS
tape duplications, 2:5
1951 sales increase, 3:11
official group, 14:11
Asn. of America, 8:10
Capital Records financial reports, 14:15, 37:10,
20:15
RCA speed turntables, 17:10
manufacturers devoted 25%-75% to military, 14:15
Decca financial reports, 21:11
RCA "ended plan" 31:9
RIAA estimates only 4% of TVs with players, 31:9
'topic section' in 'Variety,' 40:14
"Fortune" article, 49:14
SALES, TELEVISION
WOR-TV, 3:5
KOB-TV, 9:3, 12:6, 17:12
WTEN-TV, 26:1, 28:3
WAZX-TV, 10:3
KETV, 19:12
KTV, 19:2, 31:10
EN TV, 30:1, 57:11
list of major league telecasts, 16:5, 28:7
electronic umpire, 41:10
NBC WANTS UHF; FCC's FREEZE PUZZLERS: Biggest fillip for uhf to date came this week when NBC filed formal petition asking FCC to lift 5-station limit on TV so that any entity with "full bag" of vhf may go into uhf too. Petition, sure to get heavy backing from others in industry, and opposition from some, stands excellent chance of Commission approval. Comr. Sterling's go-ahead is already on record, in recent speech (Vol. 7:44), and other commissioners have shown favorable inclination.

Backed by RCA's tremendous production and research facilities, NBC is completely sold on uhf, and stands ready to apply for stations in number of markets -- whether they're already vhf-served, non-TV, uhf-only or vhf-uhf intermixed. Presumably, NBC will go for such cities as San Francisco, Denver, Portland. Unless FCC relaxes its "duopoly" rules, NBC couldn't expect to commercialize its Bridgeport experimental uhf station because of overlap in coverage with WNBT, New York.

NBC doesn't specify number of uhf to be added, leaves figure up to FCC. Comr. Sterling suggested 2 or 3 in his talk.

So intent is Commission on putting uhf across, so fearful it is of seeing "another FM situation," that some of its most avid "anti-monopolists" see far less danger in new proposal than in perpetuating vhf monopolies through failure of uhf. In back of mind of some at Commission, too, may be thought that at some future date, when uhf is flourishing, FCC could force multiple owners to divest selves of some stations if they loom too big. Regarding "concentration of control," NBC petition says: "The suggested amendment would present no problem of control which cannot be handled appropriately upon consideration of a particular application."

* * * * *

NBC's petition is biggest lift to uhf since Westinghouse affirmed faith in technical-economic capabilities of uhf by preparing application for Philadelphia, where some 1,000,000 vhf sets are now in use (Vol. 7:49). Westinghouse may be expected to pursue its vhf applications in Pittsburgh and Portland, but it's likely to amend Ft. Wayne application to uhf since that city will probably have uhf only.

Other multiple owners naturally won't let up in efforts to corral limit of 5 vhf channels in key markets, but many are sure to support NBC petition. Expected to be among these are the other networks, Crosley, Fort Industry (Storer), O'Neil interests, Scripps-Howard, et al.

How much opposition will arise is hard to guess. One AM operator, S. A. Cisler, WKYW, Louisville, in Dec. 31 letter to the editor of Broadcasting Magazine, noted Comr. Sterling's speech, said: "Here is a grab for more power for the big operators, and in a field where even the FCC admits there are not enough channels to go around."

NBC petition asks for amendment of Sec. 3.640(b) of Commission's rules, states it's proposed "as a means for encouraging the rapid and successful development of the uhf band," notes that only 26 uhf applications had been filed (compared with 447 vhf). NBC says it's "willing and able" to get into commercial uhf, "will
do its best to advance uhf commercial operation," has spent, with parent RCA, more than $2,500,000 in uhf experimentation.

Heightened interest in uhf puts more and more pressure on FCC to settle soon the questions every applicant asks:

How will hearings be handled in cities with vhf and uhf channels? Will it be "one pot" principle, with all applicants in one hearing and FCC determining which get vhf, which uhf? Or will it be "2 pot" vhf & uhf applicants handled separately?

Applicants remain in dilemma, unable to plan strategy, until Commission provides answers. Matter of fact, some are now going to extreme trouble and cost of preparing both vhf and uhf applications, since FCC has delayed resolving problem. At Commission, they'd like to come up with solution to this and other procedural problems -- before end of freeze, thus speeding post-freeze action on applications. They're trying to, don't know whether they can.

There's no telling how FCC will jump on vhf-uhf question, though most betting is still that "one pot" arguments will prevail. Several commissioners say that they're awaiting staff analysis, but at least one says he's definitely for vhf-uhf separation unless he hears overwhelming argument against it. Mr. Cisler, in his letter to Broadcasting, plumps for separation, claiming well-heeled applicants can "law to death" smaller ones, while getting crack at uhf if they lose out in vhf.

"The legal dodges and expenses involved in even AM radio today," he writes, "can surely wear out and break many a little fellow. Thus, control passes by default to the big money applicant."

Communications Bar Assn. has forwarded to FCC number of members' additional comments on Assn.'s recommendations regarding post-freeze procedures (Vol. 7:48). Comments were relatively few, though some were vigorous dissents, so it's presumed majority approves recommendations. Of objections, most were directed at "one pot" principle, calling it illegal and/or impractical.

Another question occupying FCC and applicants is matter of transmitter site. If 2 applicants in same city comply with FCC's minimum station-separation criteria, but one exceeds it by comfortable margin, is latter to receive automatic preference? FCC is expected to declare policy on this, too. Meanwhile, all that anyone at FCC will say is: "Safest thing to do is to pick a site that gives both you and your neighboring cities the largest interference-free service areas."

Another procedural question: Which cities will be granted first? Chairman Coy testified to Senate Committee (Vol.7:29) that non-TV cities would be first, one-station cities next, etc. But some at FCC wonder how far that principle should be carried. They point out that cities currently without TV could wind up with several stations on air years before present markets with 1 or 2 stations get added service. Ideal, they say, would be to have cities "come out even" in rate of station growth.

BIG-SCALE TV FOR CANADA, CUBA, MEXICO: Here's latest and straightest dope we can get on station-building plans in Canada, Cuba & Mexico, where they use the same telecasting channels and standards as we do but aren't inhibited by any freeze.

Many of the stations projected in those countries are important to prospective U.S. channel seekers because (1) every border channel they occupy must be protected by U.S. telecasters, i.e., spaced sufficiently to preclude interference, and (2) they're ordering most equipment from U.S. manufacturers at time when station equipment, with freeze soon to be lifted and grants to be made, may be in greater demand than supply due to materials shortages.

None of our neighbors have as yet evinced any interest in uhf; their relatively few big population centers are far enough apart so that they have enough vhf. Here's the TV situation in each country:

CANADA: Canadian Broadcasting Corp.'s self-authorized Channel 9 station in Toronto & Channel 2 in Montreal, now building, are due to be completed this summer, the Dominion's first. Govt.-owned CBC shows no disposition to authorize any others, even though private interests are straining at leash to get into TV (Vol. 7:35,50).
CBC has indicated no grants until first 2 are built, and possibly other CBC outlets in Ottawa, Quebec, Winnipeg, Vancouver -- unlikely this year.

CUBA: CMQ-TV on Channel 6 & CMUR-TV on Channel 4, both Havana, were first stations in country. Former has already put 2 satellites in operation -- CMUL-TV on Channel 6 in Camaguey (Dec. 6) and CMHQ-TV on Channel 5 in Santa Clara (Jan. 1), with Channel 9 outlet due to start in Matanzas by Jan. 25 and Channel 2 in Santiago by Feb. 20. Goar Mestre, island's biggest radio operator, plans to run these with films and kine-recordings until completion of an 18-hop, 500-mile microwave relay this year that will cost $950,000 and will make network service possible.

There's talk also of outlets in Holguin, to cover Oriente Province, and in Pinar del Rio -- but no permits issued yet. Only other CP holder is Santiago's Cadena Oriental de Radio, Channel 5, though there's talk of another Havana station. That would be on Channel 2 -- prime movers said to be Humara & Lastra, RCA distributors, in collaboration with Angel Cambo, onetime CMQ stockholder, and Amadeo Barletta, publisher of El Mundo and Cuban distributor for Cadillac, Oldsmobile & Chevrolet.

MEXICO: Two stations now operating in Mexico City -- Romulo O'Farrill's XHTV on Channel 4, Emilio Azcarraga's XEW-TV, Channel 2. Also, one on the border across from Brownsville, Tex. -- XELD-TV, Matamoros, owned by O'Farrill. And there's experimental XHGC, Mexico City, operated sporadically on Channel 5 by Azcarraga's onetime technical chief, Guillermo Gonzales Camarena, chiefly on color tests.

Elaborate plans for many more stations -- 17 more by O'Farrill, 6 more by Azcarraga -- indicate how completely sold they are on the medium. Both have gotten authorizations for their big projects, destined to provide rival networks, Ministry of Communications having specified they must complete stations within 18 months. In addition to these, only known CPs issued by the Ministry, which for some unaccountable reason still keeps its grants hush-hush, are Channel 6 for Tijuana, near San Diego, issued to Jorge I. Rivera, operator of radio XEAC, and Channel 13 in Mexico City, issued to the University of Mexico for educational purposes.

The "gems" in both O'Farrill's and Azcarraga's crowns are the stations they plan at historic Cortez Pass, some 45 air miles from Mexico City at an altitude of 13,000 ft. above sea level, 5500 ft. above Mexico City. On respective Channels 7 and 9 there, they propose to "spray" their signals down not alone upon Mexico City but over Puebla (pop. 150,000) and all the surrounding population as well.

These are the 16 other authorizations to O'Farrill, who is not only up to his ears in TV-radio but who also publishes the Mexico City Novedades (Spanish) and News (English) but is also a top industrialist: Tijuana, Channel No. 12; Mexicali, No. 3; Monterrey, No. 2; Reynosa, No. 9; Torreon, No. 3; Guadalajara, No. 3; Tampico, No. 3; Veracruz, No. 12; Juarez, No. 2; Laredo, No. 3; Nogales, No. 2; Guanajuato, No. 12; Hermosillo, No. 6; Piedras Negras, No. 2; Acapulco, No. 6; Merida, No. 4.

These are the 5 other authorizations to Azcarraga, who is Mexico's leading radio-theatreman: Monterrey, Channel No. 6; Guadalajara, No. 10; Tampico, No. 6; Veracruz, No. 10; Guanajuato, No. 3.

FCC's 1950 STATISTICS, AGED BUT USEFUL: Though 1950 TV station income is now old hat, inasmuch as FCC issued basic statistics last March (Vol. 7:13), TV applicants would do well to study Commission's detailed breakdowns issued Jan. 5, for clues to future behavior of their own stations when they reach same "age". Report also covers AM, gives good picture of TV's impact on aural economics year ago -- first such comparison issued by Commission.

Value of 43-table report (Mimeo. 71464) lies in such statistics as these:

1. Comparison of interconnected and non-interconnected stations. Former averaged $86,058 income before taxes ($727,084 revenues minus $641,026 expenses), while latter lost average of $107,691 ($542,071 revenues, $649,762 expenses). Breakdown of these, according to number of outlets in city (1,2,3,4 or 7), is included.

2. Itemization of expenses for the 93 stations not network owned. Average paid $213,028 for programming, $155,216 general & administrative expenses, $124,466 technical expenses, $40,864 selling costs -- total $533,574.

3. Investment in tangible property, by size of city. In those cities over
1,000,000. It's $752,852; 500,000-1,000,000, $522,443; 250,000-500,000, $440,535; 100,000-250,000, $281,264; under 100,000, $165,999; average, $481,250.

(4) Comparison of AM income in TV and non-TV markets. In TV areas, AMs hiked income 4.5% over 1949; in non-TV, increase was 8.3%. In addition, 34.9% of AMs in TV markets reported decrease from 1949, while 27.6% dropped in non-TV areas.

Overall industry figures are substantially those reported in March:

Total TV-radio revenues were $550,400,000 ($444,500,000 radio, $105,900,000 TV) vs. 1949's $449,500,000 ($415,200,000 radio, $34,300,000 TV). Radio's total income before taxes rose from $52,700,000 in 1949 to $88,200,000 in 1950, while TV's 1949 loss of $25,300,000 was cut to $9,214,000. Networks and their 14 owned TV stations lost $10,031,000, but other 93 made $817,000 -- 53 out of 106 showing profit.

Guessing is that TV revenues tripled again in 1951 -- despite fact only one new station went on air (WLTW, Atlanta), and late in year at that. Preliminary FCC report on 1951 should be ready by spring.

* * * * *

Foregoing is merely good sample of plethora of statistics in report, which was issued at last minute, too late for more exhaustive study. Commission says copies may be obtained free from its Washington offices -- "in single copies only as long as the limited supply lasts."

MR. DAMM'S WTMJ-TV—PERSONAL & FISCAL: Next best to a personally conducted tour of Milwaukee Journal's Radio City (WTMJ & WTMJ-TV) with general manager Walter J. Damm, and a glimpse at its current balance sheets, is to read the article titled "WTMJ-TV" in Fortune Magazine for January.

Having enjoyed such a tour some 2½ years ago, when the then 18-month-old WTMJ-TV was just turning into the black (Vol. 5:25), having glimpsed those balances in confidence, having kept rather close tab on WTMJ-TV operations from time of its December 1947 inaugural, we can tell present and prospective TV station enterprisers that this is "must reading" for them. It's an amazingly frank case history of a remarkably prudent and profitable telecasting operation.

Walter Damm himself wins unaccustomed encomiums from Fortune's editors, not so much for a "cantankerous" personality but for his fabulous achievements. Always a controversial figure in the radio industry, and enjoying it, he obviously relished telling Fortune he doesn't mind being called "the s.o.b. of the industry."

Economy, efficiency, up-to-the-minute equipment and successful radio background (a prime requisite for TV management, he thinks) -- add to these the backing of one of the country's most prosperous newspapers, and fact that WTMJ-TV is first and only TV station in rich Milwaukee. Then consider Damm's managerial genius, and you have the reasons why its 1951 profit before taxes came to $1,105,000, its net after taxes to $370,000.

That's a 30% return on a capital investment of about $1,000,000, including the TV share of Radio City building costs.

Revenue jumped from $1,060,000 in 1950 to $2,230,000 in 1951. Unless costs get out of hand, says Fortune, WTMJ-TV should double gross profit in next few years.

* * * * *

Practically no station operator will let you look at his balance sheet or, if he should, will grant permission to publish the figures. Reasons are good and sufficient. Mr. Damm, however, allowed Fortune to have look for year ended Dec. 31:

Of the $2,230,000 gross revenue last year, $1,480,000 (67%) came from spot time sales $565,000 (25%) from networks; $185,000 (8%) miscellaneous program income.

Of the $1,125,000 expenses, $570,000 (25% of revenues) were salaries, including most local talent, announcers, engineers, etc., and portion of Journal executives' time; program expenses, $105,000 (5%); depreciation over 5 years on equipment, $90,000 (4%); share of building operation costs, $90,000 (4%); license and copyright fees, $70,000 (3%); national advertising representation, $70,000 (3%); supplies, including tubes, $55,000 (2%); all other expenses, $85,000 (4%).

Out of the $1,105,000 gross profits, taxes took bite of $735,000, which includes excess profits tax. That left profit after taxes $370,000 (17%).
All this excludes radio, also still quite profitable, though treated onlypassingly in article. WTMJ-TV gross and net are running well ahead of WTMJ-AM.

WTMJ-TV's capital investment was $630,000, minus land and original building—broken down as follows: operating equipment (cameras, projectors, etc.), $395,500; truck & auto, $11,000; office equipment & appliances, $2500; shop equipment, $3500; building equipment, improvements (addition), $197,500; land improvements, $6000; original 300-ft. tower, $14,000.

Future commitments include 1000-ft. tower, $292,000; antenna, $90,000; diplexer, $16,000; transmitter, $146,000; provision for color, $100,000; emergencies, $10,000 -- for total of $654,000.

[For value of WTMJ-TV equipment at current prices, and for item on Walter Damm's building economy methods, see below.]

FORTUNE article on WTMJ-TV contains many anecdotes about "obstreperous, cantankerous, bull-headed, rambunctious" Walter Damm, his "unlovable money-saving foibles" and his hard bargaining with networks—but it contains one paragraph particularly worth repeating to those contemplating new construction. It relates some of the economies and efficiencies he practiced in building his $334,000 Radio City, out 3 miles from downtown Milwaukee (where there's plenty of room to expand and to park, and it's quiet):

"Radio City is not only a good studio-and-office building but a monument to Damm's passion for efficiency and economy. The halls, for instance, are walled in glazed tile, reminding some of a swimming pool, others of a squared-off Holland Tunnel. The practical fact is that they will never need painting and can be cleaned with a damp cloth. In the locker rooms, locker tops are slanted so that nothing can be left on them to accumulate dirt that will require removal. The space between locker bottoms and floor has been sealed off for the same reason. The building has no telephone switchboard because it is cheaper to rent part use of the one at the Journal. The building is heated in sections so fuel won't be wasted to warm rooms not in use. At 5:30 each afternoon the temperature automatically drops, so that those who stay late push a button to keep their offices habitable. There is a special room with temperature-and-humidity control for storing musical instruments. This is good for the instruments, and it saves tuning time, which is paid for by the station."

SENIOR JOHNSON rips so vigorously into Sen. Benton's bill to establish a national TV-radio advisory board (Vol. 7:22, 33, 36, 41), in Variety's Jan. 2 anniversary issue, that bill's chances of getting through Johnson's Interstate & Foreign Commerce Committee during coming session of Congress appear to be reduced to nil.

"No matter how glowing or appealing it may appear at first flush," Sen. Johnson writes, "the Board suggested for the radio and TV field, stripped of its glitter, becomes a sort of snooperduper Monday-morning-quarterback society to be superimposed upon the FCC and the radio and TV industry.

"In spite of the assurances that the Board would be purely advisory, how would the Commission dare to ignore its recommendations? How long would such a Board be satisfied to remain merely advisory? ... Would a licensee, in order to 'play it safe,' feel compelled to submit his program in advance to the Board? And why not? This, I submit, is gross Government interference! This, I submit, is Federal censorship! The FCC is able, and has sufficient authority, to clear up what gross deficiencies currently prevail ..."

"In the final analysis all the Government crackdowns, or restrictive laws or regulations that can be concocted or contrived by the FCC, or Congress, will not be sufficient to assure the type of programming that will satisfy all groups, and at the same time provide the incentive for the development of this art to the unlimited horizons which exist."

"I firmly believe that [NARTB's TV Code] offers a realistic and workable medium for adjusting whatever deficiencies may develop. Personally, I like it the way it is even if the industry's lawyers are throwing rocks at it ... I have the utmost faith that the majority of broadcasters are built of solid stuff, and I know they will either correct bad programs through a code or make way for wiser and more prudent men. One cannot legislate honesty. One cannot legislate character or quality. TV deserves the opportunity of expanding without Governmental interference. The American people are entitled to enjoy freedom of expression at its best and the freedom of expression is at its best in radio and TV."

When Sen. Benton first described bill to Johnson's committee (Vol. 7:22), Sen. Johnson commented that Board might be "of tremendous value to the country" if it weren't given censorship powers.
NETWORK COMPETITION for TV outlets, especially in one-station markets, is reaching new intensity in the jockeying between CBS and NBC for stations to carry their sponsored coverage of political campaigns.

Philo and NBC announced sponsorship deals this week which looks every bit as big as Westinghouse-CBS tieup (Vol. 7:52). Phibs will present more than 60 hours of TV-radio coverage of the Republican and Democratic national conventions starting in Chicago July 7 & 21, respectively—plus pre-convention broadcasts and NBC coverage of November presidential elections, including election returns.

TV-radio coverage of actual convention proceedings will be pooled by the networks, as usual—but sidelines, interviews, pre-convention broadcasts, etc. will be handled individually.

NBC promises “the largest lineup of radio and TV stations ever assembled by a single network,” while CBS expresses confidence it can clear time on 50 stations.

Obviously, both goals can’t be met—short of a shared-time arrangement. Even if all contemplated 1952 cable-microwave extensions are completed in time for July’s conventions, there’ll be only 22 interconnected markets with 2 or more TV outlets. Big conflict will be for remaining 36 interconnected single-station areas.

It won’t be only a 2-way battle, either. ABC this week wired TV stations not to commit themselves before it reveals its convention setup. DuMont hasn’t yet disclosed its plans. Some telecasters speculated ABC may offer cooperative local sponsorship deal, which might find considerable favor among affiliates because less of their scheduled commercial income would be lost.

Personal Notes: Herbert V. Akerberg, CBS station-relationships v.p., designated member of NARTB-TV board with return of network and its 2 wholly owned stations to association membership (Vol. 7:51) ... Neville Miller, Washington radio attorney, onetime president of FCC Bar Assn., named chairman of American Bar Assn. standing committee on communications to serve out term of late Louis G. Caldwell; other members: Ben S. Fisher, E. L. Gary, John Kendall, John T. Quisenberry, Carl Wheat, B. P. Gambrell ... Lester Gottlieb promoted to v.p. in charge of CBS radio network programs, Guy della Cioppa v.p. in charge of network programs, Hollywood ... John B. Lanigan, ex-consumer advertising specialist, Time Magazine, Feb. 1 joins ABC-TV as sales v.p., succeeding Fred M. Thrower, now CBS-TV sales v.p. ... Frank C. Oswald, ex-WGAR, Cleveland, appointed administrative asst. to Edward Lamb, operating Erie’s WICU & Columbus’ WTVN, along with AM station WOTD, Toledo, and planning to purchase WHOO, Orlando, Fla. ... Irving Settel, ex-adv. mgr. of Concord’s Inc., named consultant on sales promotion, merchandising & advertising for DuMont film program div.; he’s currently preparing TV Advertising & Production Handbook to be published by Crowell in Sept. ... Paul Tiemer named mgr. of Boston office, Paul H. Raymer Co. ... S. Tebs Chichester Jr. joins WMAL & WMAL-TV, Washington, as promotion mgr., succeeding Howard Bell, now with NARTB ... Robert L. Lippert Jr., son of head of movie firm bearing name, placed in charge of Tele-Pictures Inc., handling Lippert’s TV sales ... Frank M. Reed succeeds George W. Clark as mgr. of Chicago office, John E. Pearson Co., station reps ... George P. Adair, consulting engineer, and wife back from 7-week trip to Indo-China and Europe after making telecommunications survey in Indo-China for ECA ... David Savage, WCBS-TV film dept. mgr., elected v.p., National Film Council ... Col. William Mayer joins ABC-TV as executive asst. to Harold L. Morgan Jr., program v.p. ... Milt Goodman named general sales mgr., Screen Gems Television, Will Baltin continuing in production-station relations.

Telecasters are none too happy about terms of NBC and CBS propositions. CBS offers to pay stations for only 15 of its planned 30 hours of convention telecasts, NBC offers pay for 20 out of 30—and will charge sponsors accordingly—with affiliates carrying the rest free.

Outcome should provide real test of network loyalties. It may show whether NBC can hold its 41-station basic network (Vol. 7:52). One basic NBC affiliate pointed out that while he’s required to choose NBC first, much of the convention telecasts will be in “station time,” over which network has no option. He also said affiliation contract doesn’t require him to sell time on the cut-rate basis proposed for the political conventions.

NBC and Westinghouse executives are reported out in the hinterlands, visiting the stations personally to woo telecasters in behalf of their rival presentations. But in some locations, choice may be restricted by technical limitations. Shortage of cable facilities may dictate shared-time arrangement in a number of areas—with stations running NBC coverage on cable time allotted to NBC, CBS coverage on CBS’s cable time, etc.

Like CBS, NBC has grandiose plans for its convention telecasts. It says it will staff them with more than 100 top news reporters, commentators and writers, plus some 200 technicians.

New portable TV camera, the “walkie-talkie-lookie” will be used for first time to bring viewers onto convention floor and platform, in hotel rooms, corridors, etc. NBC is already building 2 complete TV studios, one radio studio, in the International Amphitheatre convention site, and studios in Hilton Hotel party headquarters.

JUSTIN MILLER, who left Federal Court of Appeals judgeship to become first paid president of National Assn. of Broadcasters, now is NARTB chairman and general counsel, may be next U.S. Attorney General. If Attorney General J. Howard McGrath quits as result of pressures growing out of tax scandals, Judge Miller is most likely choice for the cabinet post. His selection, it’s understood, has been urged upon President Truman by Chief Justice Vinson of the Supreme Court, with whom Judge Miller sat for 5 years as an associate justice of Court of Appeals for the District of Columbia. Justice Vinson himself, intimate of President Truman, is most frequently mentioned as choice for Democratic nomination for President if Mr. Truman doesn’t choose to run next fall.

Judge Miller’s appointment would be hailed by the broadcasting industry, because he has such intimate knowledge of their problems and is very highly regarded personally and as a jurist. Currently, he’s acting part-time as chairman of the Salary Stabilization Board. If he became Attorney General, it would mean returning to Dept. of Justice, to which he came in 1934 from post of dean of Duke U law school on leave to act as special assistant assigned to Solicitor General’s office to argue Supreme Court cases. He was named to Court of Tax Appeals in January 1937, and later that year appointed to circuit court on which he sat for 8 years. He’s native of California, 63, graduate of Stanford, with degrees from Yale and Montana universities, after which he taught law successively at Oregon, Minnesota, Stanford, California, Southern California and Duke universities, becoming dean of latter two.

Move from Newark to Empire State Bldg. to join other 5 stations, requested of FCC by WATV, was put on ice until freeze-end this week when Commission informed station that move conflicted with proposals, filed in freeze-hearing, that Channel 13 be assigned to Providence, co-channel with WATV at Newark.
Telecasting Notes: Trend to separation of operations of commonly owned TV and radio stations is pointed up by year-end announcements that Omaha's WOW Inc. and Dallas News have completed staff splits. Recently acquired by Meredith interests (Vol. 7:32, 39), WOW-TV will have Lyle DeMoss as program director, Fred Ebener as sales mgr., while W. O. Wiseman becomes sales mgm. and Roy Olson program director of WOW—all reporting to gen. mgm. Frank P. Fogarty... In Dallas, WFJA-TV's mgm. is Ralph Nimmons, WFJA-AM's Alex Keese, with gen. mgm. Martin B. Campbell moved to new job of supervisor of TV-radio properties with offices in new News plant... Denver, biggest non-TV city, since Dec. 1 has been getting—and will continue to get—selected events off transcontinental circuits, relayed via closed circuit to 30 Hallicrafters receivers in 4500-seat Mammoth Gardens, under auspices of KFEL, which staged huge World Series relay (Vol. 7:40); tickets were distributed free by local newspapers for all save Army-Navy and Notre Dame-USC games Dec. 1, for which $1.20 was charged... NBC-TV gambling reputed $5,000,000 this year on expanded daytime schedules (Vol. 7:49-52), most sustaining thus far—Dave Garroway's 7-9 a.m. Today show alone costing some $40,000 a week to stage; 9-10 a.m. is left for local, 10-1 filled up with network... CBS-TV foray into morning news field is ambitious show starting Jan. 7 titled Morning News, Mon.-Thurs.-Thurs.-Fri. 10-10:15 a.m. EST, Fri. 10-10:30, with Dorothy Doan and Harry Marble as commentators, Ted Marvel directing; commentators, films and still pictures will cover news, theatre, fashions, the arts, etc... New 85x195-ft. studio, NBC-TV's largest, was put to first use Jan. 3 with telecast of Opera Theatre; it's in old Vitagraph studios in Brooklyn, recently acquired, makes 15th studio for NBC-TV... WOR-TV, New York, moves Jan. 10 to its new TV Square bldg. on W. 67th St.

Station Accounts: Capsule success stories on 7 accounts comprise "TV results" section of Dec. 31 Sponsor Magazine, reporting on Weston Biscuit Co.'s Laughing Academy on WJBK-TV, Detroit, thru Clark & Rickerd; Johnnie & Mack (auto painting & repair), Art Green Show on WTJV, Miami, direct; Kendall Mfg. Co. (Soapine granulated soap), Shopping Vue on WNAE-TV, Boston, thru Bennett, Walthier & Menadier; Lymburner Nurseries (plants), Strictly for the Girls on WSB-TV, Atlanta, direct; Strietmann Biscuit Co., Strietmann Story Theatre, on WTVT, Richmond, thru H. M. Miller; Levy Bros., spots selling Confederate & Union-style army hats, on WAVE-TV, Louisville, direct; Tommy Greenhow (Formula X for windshield, windows, etc.), spots on KSL-TV, Salt Lake City, thru Anastasion... Dixie Cup Co., having tested TV on Junior Hi-Jinx Show on WCAU-TV, Philadelphia, planning TV-radio campaign this year, thru Hicks & Greist, N. Y. Chicago Sun-Times buys Clifton Utley newscasts weekly on WNBQ, Fri. 10-15:10-30 p.m., commercialists consisting of interviews with editors and staffmen... Frankenmuth Brewing Co. (Mel-o-Dry beer) has completed 11 TV film spots, shot by Video Films, Detroit, for spot placement by Ruthrauff & Ryan, using pantomime stars of The Scotti Show now carried on WWJ-TV, Detroit, with Bert Wells, The Friendly Bartender, delivering commercials... Among other advertisers reported using or preparing to use TV: Athletic Shoe Co. (athletic shoes), thru Burlingame-Grossman, Chicago; International Salt Co. Inc. (Sterling salt), thru Scheidelker, Beck & Werner, N. Y. (WBAL-TV); Cadbury & Fry (candy), thru Bernard Schnitzer Inc., San Francisco (KPIX); Odell Co. (Trol shampoo & after-shave freshener), thru Lawrence C. Gumbiner Adv., N. Y.

Mutual Broadcasting System reports $17,875,758 gross time billings during 1951, or 11% ahead of 1952.

Financial & Trade Notes: Admiral president Ross D. Siragusa, addressing some 800 distributors and salesmen from all over country during junket to firm's refrigerator plant in Galesburg, Ill., Jan. 3, expressed opinion materials shortages so freely prophesied may not actually materialize this year. "Ever since Korea," he said, "the economic forecasters have consistently overestimated the impact of the defense program on the civilian economy and underestimated the ingenuity and productive capacity of American industry.

"I am more bullish by far on our TV industry than on any other in existence today," he added. "No other major industry still has such a vast, virgin market yet to be exploited." Last year's "hard days," he continued, were not without their blessings—they enabled the industry to lighten excessive inventories and, so far as Admiral is concerned, TV sets at the factory represent less than 2 weeks' sales at recent rate.

Admiral begins 1952 in best financial condition in its history, with cash on hand of $20,000,000, net worth of $40,000,000, an increase over last 12 months of $7,250,000. Admiral has done no outside financing, he said.

* * *

Philco's total sales for 1951 exceeded $31,000,000, second only to 1950's record $335,518,000, president William Balderston told distributor convention in Chicago Jan. 5. As for the future, he said: "Regardless of the exact 1952 production, Philco sales augmented by govt. contracts should set new records... 1952 can be Philco's greatest year." Demand for TV sets is so great, he said, that company's entire production will probably be on allocation through first quarter. Philco factory and distributor-dealer inventories are at lowest point in history, he added.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1951, totaled $33,052,683, up 38% from 1950 peak of $23,927,117. Net income for 1951 fiscal year was $1,649,163 ($3.71 per common share) compared with $1,757,524 ($3.96) for preceding fiscal year. Firm has issued redemption notice for 355 shares of $5.25 dividend preferred stock at $100 a share on Feb. 1 at Registrar & Transfer Co.

Warner Bros. Pictures reports revenues from film rentals, theatre admissions and sales, after eliminating inter-company transactions, fell to $116,909,000 for fiscal year ended Aug. 31, 1951, from $126,944,000 for preceding year. Net profit, after providing for $9,100,000 Federal income taxes, was $9,427,000 ($1.67 a share on 5,619,785 shares outstanding) compared with $10,271,000 ($1.46 on 6,997,300 shares) in 1950 fiscal year after $6,300,000, taxes.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Nov. 15 & Dec. 14: Admiral, 21,370 shares Nov. 15, to 23,070 Dec. 14; Aceo, 20,180 to 20,850; General Electric, 10,098 to 10,419; Magnavox, 14,751 to 12,266; Motorola, 14,890 to 14,624; Philco, 9739 to 8921; Sylvania, 2050 to 4550; United Paramount Theatres, 8535 to 7120; Westinghouse, 6332 to 5188; Zenith, 21,130 to 23,475.

* * *

Financial Miscellany: Most active stock traded on New York Stock Exchange during 1951, as in 1950, was RCA... Tung-Sol Electric Inc. (formerly Tung-Sol Lamp Works) has posted redemption notices for all convertible preferred stock at $17.70 a share, including Feb. 1 dividend, at United States Corporation Co., N. Y. International Resistance Co. registered with SEC this week offering of 325,000 shares of common stock, 250,000 being new financing, 75,000 holdings of certain stockholders, offered through F. Eberstadt & Co. and Zuckerman, Smith & Co. Olympic Radio declares 3% stock dividend payable Jan. 28 to holders of record Jan. 15.
TAKING STOCK OF TV-RADIO STOCKS: Except that RTMA reports factory inventory of TVs at 219,885 units as of Dec. 21 -- which means the industry has pulled figure down some 550,000 from dangerous Aug. 3, 1951 peak of 768,766 (Vol. 7:32) -- we have only end-of-November figures on which to try to calculate how many sets were still in all trade pipelines at end of 1951.

RTMA distributor inventory shows 560,196 TVs as of Nov. 23, down from 645,-312 on Oct. 26 and from year's peak of 680,862 as of last Aug. 24, but still much higher than the 363,458 reported at end of 1950.

Dun & Bradstreet reports this week that retail inventory at end of November was 800,000-950,000 sets, of which 300,000-350,000 were table models and 500,000-600,000 other sizes. This is exactly same as end of October (Vol. 7:49).

November dealer sales ran 563,000 units (231,000 table TVs, 332,000 other), according to Dun & Bradstreet, which compares with 505,500 during October. For the only months for which Dun & Bradstreet has reported, July-thru-November, 2,111,000 TV sales are reported (852,000 table, 1,259,000 other).

Knowing factory inventory, and assuming distributor-retailer inventories change only slightly when end-of-December is reported, it's a good guess now that 1951 ended with 1,500,000 or more TV sets in all pipelines.

Radio inventory at end of November was 1,250,000-1,500,000 home sets, about same as end of October, plus 250,000-300,000 portables (up estimated 6000). November radio sales were 558,000 home radios, 85,000 portables, and sales for July-November were 2,229,000 home sets, 516,000 portables, according to Dun & Bradstreet.

HOPE, FAITH AND COOL CALCULATION: An industry that lifted itself by the bootstraps during so many rugged months of 1951 goes into 1952 with high hopes and great faith -- confident that the TV trade's best days are ahead, once FCC lifts the freeze and authorizes new stations to open up new markets.

The TV trade pulled out of such adverse circumstances last year -- made some 5,300,000 sets, sold almost as many -- that some believe it can do as well or better in 1952. This despite materials shortages that could keep output down, and despite the indisputable fact that end-of-freeze next spring isn't likely to bring many new stations into being until well into 1953.

If you believe the govt. experts, the industry cannot possibly produce as many sets this year as last, due to materials restraints. But there are those who, like Admiral's Ross Siragusa (see Financial Notes) seem to think such forecasters too much inclined to sell the industry's manufacturing ingenuity short.

The shortage forecasters could be wrong. The fact is that there were still plenty of sets in the trade pipelines at year's end, judging from end-of-November inventory figures (see above), and the danger of excessive inventories will persist if the set makers, distributors and retailers guess wrong again this year.

* * * *

Whether the wholesalers and retailers enjoy a good 1952 depends on factors too nebulous to calculate with certainty, chief being public demand. But the manufacturers, much as they prefer to make and sell peacetime goods, are being loaded with defense orders -- at least, all the big ones and many of the minor ones are -- and TV-radio may prove this year to be secondary dollar-volume items for them.

For example, RCA's Frank Folsom says his company's military output in 1952 "will probably equal in dollar volume the 1942 rate, when RCA plants were devoted 100% to war production." RCA's defense work, he added, should be 3-4 times greater in 1952 than in 1951, continuing still higher in 1953.

Admiral, Motorola, Philco and other major producers are also loaded with military orders, though their long-range view and their public accent is on civilian
products. Philco's Wm. Balderston, for example, told his distributors convention this week that "despite the threat of materials restrictions, we look forward to an increasing percentage of the market across the board" -- meaning, obviously, stiff competitive pushes on all appliances it produces.

Though trade generally has "guesstimated" 4,400,000 output for this year, Mr. Balderston thought it might go as high as 5,000,000.

It's difficult to discern any definite price trends, though Motorola last week posted lower prices (Vol.7:52), Philco's & DuMont's are on lower scale, Admiral has cut prices of several holdover models. No one has yet followed RCA in announcing outright price increases on models carried over from last year (Vol. 7:50).

Balderston told his convention higher prices "are entirely possible" this year "as the industry gets back to more realistic pricing." On other hand, Motorola v.p. Robert Galvin was in complete disagreement, tells us he thinks we were wrong last week in reporting no signs of any "general trend" downward (Vol. 7:52).

New models, new prices, new gimmicks being disclosed currently, especially at Chicago's furniture marts, indicate the industry isn't sitting still in its keen competitive quest for customers. And the prospect of uhf, possibly even before many more vhf, quickens pulses not only of the marketeers but also of technicians who say they're ready, willing and able -- the moment uhf signals are imminent.

Final official figures on TV-radio output for 1951 remain to come from RTMA which as yet has reported on just 51 weeks (see Topics & Trends). It seems safe to assume year ended with production of at least 5,250,000, probably nearer 5,300,000 TVs, and 12,500,000 radios. Their combined dollar value at manufacturing level is estimated by RTMA president Glen McDaniel at about $11/2 billion as against $1.7 in 1950. If we can accept average of $180 per TV set at factory level, TV accounted for about $950,000,000 of the total; at retail, with gadgets, possibly $2 billion, not counting costs of installation, servicing, etc.

Add to foregoing about $1 billion in military orders this year, according to McDaniel, compared to about $500,000,000 in 1950 -- and you get idea of magnitude of TV and its related electronics arts. McDaniel estimates first quarter 1952 alone will add $600,000,000 in military orders, continuing at that level rest of year.

Trade Personalities: John M. Otter, Philco v.p. & gen. sales mgr., named v.p. & gen. mgr., refrigeration div., also heading management of all appliances, including electric ranges and room air conditioners; Thomas A. Kennelly becomes v.p. on executive staff and chairman of distribution committee ... Other changes in new Philco divisionalization program include: Raymond G. George, TV-radio merchandising v.p., named corporate v.p. of merchandising; Fred Oligby, TV-radio div. v.p., is now in charge of all sales; John Keneau, public relations v.p., adds duties of chairman of newly formed merchandising committee for TV-radio under div. president Larry Hardy; John L. Utz, field sales, promoted to national sales mgr. of TV, John J. Moran continuing as national sales mgr. of radio ... Martha F. Shea promoted to Philco v.p., auto-radio div., in charge of car radio manufacturing sales and head of Detroit operation ... Noble C. Harris, former chief, military equipment section, NPA Electronics Div., and ex-director of electronics, Navy Bureau of Aeronautics, Jan. 1 became liaison engineer for Crosley Div., Aveco, assigned to Washington office under manager Frank J. Hughes; Justin R. (Ted) Sypher Jr., succeeds him as chief of military equipment section at NPA Electronics ... John D. Grayson has resigned as v.p. & comptroller, Magnavox, to become v.p., Western Auto Stores, Kansas City ... Lewis Gordon, ex-mgr., international sales div., appointed managing director, Sylvania international div.; Frederic J. Robinson named director of sales, Karel van Gassel director of manufacuring ... William G. Frick promoted from field representative to sales mgr., Capelhart-Farnsworth technical products div., succeeding late Dean E. Rice ... Irving Robbins returns to Starrett Television Corp. as v.p. & gen. mgr. ... A. H. Nicoll, president of Graybar, elected chairman; F. E. Gibson, treasurer, and L. G. Fields, Richmond mgr., elected directors ... Ralph R. Simpson, ex-engineer for test-equipment merchandising, promoted to merchandising supervisor, Sylvania TV picture tube div., ... S. Peter Shafer, ex-Motorola-New York Inc., appointed sales-promotion mgr., Tele King Corp. of New Jersey ... Max S. Simpson named to newly created post of controller, Curtiss-Wright electronics div.... Admiral Edwin Dorsey Foster, onetime chief of Naval material, since Jan. 1951 RCA Victor director of mobilization and planning, elected RCA Victor v.p. & director of planning Jan 4. ... David S. Rau elected v.p. & chief engineer of RCA Communications Inc., ex-engineering v.p. C. W. Latimer becoming v.p. & chief technical consultant ... John P. Gleason named Eastern regional sales mgr. for TV bulb manufacturing div., Owens-Illinois Glass Co.

Edmund T. Morris Jr., chairman of DPA's interagency Electronics Production Board since April 23, 1951 (Vol. 7:15) and chief of NPA Electronics Div. since May 24, is slated to return to post as director of Westinghouse Electronics & X-ray Div. next month. Decision on his successor in NPA-DPA posts is expected next week.
**Topics & Trends of TV Trade:** Final week's output figures still lacking due to inability of auditors to compile them soon enough, RTMA this week released revised and final TV-radio production figures for January-thru-November, 1951 (see below). To these can be added the estimated 125,745 TVs turned out during week ended Nov. 30 (counted as a December statistical week), the 109,408 to Dec. 7, the 117,047 to Dec. 14 and 86,594 to Dec. 21—to give grand total of 5,236,910. Final 10 days of December, despite holidays, are reasonably certain to swell this figure to around 5,300,000.

The radio figures in table below tell their own story. But since November figures were finalized, RTMA has reported these additional weeks' totals: 196,222, 206,681, 200,869, 164,276—so that with one week to go total radios came to 12,469,063 units. The RTMA table for first 11 month of 1951:

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<tr>
<th></th>
<th>Home</th>
<th>Auto</th>
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<tbody>
<tr>
<td></td>
<td>TV</td>
<td>Radios</td>
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<tr>
<td>January</td>
<td>645,716</td>
<td>750,289</td>
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<tr>
<td>February</td>
<td>679,319</td>
<td>761,679</td>
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<tr>
<td>March (5 Weeks)</td>
<td>874,634</td>
<td>988,078</td>
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<tr>
<td>April</td>
<td>469,157</td>
<td>619,651</td>
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<tr>
<td>May</td>
<td>339,132</td>
<td>581,557</td>
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<tr>
<td>June (5 Weeks)</td>
<td>326,547</td>
<td>346,135</td>
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<tr>
<td>July</td>
<td>152,306</td>
<td>184,002</td>
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<tr>
<td>August</td>
<td>146,705</td>
<td>295,587</td>
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<tr>
<td>Sept. (5 Weeks)</td>
<td>337,341</td>
<td>603,055</td>
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<tr>
<td>October</td>
<td>411,867</td>
<td>513,609</td>
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<tr>
<td>November</td>
<td>415,332</td>
<td>477,734</td>
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</tbody>
</table>

Total 11 Mo. 4,798,056 6,124,376 1,255,934 4,320,805

Merchandising Notes: New York dept. store business was down 5.5% in December from same month year ago—TV-radio decreases ranging from 1% to 50%, according to monthly *Herald Tribune* retail trade survey; only one store reported TV-radio gain, which was 32.3%. Washington area distributors sold 5023 TV sets to retailers during November, as against 5047 in November 1950, reports Electric Institute; for 11 months through November, sales were 49,915 TVs vs. 72,511... Sears Roebuck mid-winter catalog cuts 17-in. Silvertone TV table to $160 (was $170), 20-in. to $210 (was $220); new 20-in. console lists at $240... Spiegel Inc., in new 1952 catalog, adds 20-in. “Aircastle” table at $240, consoleette $270; its 17-in. table is $190 (reduced from fall-winter catalog’s $220), consoleette is $230 (console formerly offered was $260); combinations dropped... Add these distributor meetings and exhibitors, during Chicago’s Jan. 7-18 furniture marts, to those previously reported in this column (Vol. 7:50-52): CBS-Columbia, exhibit in Congress Hotel Jan. 7; Bendix Radio, meeting in Ambassador East Jan. 7; Sentinel, headquarters in Sheraton Hotel... Admiral again to sponsor Chicago finals of Golden Gloves boxing tournament March 7, All-Star football Aug. 15, simulcast on DuMont and Mutual.


Motorola’s new price list (Vol. 7:52) ran into snags this week because of OFS ruling against higher warranty charges, but executive v.p. Robert W. Galvin said that prices would remain same and that firm was working out new method of computing warranty and taxes.

Featured in new Philco line, introduced at Jan. 5 distributor meetings in Chicago, are nine 21-in. models, all with cylindrical face tube which reduces glare and reflection, provides 20% more viewing area than conventional 20-in. All-new line also includes six 20-in. and four 17-in. sets. Prices are considerably lower than previous line, with 20-in. receivers “in the same price range that made 16-in. sets price leaders less than a year ago.” New developments include completely new chassis and “Super-Colorado Tuner.” Prices, rounded out, not including Federal excise tax:


One table model is featured in 21-in. line, Model 2224, mahogany $340. Consoles, all mahogany: 2252 at $360; 2253, casters, $380; 2254, casters, $400; 2256, casters, % doors, $430; 2258, casters, full doors, $450; 2259, genuine mahogany, full doors, casters, $480; 2283, AM-phono, % doors, $600; 2275, AM-FM-phono, $775.

* * *

RCA’s winter line, delivered to distributors this week, consists of six 21-in. models and six 17-in., including four 21-in. and two 17-in. held over from old line. Dropped from 17-in. line were old metal table at $280, wood table at $300, and in place of them are the Colby, metal table at $260, and Glenside, metal table at $280 in mahogany finish, $290 in blonde. New 17-in. consoles are Crafton at $340 in mahogany or walnut, $350 in oak and Calhoun, with doors, mahogany or walnut, $395. Continued are 17-in. console Covington, $380 in mahogany or walnut, $390 in oak, and Kendall, mahogany, walnut or oak, $390.

New in 21-in. line are Selfridge table at $380 in mahogany or walnut, $390 in oak, and Meredith open console at $425 in mahogany or walnut, $445 in oak. The 4 hold-over 21-in., all consoles introduced last August and increased in price about 5% as of Dec. 24 (Vol. 7:50): Suffolk $450, oak $470; Donley $475, oak $495; Rockingham $495; Clarendon $525. Matching consoleette bases are available for table models at $18.95 for 17-in., $20 & $22.50 for 20-in.

No combinations are now offered by RCA, except as there may be some old models still in pipelines. Whether combinations will be made second half of 1952 depends on materials supply. All prices include tax, 90-day warranty.

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New 11-set DuMont line, to be introduced at Chicago’s American Furniture Mart Jan. 7, is priced 10-15% below previous line, with 21-in. consoles running $70-$150 under 19-in. 1951 predecessors. New line, all 17 & 21-in., features cylindrical face picture tube on all 21-in. models, built-in booster and “Distan-Selector” switch for fringe areas. Three sets have new “Selfocus” picture tube.

Line starts with Devon, 17-in. table, $230 in mahogany, $290 in blonde (prices rounded out). Other 17-in., all consoles: Chester, mahogany, $320; Park Lane, doors, FM-phono, mahogany, $350, blonde $360; Andover, doors, FM-phono, mahogany, $350; Meadowbrook, doors, FM-phono, mahogany, $370.

The 21-in. consoles: Wickford, mahogany, $400, limed oak, $420; Bankbury, doors, mahogany, $460, limed oak, $480, raffia doors, $490; Wimbledon, doors, mahogany, $480, blonde, $500; Whitehall, doors, mahogany, $500; Flanders, doors, fruitwood, $540; Sherbrooke, doors, AM-FM-phono, mahogany, $650, blonde $675.

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Raytheon has new “Corona Inhibitor” treatment for picture tubes to minimize loss of brightness and audible effects resulting from certain atmospheric conditions.
Admiral adds 12 new models, some with AM radio added as a "product dividend," listing at prices which v.p. Richard Graver told Chicago convention this week "are no higher than those of most other nationally advertised sets having TV alone." Radio and record player outlets are integral parts of the TV circuit, sharing same chassis and tubes, so that cabinets are not enlarged.

Admiral's line thus comprises 32 models, some of carryovers being reduced $30 to $125 in price. Several 21-in. sets contain the new cylindrical glass tubes, and the entire line has double shielding on tuner to minimize oscillator radiation. Designed but awaiting tube availabilities is a 27-in. set in cabinet that Mr. Graver said will "fit any size living room." Nevertheless, he predicted 17-in. will enjoy high favor this year, though trend is to 20 & 21-in. The complete Admiral line (Eastern prices):

Table models: New are 20-in. plastic ebony at $240, mahogany finish $250; and 21-in. mahogany $350, blonde $360—latter 2 with AM. Continued are 17-in. plastic 17K21-2 ebony at $190, plastic mahogany $200; and 17M16-7 mahogany wood $230, blonde $240. Also continued are the 121K16-6-7 20-in. walnut $280, mahogany $290, blonde $300.

Consoles: New are 17-in. walnut $300, mahogany $310, blonde $330—Each with AM. New also are 21-in. walnut $400, mahogany $410—both with AM. Carried over are 17-in. 27K35-6-7 series in walnut at $260, mahogany $270, blonde $290; and the 37M15-6 in walnut $400, mahogany $420; 27M35-6 in walnut $300, mahogany $310.

Combinations: New are 21-in. in walnut at $500, mahogany $520, blonde $540. Continued are 17-in. 37K35-6-7 series in walnut $380, mahogany $400, blonde $420. Prices include tax & warranty of 90 days on tubes, year on parts.

Certificates of necessity for accelerated tax amortization of expanded electronic and related production facilities approved by DPA Nov. 24-30: General Electric, Cohocton, Ohio, mica, $452,263 (of which 45% is to be written off in 5 years); Electronic Associates Inc., Long Branch, N. J., electronic equipment, $147,600 (70%); Consolidated Engineering Co., Pasadena, Cal., electronic instruments, $39,003 (65%); Mykroy Inc., Horton Grove, Ill., aircraft parts, $39,000 (40%); United Electronics Co., Newark, tubes, $25,224 (65%).

To protect small firms in allocation of critical materials, Small Defense Plants Administration this week set up Office of Materials, headed by Roger E. Allen, former NPA consultant and one-time production manager of Bendix plants at South Bend, Ind., and Elmhira, N. Y.

Sylvania buys 35,000-sf. plant at 151 Needham St., Newton, Mass., to make magnetrons and microwave tubes for radar, employing about 200 persons starting Feb. 1; Douglas Eckhardt, magnatron foreman at Boston, will be manufacturing supt.

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Chock full of TV is agenda for 1952 IRE convention at New York's Waldorf-Astoria Hotel and Grand Central Palace, March 3-6. Featured are symposiums and technical papers on such subjects as TV broadcasting audio & video systems, station construction & theatre conversion, NTSC color standards, uhf receivers & tubes, CR tubes. Defense Mobilizer Charles E. Wilson will speak at March 5 banquet.

RCA is continuing NTSC color field tests Tuesday-Saturday, 7-8:45 a.m., over Channel 4 in New York, rebroadcast over uhf in Bridgeport, for at least first 2 weeks of January. Signals have been on air 7-10 a.m. Monday-thru-Friday during December.

FCC's patent-filing proposal (Vol. 7:48) gave too little time for study, some companies and patent attorneys advised Commission—so deadline for comments was extended this week from Jan. 5 to Jan. 31.

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Mobilization Notes: NPA gave TV-radio industry hint of what to expect next quarter when it told auto manufacturers this week they'll have to get along with 30% less materials in second quarter than in current first quarter. TV-radio cuts will be steep—probably in the order of 10% below first quarter—but they'll be less than car makers' cutbacks, since auto industry wasn't hit as hard as TV-radio and other durable goods in first quarter.

Meanwhile, DPA-NPA chief Manly Fleischmann, in year-end statement, predicted "shortages of basic materials will be most acute during the second and third quarters of 1952, with only a slight easing during the closing months of 1952." By summer of 1953, he said, "we shall have achieved the build-up of military strength in being, plus the additional productive capacity to support an all-out mobilization." By that time, he estimated, electronics production will be at 268% of 1951 levels, aircraft 115%, machine tools 262%. Depletion of inventories of civilian goods and record employment in 1952 "will make the defense effort a far more realistic part of the life of the average citizen than it was in 1951," said Fleischmann. The new year will see completion of bulk of industrial expansion, and production of actual military items, rather than the machinery to make them, he predicted.

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Why is military electronics program behind schedule? Special report in Dec. 31 Newsweek says complexity of equipment, red tape and shortages of materials, machine tools and manpower combine to make electronics production "No. 2 bottleneck" of defense program (jet engines being No. 1). Based on interviews with manufacturers and military officials, article draws these conclusions:

New weapons "are almost incomprehensibly complex, [and] as a result not more than 20% can be mass-produced." New technical problems constantly arise to plague manufacturers. "As if the devices were not complicated enough, the services constantly press for changes and improvements."

"Red tape and indecision emanating from the Pentagon and other Washington bureaucratic circles" is one big hold-up in electronics production. "The armed services have consistently failed to spell out their specific and immediate needs." Constant military-directed design changes—even as equipment comes off the production line—is frequent complaint of manufacturers. Another is that Munitions Board fails to help producers obtain badly needed parts and components. "Before Korea, the average lead-time in delivery of components was 3 months; now it is a year."

"So far as the electronics program is concerned," Newsweek concludes, "the situation had been 'saved' simply because jet engines have been the chief bottleneck. Aircraft have not been delayed because of a shortage of electronic devices."

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Some 500 applications for second-quarter CMP materials from electronics manufacturers were in hands of NPA Electronics Div. at this week's end—almost 2 weeks after deadline. For first quarter, division received total of 922 applications. Division officials said applications will be processed and allotment tickets mailed out in order of receipt, giving early applicants an edge in placing materials orders at the mills.

A "new" electronics industry, rivaling chemical industry in size, will grow from the transistor, predicted Bell Labs' Dr. Robert M. Burns in speech before Society of the Chemical Industry in New York's Waldorf-Astoria Hotel Jan. 4. Dr. Burns, a developer of the substitute for vacuum tubes, was awarded Perkin Medal, highest award for achievement in American industrial chemistry.
NARTB-TV's membership of 75 stations and 3 networks may subscribe without additional payment, but non-members must pay administrative fee, to be determined at February NARTB board meeting. Copyrighted seal was designed by William R. Willison, Washington.

Starting off awards season, Look Magazine & Radio Daily announced their choices this week. Look jury comprised 1000 executives, producers, directors, reviewers, who picked winners in 12 categories: variety, Your Show of Shows; comedy team, Sid Caesar & Imogene Coca; producer, Max Liebman; m.c., Milton Berle; news, John Cameron Swayze; education, Zoo Parade; drama, Studio One; public affairs & special achievement (2 awards), Ke-faurer Committee hearings; sports, Cavalcade of Sports; director, Alex Segal; children's program, Kukla, Fran & Ollie. Radio Daily polled TV editors for top personalities in 10 classes, picked: man of the year, Arthur Godfrey; woman of the year, Imogene Coca; drama, Studio One; comedy, Red Skelton; commentator, John Cameron Swayze; documentary, Crusade in the Pacific; quiz program, You Bet Your Life; sports, Jimmy Powers; children's show, Kukla, Fran & Ollie; song hit, Because of You.

"Triple spotting" between closing commercial of one show and opening commercial of next is reason why E. J. Brach & Sons, Chicago candy manufacturer, is shifting away from TV this month and back to radio spots in 10 Midwest cities. Spots so close together "just aren't worth the money," Tide Magazine reports Brach as saying. Tide notes that Lucky Strike has canceled TV spot in favor of new network show (Vol. 7:51) and that Ballantine Ale may go lighter on TV this year, and states: "The feeling in the trade seems to be that TV spot prices are much too high in relation to other media, and the TV stations may have a sizable problem on this score before they know it."

TV-radio income of $400,000 from Jan. 1 Rose Bowl football game topped net gate of $350,000, as was expected Aug. 2 when NBC bought 3-year TV-radio rights for $1,510,000 (Vol. 7:31). First coast-to-coast bowl telecast was sponsored by Gillette. Sale of rights last year yielded $110,000. Theatre telecasting of game was banned by Pacific Coast Conference and Tournament of Roses officials despite fact NBC was willing and Theatre Network TV Inc., New York, had told members that game would be available. Tickets were sold in advance by theatres in many cities, including Denver, where no home TV is available. Theatre TV for hour of Rose Parade New Year's morning was also banned by sponsor, F. W. Woolworth.

TV angle in film contracts resulted in cancellation of Joan Crawford's pact and termination of an important loanout agreement this week. Miss Crawford ended long-term contract with Warners, a spokesman for the star said, to be free to work in TV-radio. Ending of loanout deal for actors Kirk Kazzmar between producer Stanley Kramer and MGM—because Metro insisted on non-TV clause—may indicate, the New York Times speculated, that Kramer is considering possible release of films to TV. Kramer has produced such pictures as Home of the Brave, Champion, Cyrano de Bergerac and Death of a Salesman.
HANDY INDEX TO THE TV NEWS OF 1951: Index to the contents of our 1951 Newsletters, Supplements, Special Reports, etc., sent to all subscribers herewith, is designed to serve as ready reference to major events, trends, facts, dates, as chronicled by Television Digest during the last year. It wasn't practicable to catalog everything we published -- but the important news is pin-pointed for you. Use of this Index, of course, presupposes that you have maintained your file of 1951 Newsletters and other documents (Vol. 7:1-to-52). We're now preparing bound volumes for those who ordered them in advance (at $25 per copy), and strongly urge that you have your own files bound locally if facilities are available.

Note: Going into mails by end of next week, to those subscribing to them, are our semi-annual TV Factbook (No. 14) and our 1952 AM-FM Directory -- both now recognized as standard reference volumes in the industry. Both mean start of brand-new series of weekly Addenda reporting station applications, grants, changes, etc. Each lists all stations in its respective fields, with pertinent reference data.

QUICK TV EXPANSION NOT IN THE CARDS: Though there should be no illusions about true meaning of "end of freeze" in terms of new stations and markets, many ebullient folk in this dynamic field can't seem to shake the notion that countryside will bristle with new antennas the moment FCC opens the gates.

Even Sen. Johnson this week told us he has advised eager Denver constituents that city should have stations "in time for the World Series" -- October. Yet fact is that few people familiar with administrative procedures, in or out of FCC, can see how Denver will get CFs -- let alone stations on air -- by October. As one attorney puts it:

"There's only one method of getting fast grants in Denver or any city like it. That's by locking up all applicants in a hotel room, permitting them no liquor or cigarettes, and telling them to come out with no more applications than channels available -- through merger or murder."

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Still no answers to major freeze questions -- "When will it end?" and "How will applications and hearings be handled?" -- simply because FCC doesn't know yet.

"We ought to have a darn good idea in a couple weeks," Chairman Coy tells us, "but right now we can't say." Actually, picture should be much clearer after Jan. 18, when full Commission tackles city-by-city allocations for entire country -- except New England, which was cleaned up in "trial run" few weeks ago (Vol. 7:49).

Incredibly numerous and complex problems of writing new rules and standards and setting up application-handling procedures are considered well in hand by Commission staff, but commissioners themselves still have to pass on them.

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Speed in pounding out CPs after freeze may be achieved, according to some, through separation of vhf and uhf -- hastening uhf grants, at least. Assumption has been that uhf will be in much less demand, even in larger cities, so hearings may
frequently be avoided. But with uhf growing more attractive daily, there's strong possibility that very few sizable cities would get by without uhf hearings in addition to vhf.

Contributing markedly to uhf's enhancement is NBC's petition asking FCC to permit it and other multiple-station operators to build several uhf stations in addition to present limit of 5 vhf (Vol. 3:1). Chairman Coy and Comm Sterling are outspoken in their endorsement of petition, and it's considered almost certain that proposal will muster FCC majority. Said Coy:

"I can see results of the petition already. A group of men was just in to see me and they said that if uhf is good enough for NRC, it's good enough for them. I'm in favor of the idea. Personally, I'd like to see the same limits in TV and FM as in AM -- 7 stations." Decision is expected by time freeze is lifted.

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Another possibility for quicker grants has been advocated -- that of permitting applicants to specify channel, then holding hearings on only those channels with 2 or more applicants. Proponents consider this procedure the only legal one, as well as most practical. But opponents say it would encourage "shell game," with applicants winning grants simply because they amended to "right" channel at the last minute. Chances for adoption of this procedure seem slim.

Other ideas for making time have been mentioned -- applicants agreeing to waive hearings, "paper" hearings, waiving of oral arguments -- but it's dubious whether applicants will waive anything when chips are really finally down.

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Thus, simple facts of TV's economic and regulatory life continually lead to this conclusion: Even if FCC ends freeze by March 1 -- meaning that it adopts final allocation plan, rules & standards -- this year's new stations may well number 5-10, next year's 30-50. March 1 for decision is considered reasonable date since at Commission they say "between Feb. 1 and March 1."

Even if Congress gives FCC more money for more hearing examiners and more staff, it can't help much this year. But it would mean substantial increase in grants next year, tremendous difference in 1954. Curiously, Sen. Johnson says that no one from FCC has requested his help in getting bigger appropriation. "I'm ready to take off my coat and go to work," he says, "but no one has asked me to. I don't know whether they want or can use help, but I do know they need more examiners."

WHAT'S AT STAKE IN THEATRE-TV HEARINGS: Though financial success of theatre TV is by no means guaranteed -- even warmest proponents admit that -- movie industry is asking FCC for opportunity to test economics of new medium under the best possible conditions. That's whole reason behind recent hustle-bustle in preparation for FCC hearings scheduled to begin Feb. 25, if it doesn't conflict with FCC's freeze work.

Showmen who built film industry think they see in theatre TV the answer to stay-at-home audiences -- and key to a new and greater entertainment business. But when they put it to the real test of public response, they want to be sure they have room to grow -- into a high-definition, color -- perhaps even tri-dimensional -- nationwide TV system, with programming and facilities under their own control.

Fabulous popular (if not financial) success of last year's makeshift theatre "network" has whetted appetites of theatremen. These experiments were concerned almost exclusively with sports. But exhibitors and producers envision TV giving birth to entirely new entertainment medium -- combining timeliness of TV with what they like to call the glamour of the film palace.

Theatremen are looking hopefully to the day when vaudeville returns -- via TV; when the 400-seat Bijou in Rock Ridge, S.D. can present Radio City Music Hall Revue twice daily; when theatre newsmakers will be news -- not history, but visual reports of the last 24 hours of national, regional and local events, including on-the-spot news as it happens; when TV supplements regular film fare and replaces "B" features and the double-bill.

Months of meetings have welded a solid front and unified command for FCC hearings among the theatre-TV backers. Principal groups which will appear will be
Producers, through Motion Picture Assn. of America, whose president Eric P. Johnston will testify. (2) Theatre owners, through National Exhibitors Theatre-TV Committee (Vol. 6:26), headed by East Coast theatre chain owner S. H. Fabian.

Only party to file opposition so far has been AT&T -- expected to be formidable opponent. Telecasters have been watching developments closely, but openly have expressed little interest. NARTB-TV board, however, has authorized appearance at hearings if it's found necessary. TV director Thad Brown says he's studying question, will enter hearings if there's any indication theatre people want to infringe frequencies which telecasters need.

What's wrong with present system of theatre TV? Why are exclusive channels needed? To begin with, say theatre-TV backers, present method isn't a "system" at all. Some 60 theatres are equipped with projection receivers built to pick up the standard 525-line home-TV type broadcasts. Theatre "telecasts" so far have been sent to theatres in score of cities when and where AT&T circuits were available.

Theatre people hasten to point out that a "real" theatre-TV system can't be established on this basis. These are their principal arguments:

(1) Standards. While today's home-TV images are satisfactory on the screen of a receiver in the living room, they're woefully inadequate on a 15x20-ft. screen in a darkened theatre -- especially when on same program with motion pictures.

More definition is necessity, they say. While there's much controversy on subject, general consensus is that video bandwidth of 10 mc can reproduce picture that "looks" about as good as 35mm movie. TV stations put out 4-mc video signal, and AT&T's cable passes only 2.7 mc, though microwave is much better.

Then there's color. Theatre-TV exponents agree system should use color from start. Both color-subcarrier (RCA theatre color, Vol. 7:42) and field-sequential systems (Eidophor-CBS, Vol. 7:40) have advocates among theatre-TV experts. But they say different color systems can co-exist under proposed theatre-TV setup -- and feel color question should be kept out of FCC hearings, since proposed allocation would be for point-to-point "closed system" transmission only.

(2) Distribution. Theatre-TV can't succeed if it must rely on common carriers, its exponents say. AT&T's present TV service won't accommodate wide-band, high-definition system, and they argue that AT&T's other commitments make construction of new facilities too uncertain and indefinite.

Acquisition of transmission facilities, movie folk insist, "should be entrusted to those who have the primary interest of exhibiting the TV picture in the theatre, rather than to a common carrier whose principal obligation is to provide telephone service to millions of private subscribers" [from 20th Century-Fox brief, filed with FCC September 1949; see Vol. 5:36].

High cost of common carrier service is another argument against use of AT&T lines. Theatre people are quick to point out that oil and gas companies have built their own elaborate transcontinental microwave systems because of "AT&T's slowness and costs." Too, they say AT&T isn't flexible enough for remote pickups, etc.

Theatre-TV people are asking FCC to allocate enough frequencies to them to accommodate 8 competitive nationwide networks, including inter-city relays, intra-city transmissions and remote pickups.

They figure 360-mc chunk of microwave frequencies can do the trick. Then they want to split this into 6 "double channels" -- each 60-mc wide and containing two 30-mc channels, of which 10-mc would be for video signal. The 30-mc width is necessary, they say, because available microwave equipment uses frequency-modulated picture, requiring wide sidebands. And they argue wide channel would accommodate any future improvements, such as better color, 3-dimensional picture, etc.

Signal would be carried city-to-city via relay hops, each network alternating between its two 30-mc channels with each hop, to avoid interference. Within cities, signal would be beamed directionally from high point to theatres.

There'd be no co-channel or adjacent-channel interference problems in such
a system, the engineers point out. Because of high frequency and directional nature of transmission, adjacent channels could be used in same city, co-channels in neighboring cities -- giving each city potential of 6 theatre-TV services.

Most oft-suggested frequencies for theatre TV are 6425-6785 mc -- although some engineers feel frequencies as high as little-used 10,000-mc band would be satisfactory for intra-city transmission.

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Theatre-TV attorneys are optimistic -- at least publicly. They say they expect to get all they ask. But if FCC rejects their plea for exclusive channels they have another proposal ready. They've asked Commission to consider -- as last resort -- possibility of assigning them frequencies allocated to industrial radio services, on a shared basis (Vol. 7:36,50,52).

If they get their frequencies, it will be some time before even regional networks can be put into operation -- and TV-conscious theatre owners will be faced with problem of whether to continue ordering and installing present type theatre-TV equipment which would be obsoleted by wide-band color TV service.

First regional networks would probably be operated by theatre chains. Los Angeles' National Theatres president Charles Skouras has already announced plans for 73-theatre circuit using Eidophor-color equipment (Vol. 7:49). If public takes to theatre TV, its backers see regional nets gradually expanding into national service.

Home-TV networks and film producers are expected to get into the act if this happens. NBC has already revealed it's eyeing potential of exclusive programming for theatres. And there's possibility, too, that transcontinental theatre-TV relay, serving as limited common carrier, may compete with AT&T, leasing its facilities to other users -- such as home TV -- during idle hours.

These are movie industry's plans for TV. They're long-term plans, but may well hinge on action FCC takes in next few months. MPAA president Eric Johnston warned Jan. 8: If film industry loses its case before Commission, it will probably be barred forever from setting up a theatre-TV system.

Telecasting Notes: Memo to all present and prospective telecasters: Be sure to have a look at NBC-TV's new 7-9 a.m. show Today, with Dave Garroway as mc, starting Jan. 14 and running weekdays thereafter (Vol. 7:50 et seq); it's radical departure in telecasting, not only because it opens TV day so much earlier but because of new format and because it's plainly designed to capture radio's early-morning audience, with programs designed for viewing and/or listening. Several sponsors already signed (see Network Accounts) . . . WOR-TV's Television Square, 2-story structure occupying most of block between 67th & 68th Sts., bounded by Broadway & Columbus, New York, was formally opened this week—housing 48,000-sq. ft. of TV production facilities, purchased and remodeled at reported cost of $2,000,000 . . . Only block away, ABC's St. Nicholas Arena, where International Boxing Club bouts are televised, was sold this week to W. Zeckendorf, realtor and ABC board member . . . ABC has purchased almost entire balance of West 66th St. blockfront between Central Park West & Columbus Ave. with view to consolidating all its operations; shift and development of properties said to represent total capital investment of $10,000,000 by ABC, presumably predicated on pending merger with United Paramount Theatres . . . Hollywood will originate more network TV shows than New York by October, according to Jan. 3 Hollywood Daily Variety, which reports CBS plans 10 network shows from Hollywood by spring, 10 more by Oct. 1 opening of its "TV City." NBC & ABC are expected to add dozen more . . . Lowest-rate TV station of all 109, whose rate cards are digested in our forthcoming TV Factbook No. 14; is that of KOB-TV, Albuquerque, which started Nov. 29, 1948 as nation's 46th station with base rate of $150 an hour, now quotes only $85 in Rate Card No. 2; as of Dec. 1, total TVs attributed to its area was only 12,100 (Vol. 7:62) . . . ASCAP's 2500 writers and 400 publishers split $14,000,000 income for 1951, compared with $10,000,000 for 1950, TV stations alone accounting for $1,850,000 during first 8 months of 1951 vs. $300,000 in all 1950—and expected to account for much more this year . . . Johns Hopkins U granted $10,000 by board of WAAM, Baltimore, which keys its weekly Science Review on DuMont, for further extension of show; how show is put on at WAAM was subject of Jan. 7 telecast, how it's networked scheduled for Jan. 14 . . . Elmo Roper signs with NBC for pre-election opinion polls . . . Chesterfield, his radio sponsor, is likely to bankroll Bing Crosby on CBS-TV when he "almost certainly will be doing a TV show from the Coast next September or October," according to Variety; he's expected to do only 5 or 6 shows per season, like Jack Benny . . . DuMont's WTVT, Washington, has leased most of tenth floor of downtown Raleigh Hotel to house 40x60-ft. and 40x40-ft. studios, all offices, 2-story control room.

NBC is definitely going ahead with its projected Economics Study Formula, and on Jan. 15 is sending letters to all radio affiliates informing them of new status as of next July 1. Efforts of affiliates' committee to get network to stop from new station-payment policy, which hinges in part on TV factors and means lower payments to most, have proved unavailing despite threats of some that they will quit network. Top NBC executives were on road this week laying formula before recalcitrant stations. Network has indicated that if any stations secede, others will be affiliated—a threat it can carry out in most areas in view of fact total AM outlets have more than doubled since VJ-Day (Vol. 8:1). Station committee consisted of Paul Morency, WTC, Hartford; Richard Shaflo, WIS, Columbus, S.C.; Clair McCollough, WGAL, Lancaster, Pa.
ADVERTISERS SPENT $484,400,000 on TV in 1951, including time purchases, talent, production—everything. That's preliminary report this week from Printers' Ink, prepared by McCann-Erickson research dept. Estimate puts national TV advertising bill at $390,400,000, local $124,000,000. Total compares with $185,000,000 in 1950 ($313,100,000 national, $83,300,000 local).

TV's increase of 161.8% over 1950 is called "most spectacular gain" among all media. TV's 1951 advertising expenditures represent 7.4% of record national total advertising volume of $6,548,200,000, which is up 15% from 1950.

Radio billings totaled $690,000,000, according to Printers' Ink ($390,400,000 national, $299,100,000 local), or net gain of 3.4% over 1950. National gained 1.6%, local gained 6%. Radio comprised 10.5% of national advertising budget.

Dollar expenditures in other media and their percentage of whole: newspapers $2,226,000,000, or 34%; magazines $562,500,000, or 8.6%; farm papers $24,200,000, or 4%; direct mail $292,500,000, or 14%; business papers, $292,500,000, or 4.5%; outdoor $149,000,000, or 2.3%; miscellaneous $1,198,400,000, or 18.3%.

Network Accounts: Kiplinger Washington Agency (Changing Times Magazine) first sponsor to sign for participations in new Dave Garroway show Today starting Jan. 14 on NBC-TV, Mon.-thru-Fri. 7-9 a.m.; Kenwill Corp. (Magikoter Pintroller) starts participations Feb. 18. Kiplinger agency is Albert Frank-Guenther Law; Kenwill agency is W. Earl Bothwell... Reichold Chemicals Inc. (synthetic resins, industrial chemicals) sponsors TV version of America's Town Meeting, starting Jan. 27 on ABC-TV, Sun. 6:30-7... James Lees & Sons Co. (carpets & rugs) Feb. 24 starts Meet the Masters, musical recital series, on NBC-TV, alt. Sun. 5:30-6, thru D'Arcy Adv., N.Y. ... Vitamin Corp. of America (Rhubutal) sponsors Mon. segment of The Goldbergs when show starts Feb. 4 on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Duane Jones, N.Y. ... Tonic Co., Div. of Gillette Safety Razor Co. (home permanent), starting Jan. 11, sponsors 4:45-5 Fri. segment of Kate Smith Show on NBC-TV, Mon.-thru-Fri. 4-5, thru Foote, Cone & Belding, Chicago... Mars Inc. (candy) Feb. 3 starts sponsorship of 5:30-6 portion of Super Circus on ABC-TV, Sun. 5-6, thru Leo Burnett Co., Chicago; on same day, Peters Shoe Co., Div. of International Shoe Co., starts sharing alt. week sponsorship of 5-5:30 segment with Canada Dry Ginger Ale. Respective agencies are Henri, Hurst & McDonald, Chicago, J. M. Mathes Inc., N.Y. ... General Tire & Rubber Co. sponsors Bill Stern Show preceding major sports events during coming year on NBC-TV; show started Jan. 12 with Jim Thorpe interview before Professional All-Star football game from Los Angeles... U. S. Rubber Co. Jan. 13 starts Royal Showcase on NBC-TV, Sun. 7-7:30, thru Fletcher D. Richards Inc., N.Y. ... Lever Bros. (Safeguard detergent) Feb. 5 starts sponsorship of noon-12:15 Tue.-Thu.-Fri. segments of Don Ameche-Frances Langford Show on ABC-TV, thru N. W. Ayer ... Mutual Benefit Health & Accident Assn. (insurance) Jan. 8 started Bob Considine on NBC-TV, Tue. 10-11:45, thru Bozell & Jacobs, Omaha... Bauer & Black (Curad adhesive bandage) Jan. 4 started participation in Cavalcade of Stars on DuMont, Fri. 11-midnight, thru Leo Burnett & Co., Chicago... Ekco Products Co. has dropped sponsorship of 8:8:15 portion of Frank Sinatra Show on CBS-TV, Tue. 8-9.


Personal Notes: Tom S. Gallery, DuMont director of sports, news & special events, joins NBC as director of TV-radio sports; he was N. Y. Yankees' business mgr., 1945-48... Glenn D. Gillett has returned to Washington consulting engineer firm of Glenn D. Gillett & Associates after 8-month leave of absence to serve as special electronics consultant to ECA, Paris... Ventura Montes has resigned as chief engineer of Circuito CMQ-TV, Havana, to join Radiotelevision El Mundo, S.A., planning new Havana station on Channel 2 (Vol. 8:1) ... William N. Hylan named Eastern sales mgr., CBS-TV network; Benjamin Margolis promoted to business mgr., CBS-TV Spot Sales, and George A. Koplkin to contract mgr., CBS-TV sales service dept. ... David Lasley, DuMont Midwest sales mgr., moved to new offices in Tribune Tower this week... Stanley Gordini promoted to asst. sales mgr., WTVJ, Miami, Mary Ford to local sales mgr.; Lee Phillips named WTVJ program director succeeding Claude Lucas, resigned; Richard J. Troxel, production mgr.; Lee Waller, asst. program mgr. ... Harry L. Stone, gen. mgr. of KPHO & KPHO-TV, Phoenix, onetime mgr. of WSM, Nashville, joins ABC San Francisco in executive capacity, John C. Mullins, president, assuming his duties... Don Pedderson, v.p. & gen. mgr., KLC-ATV, Los Angeles, re-elected president of TV Broadcasters of Southern California; Richard A. Moore, KTV, v.p.; Tom McFadden, KNBH, secy.-treas. ... Wendell Parmalee, ex-radio sales mgr., named national sales liaison between TV & radio, WWJ-TV, Detroit; Gabriel P. Dye now asst. sales mgr., WWJ-TV... Donald Claney, an ABC associate attorney, named supervisor of TV & radio contracts, NBC station relations dept. ... Hollis M. Scarvey, Washington director of Mutual, elected president of Radio Correspondents Assn. ... Comdr. C. P. Edwards, deputy minister, Canadian Dept. of Transport, formerly handling radio matters, a veteran radioman, has retired after 42 years of govt. service... William H. Weintraub Jr., placed in charge of TV production for William H. Weintraub & Co., under Carlos Franco, following resignation of Paul C. Monroe to become sales v.p., Liberty Broadcasting System... Ben Bodec, onetime Variety radio editor, recently TV-radio v.p. of General Artists Corp., named executive editor of Sponsor Magazine... Byron H. McKinney joins N.Y. office, Fuller & Smith & Ross, as supervisor of commercial TV production... Colly Lewis named asst. program mgr., WTMJ-TV, Milwaukee; Joe Fox, TV art dept. mgr.; Wm. McCormack asst. continuity mgr. ... Murray Heilweil, ex-American Weekly, named an asst. mgr. of msdg. dept., NBC.

Question of racial segregation, never much of a problem on radio, came up this week when Georgia's Gov. Talmadge attacked network TV programs—particularly CBS's Arthur Godfrey, Ken Murray and Clifton Fadiman shows—as representing "complete abolition of segregation customs." He noted Godfrey's Mariners male quartet which includes 2 colored men, said that "Negro men frequently are seen mixed up in the dancing ensembles in juxtaposition to scantily clad females," asked that Congress be aroused and that sponsors be boycotted. CBS spokesman answered that network didn't choose performers on basis of race or creed, that it had no "scantily clad females" on programs. Godfrey's comment: "I'm sorry for his excellence, Gov. Talmadge, but as long as I'm on the show the Mariners are going to stay with me. The Mariners served together on a Coast Guard ship during the war... We also have some colored boys fighting in Korea. I wonder if the Governor knows that?" New York Times editorialized: "[Gov. Talmadge] has managed, against all the laws of probability, to get even louder and funnier... It's likely that this attack will give valuable publicity to a number of deserving attractions."
MORE TV-RADIO MATERIALS TO MILITARY: Govt. has decreed new cuts of more than 10% in metals destined for TV-radio-phonos and other consumer goods in April, May and June.

But this time something different has been added. Second quarter will see many of America's electronic plants shifting into high gear on military production -- beginning to absorb some of the shock of reduced civilian output.

Based on most accurate and reliable information, and subject only to minor changes, these are amounts of controlled materials TV-radio manufacturers will be permitted to use next quarter, in terms of percentage of base period rate of use:

Steel 45% (vs. 50% in first quarter 1952), copper brass mill products 29% (vs. 35%), copper wire mill products 35% (vs. 40%), aluminum 30% (vs. 35%). Average industry-wide quarterly output during base period (first half 1950) totaled about 1,557,000 TVs and 2,118,000 radios.

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Without major materials conservation by industry, this would slow output to a trickle. Assuming copper wire is limiting factor in TV-radio -- if the industry practiced no conservation, and went into second quarter with no carryover of sub-assemblies or materials from first quarter, it would be able to turn out not more than 545,000 TVs, 845,000 radios -- or 2,300,000 and 3,500,000 on annual basis.

But that isn't the case. Bullish on industry's ingenuity, NPA electronic specialists believe carryovers and conservation -- especially the latter -- can stretch second-quarter output to at least 700,000 TVs, maybe close to 1,000,000.

On this basis, they see first-half 1952 production approaching 1,700,000 to 2,000,000 TVs and 3,700,000-4,000,000 radios. Fingers crossed, they say they "hope" industry will get as good a break on materials in second half, and they see a total 1952 production of 3,500,000-4,000,000 TVs and 7,500,000-8,000,000 radios.

They call these figures "optimistic," admit there may be new cuts in third quarter. Yet these estimates are low compared to prognostications of many pundits in and near TV-radio industry. They're far cry, for example, from forecast by A.W. Zelomek, economist of Fairchild Publications (Retailing Daily). Mr. Zelomek steps out on king-sized limb, predicts production in 1952 "will equal [1951's] level of around 5,500,000 TV sets and 7-7,500,000 home radios [sic]."

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Because no consumer goods shortages have developed, NPA has decided to eliminate "essentiality" classifications it used in first quarter. The old "less essential" products -- those which, in first quarter, received no more than 20% of base period copper, 10% of aluminum -- will get larger allotments next quarter.

In electronics industry, only jukeboxes fell within "less essential" category. New policy is that of "equality of sacrifice," DPA chief Manly Fleischmann told Joint Congressional Defense Production Committee this week. But he added:

"If, in the future, serious shortages of the more essential goods develop, allotments for their production will be increased."

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Most seriously scarce material on electronics production scene is nickel -- used in tubes, speakers, resistors, countless other components. Nickel situation, said Mr. Fleischmann, "is the first place where the issue of guns vs. butter really has come up."

U.S. military requirements for nickel exceed entire free world supply. To keep civilian production going, mobilizers arbitrarily nicked military requests, set aside 6% of U.S. supply for civilian goods. Remaining 94% is earmarked for military and defense-supporting production.

Nickel crisis will intensify through 1952, could become stoppage point in production of electronic components as well as electric ranges, heaters, etc.
Civilian production is one side of the mobilization coin. While it will dip drastically this year, military production will rise far more than proportionally, dollar-wise. These are best estimates of 1952 electronics output, compared to 1951: TV-radio-phonos, etc., down 32%. Industrial & commercial equipment, up 20%. Military equipment, up 165%.

Whopping military electronic production won't all be in TV-radio plants, of course. Many electronic contracts have gone to other industries which manufacture electronics as sideline -- such as aircraft and auto companies. Others went to highly specialized non-TV electronic manufacturers, including quite a few new firms. It will be a vastly expanded electronics industry which accomplishes these new production miracles -- and many TV-radio companies shared in this expansion, estimated at $275,000,000 since Korean outbreak (see Mobilization Notes, p. 8).

The difficult "adjustment" period -- transition from heavy civilian to heavy military production -- is nearly over for some electronic plants. For others, the end is in sight. Tooling-up, research & development, production designing, are gradually giving way to actual output of military end-items and components.

Some military electronic items will reach maximum production levels by end of second quarter. These include military radio, TV and power supplies. Others, such as radar, sonar, specialized test equipment, will hit stride late in 1952.

Military electronic production won't hit quick peak, then begin gradual drop-off, contrary to popular belief. Instead, Pentagon expects long plateau of fullscale production, lasting into 1954, at least.

Enough electronic orders to last 20 months -- at 1952's anticipated going rate of production -- have already been placed with prime contractors. On top of that is another 10-month backlog of unplaced orders -- promising at least 30 months of near-capacity defense production.

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In any discussion of military production, question of "lag" -- failure to meet schedules -- is sure to arise. Here it definitely can be said, on best authority, that no major military items have been delayed by lack of electronic equipment. It's been charged that electronics production is 30% behind schedule. This is true -- on paper. But these factors must be taken into consideration:

(1) Many early military schedules admittedly were unrealistic, too-high goals set merely "to shoot at." (2) The 30% "slippage" or "lag" is in overall dollar procurements; and procurement expenses include tremendous amounts for costly research & development, engineering and prototype modeling, which must be completed before actual production begins -- but don't register statistically in terms of delivery of military "hardware".

In this new "electronic mobilization," incidentally, only 20% of military electronics procurement dollar is spent for radios, 25% for radar. How remainder is divided is undisclosed, but its size gives some idea of omnipresence of electronics in all phases of modern warfare.

FCC's patent-filing proposal (Vol. 7:48, 8:1) precipitated 100 or more protests, mostly from non-electronic companies, and Commission plans to issue supplementary notice saying proposal isn't as sweeping as most objectors believe it to be. Typical of responses was one from N. Bjorndal, Tech Labs, Palisades Park, N.J.: "Enter our exasperated protest against this asinine bureaucratic encroachment upon private business. Small business is now drowning in a sea of paper forms." Protests were sparked by warning from National Patent Council, 1434 W. 11th Ave., Gary, Ind.

Proposed new regulation for elimination of excessive profits from defense contracts and subcontracts was printed in Jan. 10 issue of Federal Register, available from Govt. Printing Office, Washington. Renegotiation Board has asked for comments and suggestions on the proposed rules, set Jan. 30 as deadline.

Philco's $40,000,000 three-year loan revolving credit, arranged to finance defense production and 70% guaranteed by Navy, is being extended by 18 banks headed by the Pennsylvania Co. for Banking & Trusts. Philco's military electronic production first quarter 1952 should exceed total for all 1951, says company, which in last war was one of largest producers of airborne radar and VT fuzes.

Olympic Radio disclosed this week that part of stockholdings of president Adolphe A. Juvelier and executive v.p. Percy L. Schoenen have been acquired by Fox, Wells & Co., private investment firm, and that Dr. R. Bowling Barnes and Heywood Fox have been added to Olympic board, now 7 members.

Sperry Corp. has arranged $53,000,000 credit agreement with Bankers Trust Co., Chase National Bank and Guaranty Trust to provide working capital to handle defense orders. Loans carry 3% interest, expire Dec. 31, 1954.
Mobilization Notes: J. A. (Shine) Milling, RCA Service Co. v.p. on leave, becomes director of NPA Electronics Div. and chairman of DPA's inter-agency Electronics Production Board as of Feb. 1. Mr. Milling, who has been chief of Electronics Division's end equipment branch for past year, will succeed Edmund T. Morris Jr., who returns to Westinghouse electronics & X-ray div. in Baltimore. Successor to Mr. Milling in end equipment branch hasn't been named yet, but he's expected to be drawn from ranks of electronics industry. Other changes in NPA Electronics Div. personnel:

Delmus J. Fagge, acting chief, special components section, leaves NPA Feb. 1 to join Sylvania electron tube div., reporting to Art Milk, govt. relations director, Washington. New chief of special components section will be W. E. Dulin, now heading radio communication equipment section. Latter section will be combined with J. Bernard Joseph's broadcast & sound equipment section, with Joseph heading combined section. John A. Dennis, of CMP section, this week was named special asst. to the director for expediting, directive & special priorities action. Up-to-date directory of key Electronics Div. personnel, including telephone and room numbers, will be feature of *Television Factbook* No. 14, in the mails next week.

Henry H. Fowler, deputy administrator of NPA, was elevated to administrator this week, succeeding Manly Fleischmann, now giving full time to post of DPA chief.

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Electronics industry has expanded its plant facilities by about $275,000,000 since Korea (see p. 6), according to mobilization agency sources. Some 60% of this, or $165,000,000, they estimate, was accomplished with govt. tax aid, the remaining 40% undertaken privately. Major part of expansion won't be in productive stage until after mid-1952. The $165,000,000 undertaken with rapid tax write-off represents 216 projects, with average amortization of 76%. Breakdown: End equipment, 77 certificates of necessity for expansion valued at $90,000,000 (mostly for fire control and related equipment). Tubes (mostly subminiature for VT fuses and missiles), 51 certificates, $49,000,000. Standard type components, 60 certificates, $23,000,000. Miscellaneous (plugs, sockets, relays, crystals, etc.), 28 certificates, $2,744,000. Figures are as of Dec. 1.

New Signal Corps Supply Agency has combined Signal Corps procurement agency and stock control agency, both in Philadelphia. Headed by Col. W. Preston Corderman, it will also take over regional procurement offices.

Order limiting weight of magnets used in loudspeakers is being considered by NPA to conserve dwindling civilian supplies of nickel and cobalt. Speaker manufacturers, meeting with NPA Jan. 8, were divided on best methods of achieving conservation. Faced with sharp reduction in nickel supply as jet plane program expands (see p. 6), some manufacturers suggested maximum weight of .08 oz. be standardized for Alnico permanent magnets used with 9/16-in. voice coil. Speaker makers reported magnet inventories about normal, considering longer lead times imposed by magnet producers. TV-radio manufacturers and parts distributors have reduced their loudspeaker inventories to normal levels, they said.


"Test pilot" FM promotion campaign plans (Vol. 7:46, 50, 52) were finally mapped at Jan. 10 Milwaukee meeting of broadcasters-set distributors who heard report on Wisconsin's plans for project sponsored by NAR TB & RTMA. Kenneth Schmitt, NARTB's Wisconsin FM promotion chairman, said broadcasters will schedule special programs, will air minimum of 10 "spots" per day; will furnish dealers with promotion material and place stories in newspapers. Zenith's Don Whiting previewed displays, brochures, FM commercials which manufacturers prepared for campaign. Hour-long program from Madison will kick off state project Feb. 4. Test campaigns are also scheduled to begin in North Carolina Jan. 21, in District of Columbia March 1. Washington meeting Jan. 18 at NARTB will discuss plans for D. C. drive.

Westinghouse's plan to sell "tele-theatres" to amusement parks, pools, etc. (Vol. 7:52) will be presented to distributors' meeting Jan. 14 in New York, thereafter in Chicago, Philadelphia and Charlotte, N. C. "Merchandising package" includes structure with canvas roof and weatherproof sides to enclose audience, which would be sold to park owner who then would rent space to dealer for 24-in. Westinghouse set. Deliveries are expected by May 1. Appeal to park owners is fact that "tele-theatres" would draw parents, who could rest and watch favorite programs while kids cavort.

November excise tax collections on TVs, radios, components, phonographs, etc., totaled $12,732,216, up from $7,611,859 in October, more than double the $5,359,959 for Nov. 1950. On phone records, Uncle Sam collected $1,419,846 in November vs. $1,018,711 in October and $996,678 in Nov. 1950. Excises on refrigerators, air conditioners, etc., rose to $5,185,582 in November from $4,338,270 in October, vs. $7,278,686 in Nov. 1950.

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Most comprehensive text in TV technical field to date is newly published 721-page *Television Engineering* by Donald G. Fink, editor of *Electronics Magazine*. Taking advantage of his highly active participation on innumerable industry TV committees and panels, Fink buttresses exposition of present-day TV practices with full description of evolution. Book is divided into 11 major parts, including 2 up-to-date sections on color, features exercises for students at end of each section. Publisher is McGraw-Hill Book Co., 330 W. 42nd St., New York ($8.50).

Unusual uhf promotion by a tunemaker is Mallory's full-page ad in Jan. 14 *Time Magazine*. Headline poses question: "What will uhf do to your television set?" Answer: "More TV stations . . . wider program selection . . . better entertainment." Ad goes on to promote fact Mallory has continuous tuner, using "inductuner," attachable to existing set "in a matter of minutes . . . without inside-the-set changes."

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Electronic food dispenser, able to thaw and heat complete frozen dinner in 70 seconds, was visualized by GE engineer T. P. Curtis in Jan. 9 talk to Dayton AIEE section. Mass production of magnetron, heart of dispenser, may make possible, he said, for one to "stop at the corner drugstore . . . drop a few coins in a slot, and one minute later lift out a dinner plate on which is a steaming hot dinner of meat, potatoes and vegetables."

Noting new tape duplication machine developed by L. S. Toogood Recording Co. and Rawdon Smith Associates to make 9 half-hour copies in 11 minutes (Vol. 7:52), Audio-Video Recording Co., 730 Fifth Ave., New York, reports it has machine which duplicates 5 one-hour reels in 4 minutes. Company says device was developed in conjunction with Ampex Electric Corp., has been in service for some time.
FACTORY INVENTORY & OUTPUT WAY DOWN: Inventory drop of some 30,000 TV sets was very pleasant news to TV manufacturers this week, as RTMA began compiling its own statistical data under new dept. director W.F.E. Long. Last Haskins & Sells audit of 1951 put figure at 208,741 as of Dec. 28, whereas first RTMA report of 1952 says 176,857 as of Jan. 4. Thus "normalcy" has at long last been achieved, for that figure is about same as mid-February 1951 (Vol. 7:19) -- and it can be presumed that simple prudence, if not materials shortages, will now keep the manufacturers from going up again to the dangerous 768,766 peak of last summer.

For first 1952 statistical week, ending Jan. 4, TV output was low again -- only 69,198 units -- though up from Dec. 28 holiday week's mere 14,244. The latter figure, incidentally, brought 1951 total to 5,251,154 (subject to revision).

Week's radio output was 93,499, of which 45,049 were home sets, 8893 portables, 1980 clock (new category), 35,577 auto. Radio inventory was 283,545. Dec. 28 week's radios totaled 76,476, bringing year's grand total to 12,544,559, of which 6,679,509 were home, 1,330,733 portable, 4,534,297 auto (subject to revision).

THE TAX-WARRANTY PRICING HEADACHE: You came away from the TV exhibits at Chicago's Furniture and Merchandise Marts this week with an impression of great confusion -- confusion over prices, excise taxes, and warranties. That confusion grew mainly out of recent OPS ruling against higher warranty charges (Vol. 7:51 & 8:1).

Worse confounded, the manufacturers seemed to be meeting their list-price problem in these different ways: (1) by including both tax & warranty in list, as do RCA and others; (2) by including warranty in list but quoting tax separately, as do Admiral, Philco and Motorola; (3) by including tax but quoting warranty separately, as do many smaller companies; (4) by quoting tax & warranty additionally, as do a few companies.

Because of uncertainties still prevailing, rumors persisted during early days of the marts that announced prices of the major companies wouldn't stick -- but there was no verification of this, so far as we could learn.

It was obvious that checkers were out canvassing one another's price and tax-warranty methods all week. The smaller companies seemed particularly puzzled about what to do. Some said they would wait awhile, possibly until after the show, before announcing all prices. Among these were CBS-Columbia, Olympic, Tele-tone.

[For announced prices to date, see Vol. 7:52 & Vol. 8:1; also the Topics & Trends columns in this issue.]

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Main objection to quoting tax extra is that it's 10% of manufacturer's sale price, so that asking customer for such sum is giveaway of wholesale-retail markups. But those who are doing it this way point out that automobile industry has long done so without any untoward results -- though fact is tax item added to auto buyer's bills usually lumps in local taxes, accessory taxes, etc.

Most new sets and repriced old ones are listed at prices comparable with last year's, some a bit lower. Motorola and DuMont had lower prices for brand new lines (Vol. 8:1) but reductions were attributed more to engineering and production economies than to an overall trend to lower prices.

Low-end models of major set makers were generally around $200 for 17-in. table models, and move toward basic $200 tag for 20-in. tables was also indicated by a few smaller companies, notably Trav-Ler and CBS-Columbia. Latter, however, withdrew $200 price on 20-in. after full-page trade ads heralding it, saying new prices would be set early next week.

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A sort of post-holiday sluggishness, to say nothing of uneasiness, seems to have descended on the trade, judging from talks with many sales managers at the
Chicago show. Business is slow, most said, though the bigger set makers say they are selling all the sets they can turn out. Consensus seemed to be that orders are not usually taken in great numbers during shows anyhow; they come before or after, mainly at own distributor meetings. Typical comments of sales folk:

"We've got to be good hunters to get business now."

"We're out to sell; business isn't coming to us if we sit back."

"Distributors are looking for price merchandise -- deals."

"Business ought to pick up in the metropolitan areas, now that most scare buying has been absorbed -- and it ought to be good in the fringe areas."

Fringe-area business now, and high hopes for post-freeze business, were main topics of conversation. Thinking is that TV-served metropolitan areas, while not completely saturated, have had all their cream and much of milk skimmed off. So accent is on long-range reception via "long-range chassis" & "fringe area switches" and the like. Hallicrafters even advertised guarantee of "150-mile reception."

The 17, 20 & 21-in. tube sizes are now basic, with 21-in. gaining on 20-in. There were a few 24-in., and DuMont & Hallicrafters 30-in. Motorola still has 14-in. portable and Arvin sticks to 8%-in. table promoted as "second set". Other clear trends were toward cylindrical-face tubes and tilted safety glass, reducing glare, and more and more models use electrostatic focusing as conservation means.

New TV models being introduced by the manufacturers, large and small, for most part are simply additions to late 1951 lines previously announced and reported in these columns. Last week (Vol. 8:1) we reported in detail on new Admiral, DuMont, Philco and RCA sets and prices, week before (Vol. 7:52) on Motorola's new line. Subsequent items in this department report such information on new sets as we could pick up during close canvass of all the displays at Chicago, both in the Furniture Mart and the Merchandise Mart. But it's possible that some of the models here reported have been re-priced since information was given to us.

New Bendix line, in 6 of total of 9 new sets, features new long-range chassis for fringe-area reception. Prices include warranty but not tax. The 17-in. line begins with table at $200, other 17-in. tables being $210 (with legs) and $250. The 17-in. consoles include open-face mahogany $270, full doors at $300 & $350, one model price not yet fixed. Two 20-in. are table at $280 (with legs) and open-face console at $300.

General Electric announced 5 new models, including its first 20-in. table. Prices include tax. New 17-in. sets are mahogany table $270, open-face mahogany $320. New 20-in. sets are mahogany table (with legs) $300, open-face mahogany $350, blonde $370. GE also cut $10 to $30 off 5 carryover 17-in. models.

Hallicrafters raised a lot of eyebrows this week with 2-page trade ad claiming "guaranteed 150-mile TV reception." Claim was made in spread in Jan. 8 Retailing Daily at same time new 13-set line was announced at Furniture Mart. With prices including tax and year warranty, Hallicrafters' new line comprised these table models: 14-in. mahogany $190; 17-in. mahogany $230 & $270, blonde $240; 20-in. mahogany $250. Console line comprises 17-in. open-face mahogany $280; three 20-in. open-face mahogany at $330, $340 & $380; 20-in. half-door mahogany $450, maple $450. The 21-in. consoles are half-door mahogany $400, mahogany with AM-phono $500.

Symphonic Radio & Electronic Corp. has new line comprising 17-in. tables in leatherette $180, mahogany $200, blonde $210; 17-in. open-face mahogany $240, blonde $260; 20-in. mahogany table $230, blonde $240; four 20-in. consoles, open-face mahogany $270, blonde $290, Chippendale $330, moderne $350.

Topics & Trends of TV Trade: Saturation accounts for slowing pace of TV sales, in opinion of Sylvania sales research director Frank W. Mansfield, who is also chairman of RTMA statistical committee. Nevertheless, barring major economic upsets, there's no reason why TV industry cannot sell about 4,500,000 sets this year, he told Sylvania distributors meeting in Hershey, Pa., Jan. 7.

"The change in the trend of TV sales," said Mansfield, "is due to the fact that the TV market is rapidly approaching saturation ... At the end of 1951 practically 40% of the [area of] country had attained an average saturation of 70%.

"If the station freeze is lifted, as is expected during 1952, good TV signals, now within reach of about 65% of the population, will ultimately be extended to approximately 90% of the population."

Market studies, he added, indicate "long-term potential for initial and replacement sales ranging from 4,500,000 to 6,500,000 sets per year for many years to come." Probable rate of set replacement was placed at around 12% per year.

Trade Miscellany: Bruno-New York buys 20-story building it occupies at 460 W. 34th St., New York, for reported $3,000,000 ... Westinghouse buys out Danforth Co., Pittsburgh distributor, continuing it with same staff as subsidiary ... Motorola-New York Inc., factory branch, separated from Jersey operations, with formation of Cooper Distributing Co., Inc., 177 Central Ave., Newark (Nathan Cooper, president), as exclusive TV-radio distributor for Northern N. J., Staten Island & Rockland County, N. Y. ... Magnavox has purchased leased land and buildings in Ft. Wayne, plans $350,000 addition to give its plant 320,000-sq. ft. plus 67,000-sq. ft. of warehouse space ... Bendix Radio opens new office at 261 McDougall Ave., Detroit, to handle mobile and auto equipment, with V. C. Judd in charge ... Admiral Jan. 25 starts 24-sheet outdoor poster radio set campaign in 202 non-TV cities.

First TV-dealer prosecution and conviction for violating Regulation W last spring, when cash down payments were required, was announced this week by Federal Reserve Board. U. S. district court in St. Paul fined Walter Lange $1000, gave him 6-month suspended sentence, 3-year probation. Sister-in-law Charlotte Lange was put on probation for year.
Hoffman Radio announces 17 new sets at these Western prices: 17-in. mahogany table $250, blonde oak $260, open-face mahogany $300, blonde oak $310; 20-in. mahogany table $300, blonde oak $310; 21-in. mahogany console $380, blonde oak $390, half-door mahogany $400, blonde oak $410, half-door provincial $410, full-door mahogany $450, mahogany radio-phono $725, blonde oak $750, cherry-wood $750; 24-in. full-door mahogany $635, blonde oak $650.

Jackson Industries announces 12 new sets as follows, prices including tax: 17-in. tables at $200 & $240, open-face mahogany $250, mahogany combination $370; 20-in. tables at $240 & $280, open-face mahogany $330, mahogany combination $430; 21-in. half-door mahogany console $380, mahogany combination $500; 24-in. mahogany console $500, combination $600.

Magnavox added 4 new sets, featuring "synchronmatic" chassis for fringe-area reception. New items, prices including tax, consist of 17-in. Cavalcade, half-door mahogany, $389.50; and three 20-in. models—Constellation, mahogany table $289.50, blonde $299.50; Avenue, mahogany AM-phono $478.50, blonde $515; Wedgewood 20, AM-phono, full door, $545.

Majestic Div., Wilcox-Gay Corp., has added 17-in. open-face mahogany console at $250 and 20-in. open-face mahogany combination at $540, blonde $560, to current line—and president Leonard Ashbach discloses that Wilcox-Gay brand-name will be resumed on new sets to be introduced at Chicago Parts Show in May. New personnel include L. M. Sandwick, ex-Scott, named asst. gen. mgr. of Wilcox-Gay plant at Charlotte, Mich.; Charles Straw, ex-Admiral, asst. to president in charge of developing national sales, New York; Harold Ashbach, in charge of new product development; Harry Bransky, mgr. of Chicago factory branch; Irving Black, asst. Chicago mgr.

New Natalie Kalmus line, featuring high-style cabinets, was announced this week by National Electronics Mfg. Co., new Los Angeles firm. All 21-in. line includes: walnut table $270, mahogany $280, blonde $290; walnut console $300, mahogany $310, blonde $320, maple $330; walnut half-door console $400, mahogany $410, blonde $420, maple $430.

Raytheon's 4 new sets, announced this week, feature the new cylindrical-face tubes. Line includes: two 17-in. tables, leatherette at $250, blonde mahogany $350; two 21-in. consoles, mahogany at $380, blonde $390. Firm also has optional vhf-uhf tuner still not definitely priced.

Sentinel's new line of 12 sets, shown at Chicago's Sheraton Hotel, is topped off by 24-in. mahogany half-door console at $595 ($24.50 extra for year warranty). All prices include tax; warranty is $12.50 on 17-in. and $15 on 21-in. The 17-in. line consists of mahogany table $240, blonde $250; mahogany console $290, blonde $300; open-face mahogany $337.45, blonde $342.45; half-door mahogany $357.45, blonde $377.45. The 21-in. sets are mahogany table $300; mahogany console $385, blonde $405.

Tele King's new line, introduced at Chicago's Conrad Hilton Hotel, features 24-in. deluxe California console series. Prices including tax: open-face mahogany $500, blonde $525; full-door mahogany $550, blonde $580; French Provincial at $525 & $580. Tax and warranty are extra in promotional series which consists of: 17-in. leatherette $160; 17-in. open-face mahogany $180; 20-in. leatherette $180; 20-in. open-face mahogany $200.

Trav-Ler decided this week to drop all parts warranties and make the excise tax extra. New items are 17-in. fabricoid table at $170, two 20-in. sets (fabricoid table $200, mahogany table $230) and 21-in. open-face mahogany $230.

Westinghouse's new TV line features an improved single-dial tuning that now incorporates horizontal-hold control. Prices include tax but not warranty, which hasn't been set as yet. Line comprises 16-in. plastic table at $225; two 17-in. tables, mahogany $270, blonde $280; two 17-in. consoles, mahogany $330, blonde $350; one 21-in. mahogany table, $320; two 21-in. consoles, mahogany $370, blonde $390; and 24-in. mahogany console at $655.

RTMA Transmitter Div. will be changed to Technical Products Div., under reorganization announced by chairman H. J. Hoffman, Machlett Labs. Under it comes new Govt. Relations Section headed by chairman Ben Edelman, Western Electric, to handle problems of electronics manufacturers handling gov't. contracts; also new General Communications Section, under chairman James D. McLean, Philco, absorbing former Marine & Aviation and General Communications sections. Five task committees under Govt. Relations Section will handle patents & copyrights, accounting & cost principles, termination & renegotiation, facilities & gov't. property, general & other matters. New sections of Transmitter Division and its executive committee meet in New York's Hotel Roosevelt Feb. 6 during RTMA industry conference.

Sidelight on pricing situation was Admiral's plan to lengthen parts warranty from 90 days to a year by allowing distributor, if he wishes, to add $3.50 to 5% dealer's cost of set for extended warranty; fee would be combined with excise tax, now extra.

RTMA reports 32,710,369 receiving tubes sold in November, bringing 11-month total to 347,643,226. Of total, 251,675,712 were shipped for new sets, 87,479,522 replacement, 7,053,620 Govt., 21,431,372 export.

Mexican Ministry of Communications reported buying 1000 TV sets to place in rural community centers within range of new stations projected for this year (Vol. 8:1).

NATIONAL COLLEGIATE Athletic Assn. bowed to public opinion Jan. 11, adopted 163-8 its TV committee’s proposal for liberalized 1952 TV football plan which will probably exclude Saturday blackouts, permit more college games on TV than in 1951. But it also decisively rejected return to “unrestricted live TV.”

Committee’s report, based on preliminary findings of National Opinion Research Center’s $50,000 survey, omitted word “experimental” applied to last year’s program, urged “middle course of moderation.” Committee rejected complete ban on live telecasting, declaring: “College football and live television cannot and will live side by side.” Survey reportedly showed 1951 control plan reduced “adverse effects” of TV on football attendance and that unrestricted TV would “seriously jeopardize” college football’s future.

NCAA will appoint new committee to work out 1952 “controlled plan” after final survey report in March. Strong opposition to NCAA’s vote was voiced by Penn’s Fran Murray who said controlled plan is illegal, poor public relations, smacks of commercialization. He declared Penn’s own survey showed attendance decline is not affected by TV, urged colleges to avoid action which might hinder future use of TV’s educational advantages.

NCAA reaffirmed faith in legality of its position despite fact that Federal Judge Allan K. Grim Jan. 8 denied National Football League’s motion to dismiss gov’t’s antitrust suit attacking league’s control of TV-radio broadcasts. NFL was ordered to answer complaint in 45 days.

Petition to increase power from 1 kw to 1.8 kw ERP, was filed this week by WGAL-TV, Lancaster, which asked that station be made exception to FCC’s power-increase ruling (Vol. 7:30-34) which limited community stations to 1 kw. Station says increase will produce no objectionable interference, will serve 54,337 additional people.

TV cameras at committee hearings didn’t violate Frank Costello’s constitutional rights during Kefauver crime investigation (Vol. 7:11), New York Federal Judge Sylvester Ryan ruled at contempt hearing Jan. 11. But he left it to jury to determine “whether witness was unable to testify because of his mental or physical condition resulting from the surroundings.”

Bithered by NPA’s color ban, Sen. Johnson awaits reply to letter he wrote Defense Mobilizer Charles E. Wilson (Vol. 7:51). Asked about possible investigations, etc., Sen. Johnson said: “I have plans, but I’m not saying anything about them now.” He appears particularly dubious about need for restraints on production of color theatre TV.

Georgia Tech’s WGST(AM) netted $126,411 (tax-free) on gross commercial income of $452,420 in 1951, university getting $25,000 of surplus. WGST grossed $337,887 in 1950, $380,034 in 1949.

1952 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of Television Digest will, within a week, receive copies of our 1952 AM-FM Station Directory, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they’re reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It’s only handy volume of its kind, and carries no advertising. Extra copies cost subscribers $7.50.

UHF Television Co., formed by group of Texas oilmen who recently sold KEYL, San Antonio, for $1,050,000 (Vol. 7:30), has reapplied for new uhf outlets in Dallas and Houston, both Channel 23. Firm had applied for these, plus one in San Antonio, last September and then withdrew applications (Vol. 7:56-57). Principals are W. L. Pickens, Dallas; R. L. Wheelock, Corsicana; H. H. Coffield, Rockland. They’re also associated in pre-freeze vhf applications for Corpus Christi and New Orleans, represented by Dallas law firm of Johnson, Bohannon, Prescott & Abney. These make 29 uhf applications now pending, 450 vhf—latest of latter being request for Channel 13 by KWOS, Jefferson City, Mo., same ownership as Capital Times and Post-Tribune. [For details about these applications, see TV Addenda 13-Z herewith; for list of all applications to date, see TV Factbook No. 14 due off presses Jan. 19.]

DuMont leads off Paramount hearing (Vol. 7:52) Jan. 15, will take 5-6 days, according to DuMont counsel Wm. Roberts. Then hearing recesses to Feb. 4 when it will go into questions regarding transfer of KTLA, Los Angeles, and WBKB, Chicago, from old Paramount company to Paramount Pictures and United Paramount Theatres, respectively. FCC this week denied ABC’s request that Commission make available breakdown of individual networks’ 1949-50 time sales, but left door open for ABC to make same request during hearing. ABC wants to adduce data in answering one issue in hearing—whether merger with UPT “would substantially lessen competition or tend to monopoly . . .”

Outlook for TV-radio station construction and alteration in second quarter is gloomy. As in first quarter (Vol. 7:51), materials situation will permit no starts on large new projects. DPA administrator Manly Fleischmann told Joint Congressional Committee on Defense Production Jan. 9: “Our allotments, generally speaking, will sustain projects already under way. However, we shall not be able to permit new industrial starts in the second quarter except for the most urgent needs.” This means such projects as NBC’s $25,000,000 TV-radio studios in Burbank, Cal. (Vol. 7:51) will have to be postponed.

Station operating requirements, in event of failure of various indicating instruments, were eased this week when FCC adopted amendment of rules proposed Nov. 8 (Vol. 7:46). TV, FM or AM stations may operate, beginning Jan. 24, without such instruments as frequency and modulation monitors for 60 days without getting FCC permission. District FCC engineer-in-charge must be notified upon failure of instrument, however, and requests for extensions beyond 60 days must be requested of him. New rules were issued as Public Notices 52-23 & 52-25, Doc. 10682.

Rare exception to FCC’s “paper” hearing procedure was Commission’s action this week in permitting Harry Butcher’s KIST, Santa Barbara, Cal., to propose Channel 3 for city in lieu of previously proposed Channel 8. NBC had challenged KIST’s petition on basis it violated FCC’s ruling following U. S.-Mexico border agreement (Vol. 7:49). Commission admitted “strict letter” of agreement is violated but considered new proposal of sufficient merit to warrant exception. NBC and others are given until Jan. 16 to file evidence opposing KIST proposal.

Canadian Broadcasting Corp. has assured Radio-TV Manufacturers Assn. of Canada that its Toronto and Montreal stations, now building for Channels 9 & 2, respectively, will begin regular operation next August. “August dates are definite,” states Ralph A. Hackbusch, RTMAC president, “regardless of possible delays in delivery of steel for the transmitter antenna towers. If necessary, temporary transmitting antennas can be used.” Mr. Hackbusch reported that 16 Canadian companies are now manufacturing TV receivers, sales averaging 5-6000 sets per month.
FCC Geared for Major Assault on Freeze: FCC's next go-around on allocations, as it drives towards freeze-end, comes Jan. 21 (instead of expected Jan. 18) when commissioners gather to scrutinize staff's labors since last such session (Vol. 7:49).

Just how much underbrush Commission will clear, or expects to clear, is anyone's guess. But it certainly has plenty to consider. Not only is city-by-city allocation up for revision, but power-height formulas are getting new appraisal.

Lifting power ceilings is given fair chance, at very least. Hiking uhf maximum above 200 kw appears quite likely, particularly in view of Chairman Coy's ardent advocacy of such action (Vol. 7:37).

One possibility of power increases lies in "ratio" principle -- that of permitting a station to increase output as long as ratio between its power and that of nearby co-channel and adjacent-channel stations doesn't exceed certain maximum.

Intensity of Commission's efforts to force freeze to quick conclusion is indicated by fact 30-odd professional staff members are assigned to task. This week, everyone put in 3 nights on job and they expect to put in more from now on.

* * * *

Some educators are running into rough weather in plans to use proposed reserved channels. In Miami, county school board met Jan. 9, heard Supt. James T. Wilson report that station construction-operation costs would be so great that best idea would be to use Miami's reserved Channel 2 as "bargaining point" to be "surrendered" to the commercial applicant promising to give schools most free time. Board decided to ask its Washington counsel to find out FCC's reaction to proposal.

Educators were brought up sharply, too, on suggestion by Joint Committee on Educational TV that educational stations be permitted to carry commercial network programs until commercial stations come into their service areas (Vol. 7:50). Long brief filed by 3 Illinois stations (WMBD, Peoria; WHBF, Rock Island; WDWS, Champaign) said FCC couldn't accept suggestion because it was made too late, reminded JCET that Chairman Coy himself had termed any attempt by educators to use reserved channels commercially "a snare and a delusion" (Vol. 7:29).

TV FACTBOOK No. 14 OFF THE PRESS: Expanded facilities, personnel and rate changes among stations, scores of new companies associated with TV, most stations and companies in TV doing vastly more business than they did 6 months or a year ago.

These are part of the basic industry data set forth in the Jan. 15, 1952 edition of our semi-annual TV Factbook No. 14, which goes to all full-service subscribers via first-class mail herewith. Adless like its preceding editions, this compendium has become the standard reference guide of the telecasting, the TV-radio manufacturing and all related industries. Its 112 pages this time compare with 96 in July 15, 1951 edition, 72 pages just year ago. Among its major features:

Personnel and facilities data, with digests of rate cards, of all networks and all the 109 TV stations serving U.S. audiences, together with complete listings
of actual and projected TV stations in Canada, Mexico, Cuba and South America.

Tabulation of the 479 applications for new TV stations pending before FCC to Jan. 12 (29 for UHF), with present and proposed VHF & UHF channel allocations.

TV-radio production figures, sets-in-use estimates, and market data on TV areas of U.S. For handy use therewith, Factbook encloses a 34x22-in. wall map in color, showing present TV areas and actual and projected coaxial-microwave routes.

Complete directories of the 105 TV receiver manufacturers in the U.S., the 19 in Canada; 38 picture tube manufacturers (13 also making receiving tubes), FCC, consulting engineers, attorneys specializing in TV-radio, NPA Electronics Division, unions, trade associations, technical groups, etc. Brought up-to-date is directory of 474 TV program firms, and listing of national sales representatives of stations. Also carried is full text of NARTB's new Code of Television Practices.

Extra copies of the TV Factbook cost subscribers $2.50; it's suggested that Newsletter-only subscribers use enclosed card for speedy delivery.

**PUBLIC HAS SPENT $6.5 BILLION ON TVs:** Since lifting of World War II freeze on civilian TV-radio production -- in 1946 -- American factories have turned out somewhere near 16,875,000 TV receivers at factory value of about $3,165,750,000. Discounting the estimated 1,500,000 or so sets still in trade pipelines as 1951 ended, and small amount of exports, it's fair estimate that the American public in 6 years has spent about $5 billion for its TV receivers.

Add another $1.5 billion for antennas, replacement parts, warranties, etc., and the nation's over-the-counter bill for TV installations runs over $6.5 billion.

Last year alone, 5,250,000 receivers were sold at factory for $946,500,000; in 1950, 7,463,000 for $1,356,000,000; 1949, 3,000,000 for $580,000,000; 1948, 975,000 for $230,000,000; 1947, 180,000 for $50,000,000; 1946, 6500 for $1,250,000 -- hence total of 16,874,500 for $3,163,750,000. At retail, figuring $100 at factory brings $165 from ultimate customer, total figure goes to nearly $5,200,000,000.

The figures are estimates, of course -- but they're estimates by the TV-radio manufacturers' own trade association, which we've recapitulated from RTMA's monthly reports for the 6 years as tabulated in our TV Factbook No. 14. They're very significant, not only as pointing up the phenomenal growth of America's youngest big industry (without even taking into account its huge defense, its radio and its other civilian electronics phases) but also because:

1. If 16,875,000 TVs have been produced, and 15,700,000 of them were in use at end of 1951 (NBC Research's advance estimate), it's a remarkable tribute to the longevity of the American product. At first, manufacturers themselves thought life of TV set would be only few years, of picture tube only about 1000 hours; now, the 3, 4 & 5-year-old TV is commonplace and so are 5000-hour-or-more tubes.

2. Average cost per set at factory levels, and accordingly at retail, has gone down for last 5 years: It was calculated at $197.31 at factory in 1946; then, in 1947, more scientifically estimated at $277.77; in 1948, $235.89; 1949, $193.33; 1950, $181.69; 1951, $180.23. Remember, the averages of latter years embrace not only table models but the increasingly popular and costlier consoles & combinations.

3. If 1,500,000 were still in all trade pipelines at end of last year, it means sets sold totaled only 15,375,000 which, especially if you take into account scrapped sets and exports, is considerably less than NBC's claimed 15,700,000. RTMA is confident its production totals are reasonably accurate, so it would appear that total sets-in-use figure needs a bit of deflating.

* * * *

Radio sales were big-time, too, during the years since World War II. RTMA records show that 15,955,000 radios were sold in 1946 at factory for $434,244,000; in 1947, 20,000,000 for $650,000,000; in 1948, 16,500,000 for $525,000,000; 1949, 11,400,000 for $310,000,000; 1950, 14,569,900 for $330,978,000; 1951, 12,545,000 for $288,000,000 -- total 90,390,000 radios for $2,568,222,000, or $4.25 billion retail.

Foregoing include all sorts of models -- home, portable and auto. During 1951, 5,880,000 home radios were sold at factory for $117,854,000 (average $30); 972,000 portables for $18,000,000 (av. $19); 9,000,000 auto $115,000,000 (av. $28).
LOOKING-AND/OR-LISTENING AT 7-9 A.M.? Program-wise, Dave Garroway and 'Today' offer superb fare for most part — no doubt about that — and initial response has been quite favorable. But NBC-TV v.p. Pat Weaver, originator of early-morning show — now carried on 30 affiliates, none of which before signed on that early — must yet prove that he can change the habit patterns of America sufficiently for ‘Today' to pay off for sponsor, network and station.

Two more participating sponsors have been signed (see Network Accounts), more are said to be on the hook, and some of the local outlets (notably in New York and Chicago) say they're selling local cut-in spots so readily that they look for same nice revenues from 'Today' that radio has long enjoyed from disc jockey spots.

Accepting the enthusiasm of the trade journals, discounting the skepticism if not outright antagonism of many newspaper critics, there's still this puzzler about the show that Variety's George Rosen refers to (in quite favorable review) as "gargantuan coin-splurging" and "unorthodox programming":

'It's not as easy to hear-without-looking as it was projected to be; and it isn't as convenient for anyone in the family to look-and/or-listen as it is merely to listen to radio. Simple reason is that the TV set usually isn't as handy.

* * * *

Is the show so good, then, that the American public will go to all kinds of inconvenience to hear-and-see, in whole or part, during rising-thru-breakfast hours?

Will the show "put most TV sets on wheels," as suggested by enthusiastic critic Herschell Hart, Detroit News (WWJ-TV)? Or will people buy an extra set for the dining or breakfast room? Or will a new market open up for "slave units" -- extra picture-&-sound boxes that can simply be extended from the main set?

We don't profess to know, nor is Mr. Weaver himself sure. "Only time will tell," says he, in the meanwhile pointing pridefully to a 9-city Trendex audience rating of 2.6 & 4.6 first 2 days. That's higher, he notes, than most TV daytimers.

Kiplinger's magazine "Changing Times," first of starting sponsors, offering sample issues in one spot daily, got 16,000 requests up to Friday afternoon -- an excellent response which he tells us pleases him no end.

'Today' is most significant experiment in programming since TV began, merits whole industry's closest attention -- telecasters and manufacturers alike. Weaver says fan mail has been consistently favorable, quite natural for a show that offers such a pleasant potpourri of news dispatches, newreels, special events, personalities of day, latest records, time, weather, play & book reviews, etc. etc. And with the very agreeable Garroway using some of techniques of Ed Murrow's 'See It Now'.

* * * *

What do we think of it ourselves? Well, it will take a lot of doing to get us to change a 20-year habit of listening to radio's splendid 8-8:15 news roundups while shaving or dressing or breakfasting -- with radios handy all around the house. It will take still more doing to persuade the wife that TV should intrude upon the dining room. And a teen-age daughter, who says she and her schoolmates all "simply love" Eddie Gallaher's 'Sun Dial' disc jockey show, when we asked her to forego it one morning and watch 'Today' instead, had this to say: "Yes, it's very good, but who's going to dress in the library in order to watch TV so early in the morning?"

We polled our staff for reactions and, almost invariably, comments were prefaced with remark: "Well, we saw only a little bit of it, but..." Sample quotes: "It's like beefsteak for breakfast," "Too fast, too much -- too good, in fact, for that time of the morning." "Why not just a plain disc-jockey show with Garroway?"

NPA RECONSIDERS THEATRE-TV COLOR BAN: Under the prodding of Sen. Johnson, NPA is exploring whether it should exempt colour theatre TV from its ban on commercial production of colour TV equipment (Vol. 7:47).

It's calling TV manufacturers to second "special conference on color TV" to discuss this question and any gripes they may have about color order M-90.

Conference will be held in Washington Feb. 8. NPA sent invitations Jan. 18 to substantially same list of TV manufacturers who unanimously agreed, at meeting
last Oct. 25 with defense mobilizer Charles E. Wilson and DPA chief Manly Fleischmann, to discontinue (or not to start) mass production of color TV sets (Vol. 7:43). Feb. 8 meeting will be at lower level, with asst. NPA chief H. B. McCoy presiding.

Purpose of meeting, said NPA, is "to obtain additional advice from the TV industry representatives on (1) whether NPA order M-90 provides the type of control and achieves the objectives discussed at the color TV conference held Oct. 25, and (2) whether this order requires "clarification or amendment."

Behind scenes is bitter dispute as to whether Oct. 25 agreement was intended to cover theatre TV as well as home TV -- climaxed by sharp letter to Mr. Wilson by Sen. Johnson, head of powerful Interstate & Foreign Commerce Committee (Vol. 8:2). After letter went out, cogs started turning and Feb. 8 conference was called. At week's end, Sen. Johnson still awaited Mr. Wilson's formal reply.

NPA had been adamant -- at least until Sen. Johnson's letter came down from Mr. Wilson -- in its position that industry and Govt. had agreed Oct. 25 to ban the production of all commercial color TV equipment. "Color TV is outlawed," said one NPA official, "and if color theatre TV isn't color TV, what the hell is it?"

Film producers and exhibitors, however -- now preparing theatre-TV case for upcoming FCC hearing (Vol. 8:2) -- say M-90 went beyond terms of agreement reached at Oct. 25 conference. They insist the agreement applied only to mass production of home TV receivers, and that theatre TV wasn't mentioned at meeting.

They also hasten to point out that production of color theatre-TV equipment wouldn't be "mass production" in same sense as home color, because of the relatively few receivers required by theatres. And they argue that additional materials needed to equip future theatre receivers for color would be comparatively small.

To which NPA replies: The color ban has only one purpose -- to save materials. If color theatre TV requires extra materials, it's banned.

There have been no formal requests for amendment or repeal of M-90. Joint committee, composed of Motion Picture Association, Theatre Owners of America, National Exhbitors Theatre-TV Committee and other theatre-TV proponents, has ordered its legal committee to seek clarification and take appropriate action.

Chromatic TV Labs (owned 50% by Paramount Pictures), planning to make the Lawrence tri-color tube, has asked clarification of M-90 through counsel Paul Porter (Vol. 7:48,52). Mr. Porter's view of the controversial Oct. 25 meeting is that manufacturers and Govt. agreed color sets could be produced if manufacturers could do it with their quota of materials for black-&-white sets, with no extra materials.

TV manufacturers are satisfied with M-90, NPA says. "We've not received a single complaint from a manufacturer," say those charged with administering the ban.

Principal objectors to M-90, the film producers and exhibitors -- the ones who undoubtedly touched off Sen. Johnson's intervention -- aren't scheduled to be represented at Feb. 8 meeting, except indirectly by the manufacturers who make their equipment. How strongly these manufacturers will plead their case isn't known now. At any rate, theatre-TV manufacturers will be outnumbered about 3-to-1 by those who make home TV equipment only.

"We deal with manufacturers," said an NPA official. "There's no reason why we should invite theatre owners & film producers to a TV manufacturers' conference."

Theatre-TV manufacturers who attended Oct. 25 meeting and presumably have been invited to Feb. 28 meeting are RCA, Paramount Pictures (invited because of its ownership of Chromatic Labs) and GE (which will make Eidophor for 20th Century-Fox). CBS, whose color system is part of Eidophor theatre equipment, also has been asked.

Pilot Eidophor-CBS color installation is scheduled to arrive in U.S. by air from Switzerland early next month. It will be installed in 20th Century-Fox's home office theatre at 444 W. 44th St., New York, where it will be put through its paces. Film company has ordered AT&T 10-mc cable to carry pictures from its Movietone News studio few blocks away, will experiment with transmissions using various bandwidths.
BIGGEST TRANSFER DEAL in TV-radio history—the merger of WOR & WOR-TV into Thomas S. Lee Enterprises Inc. (Vol. 7:46)—required exactly 2 months from time of application to FCC approval Jan. 17, and will be finally closed in New York Jan. 25. Six of FCC's 7 members consented to assignment of licenses from R. H. Macy & Co.'s subsidiary, General Teleradio Inc., which will be operated as New York division of Thomas S. Lee Enterprises Inc., wholly owned subsidiary of General Tire & Rubber Co. Comr. Walker voted for hearing. Under terms of deal:

Macy & Co. receives $1,300,000 in cash and about $527,000 in net quick assets for the radio stations, $1,200,000 for WOR Program Service Inc. (talent, recordings, etc.), and 732 unissued shares of assignee's stock whose book value is $238,000 but whose going value probably runs into several millions. The 732 shares will comprise 10% of the outstanding stock of Thomas S. Lee Enterprises Inc., which operates Yankee Network (including WNAC-TV, Boston, and 3 AM stations), and Don Lee Network including KJJJ-TV, Los Angeles, and 3 AM stations), all headed by 36-year-old Tom O'Neil, also chairman of board of Mutual Broadcasting System.

It's generally assumed Mr. O'Neil plans his 3 TV stations as nucleus of an eventual network, hopes to take over MBS for operation on commercial instead of cooperative basis (Vol. 7:46); meeting of Mutual board is expected soon. As part of WOR deals, in order to keep within limit of 7 AM ownership, Yankee was obliged to dispose of one station—so it sold WICC, Bridgeport, for $200,000 to group headed by Philip Merryman, operating WLIZ in that city (1000 watts daytime on 1300 fc). FCC also approved this deal Jan. 17, and Merryman group is expected to surrender license of WLIZ.

Under employment agreement filed with FCC, all WOR & WOR-TV employees are retained for specified periods. Teleradio president Theodore C. Streibert stays on as New York division manager.

That TV can do own newsreel job (as NBC-TV and some stations have long been doing), can localize it and capitalize on it, is evidenced by “biggest news operation in the South” for which Humble Oil has signed, thru Wilkin-

son-Schwetz & Tips, Houston. Fort Worth's WBAP-TV, long a leader in newsreel, has arranged to create weekly half-hour newsreel titled This Week in Texas and covering major news events in state with own crews and stringers. Show will run Monday nights on WBAP-TV, WFAA-TV, KPRC-TV, WOAI-TV.

FCC formally granted petition filed last last Dec. 28 by National Exhibitors Theatre-TV Committee to enter the-

atre-TV hearing, scheduled Feb. 25 (Vol. 8:2), although deadline for filing officially expired Feb. 27, 1950 (Vol. 6:9). Skiatron, now plugging its Ultrasonic theatre-television system (Vol. 7:51), is expected to file request to enter hearing next week.

First-run movies for Skiatron's proposed tests of its Subscriber-Vision system of pay-as-you-look TV (Vol. 7:51, 52) have been promised only by Paramount and RKO—and then only under rigid set of conditions. Failure of other major producers to come across, says Skiatron president Arthur Levey, means he'll probably go to Justice Dept., which forced producers to supply pictures to Zenith for Phonovision tests (Vol. 7:49, 50).

Outlawing of restrictions on college football telecasts in New York State was proposed Jan. 16 by State Sen. Joseph Zaretsky whose bill would withhold state tax-

exemption privileges from any New York university that combined with other schools to prevent an institution from televising any games it chose.

Network Accounts: Pure-Pak Div., Ex-Cell-O Corp. (milk containers), thru Fred M. Randall Co., Detroit, is fourth sponsor signed by NBC-TV for participations in 7-9 a.m. Dave Garroway Today show, Mon. 8:20-8:25, starting Jan. 28. Saturday Evening Post has purchased three 5-min. spots in Today, Jan. 30 and Feb. 5 & 6, thru BBDO. Other two sponsors: Kiplinger Washington Agency (Changing Times Magazine), which started Jan. 14, and Kennedy Corp. (Magikoter Paintroller) starting Feb. 20, Wed. 8:20-8:25 (see Vol. 8:2). Ekco Products Co. (kitchenware) sponsorship of Wed. portion, and Necchi Sewing Machine Co. purchase of Fri. segment, complete sellout of The Goldbergs, starting Feb. 4 on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30; first sponsor signed by Vitam-

in Corp. of America. Necchi agency is Doyle, Dane & Bernbach; Ekco agency is Earl Ludgin & Co. ... Elgin American Div. of Illinois Watch Case Co. (compacts, lights) Feb. 12 sponsors one-shot of 8-8:15 segment of Frank Sinatra Show on CBS-TV, Tue. 8-9, thru Russell M. Seeds Co., Chicago.

Station Accounts: With 105 of the nation's 108 stations now reporting, quarterly Rorabaugh TV Report for Jan-

uary, due off press Jan. 25, lists 6365 different advertisers using TV—4900 of them local-retail, 1260 national and re-

gional non-network spot, 205 network. That's big jump from the 4466 total reported by 99 stations in January 1951: 3408 local-retail, 894 spot, 164 network. Further indicative of fast pace of TV growth is fact advertisers totaled mere 2156 in January 1950 (91 reporting stations), 727 in January 1949 (40 stations) ... WABD, New York, reports signing Dairymen's League Co-Op Assn. (cottage cheese, sour cream, yogurt, etc.) for partite. In Recipe for Happiness, thru Barlow Adv.; Sun Oil Co., Sun. 20-sec. announcements, thru Hcww, Ogilvie, Benson & Mather; California Fruit Growers Exchange (Sunkist oranges), partic. in Kitchen Fare, thru Foote, Cone & Belding ... Arthur Murray increasing TV budgets, planning new Pan-

tontine Contest on WNBT, New York, Sat. 7-7:30 ... Lewty Corp. (vacuum cleaners) includes TV-radio in spring-

summer campaign now being planned by ad mgr. Donald B. Smith, thru Hicks & Greist, N. Y. ... Household Finance Corp. has purchased Let's Look at the News on WTMJ-TV, Milwaukee, Wed. 5:45-5:55 p.m., thru Needham, Louis & Brorby, Chicago .... Sun Shipbuilding & Drydock Co., one of biggest, using spots on 7-9 a.m. Three to Get Ready show on WPTZ, Philadelphia, to recruit skilled workers, thru Benjamin Eshleman Co., Philadelphia ... Aiello Dairy Farms Co. (Dairy Maid Italian cheese products), advertising for first time in 56-year history, plans TV spots thru Admiral Adv., N. Y. ... RCA Victor plans to use TV with other media in campaign for new line of home air conditioners, thru Al Paul Lefton Co. ... Gunther Brewing Co. buys 10 five-min. shows per week on WNBW, Washington; show, entitled Ill Neighbor, will be seen twice daily at 6:50 p.m. & 12:15 a.m. presenting local feature story of the day ... Among other advertisers reported using or preparing to use TV: Klinger Factories (furniture), thru Baldwin, Bowers & Strachan Inc., Buffalo; Maytag Co. (washers & ironers), thru McCann Erickson, Chicago; Chambers Corp. (gas ranges), thru Lewin, Williams & Saylor, Newark; Frozen Farm Products Inc. (Roseport frozen chicken parts & pie), thru Riger & Sheehy, Bingham-

ton, N. Y.; Lever Bros. (Shadow Wave home perman-

ant), thru McCann-Erickson, N. Y. (WTMJ-TV); Campbell Soup Co. (Franco-American spaghetti), thru Dancer-

Fitzgerald-Sample, N. Y. (WCBS-TV); Foster-Milburn Co. (Doane's pills) thru Street & Finney Inc., N. Y. (WTVJ); Bonoil Packing Co. (olive oil, food products), thru Hirshon-Garfard, N. Y.; Recordia Mfg. Co. Inc. (men's sandals & slippers), thru Franklin & Gladney Inc., N. Y.
TV again prove sore spot in Congressional hearing this week when Senate committee probing District of Columbia crime had trouble with witnesses who complained about presence of TV camera. First witness, ex-police chief Barrett, got committee to ban all TV-radio coverage by saying it would subject him to “third degree,” hurt his attorney’s eyes. For subsequent witnesses, committee ruled that cameras could operate but would be turned away from witness at his request. Earlier in week, in surprising 66-42 vote, New York City Bar Assn. failed to approve majority report of its Bill of Rights committee urging TV-radio ban at Congressional hearings. Committee’s minority of RCA v.p. Robert L. Werner and 2 others had argued that TV coverage makes for an informed public, and equipment can be arranged “in such way that there is not the slightest interference with the proceedings in progress nor even awareness by the participants . . . that they are being televised.” Jan. 18 New York Herald Tribune carried salient excerpts from majority and minority reports, plus editorial urging public give careful consideration to question.

Announcement that third Russian TV station would soon begin operation in Kiev prompted this editorial retort in New York Times: “Before the [propaganda] deluge begins . . . 3 footnotes are in order: First, the station was supposed to be completed under the fourth 5-Year Plan before 1951 . . . Second, that some plan called for a fourth TV station to be opened in Sverdlovsk, but that still remains for the future. Third, this ‘decadent bourgeois’ country’ has 108 TV stations without benefit of socialism, economic planning or even ‘the invincible genius of Comrade Stalin.’” Soviets are far behind U.S. in receiving equipment, too. Two TV sets are being marketed, both table models. Standard set is about 7-in., sells for $300; “luxury” model has 9-in. screen, 10-in. speaker, AM and shortwave radio, costs $600. New 19-in. model reportedly is in production but not yet on sale. There’s real receiver shortage in Soviet Union, according to reports of Americans there, with demand far higher than supply. But there’s no information on receiver production.

First TV actor to appeal to Actors Equity and TV Authority because of loss of job stemming from listing in Red Channels, Philip Loeb has gained backing of union members. Loeb played Jake, father of the family, in The Goldbergs. Show was dropped from CBS-TV last spring by General Foods, is due to resume on NBC-TV Feb. 4 Mon.-Wed.-Fri. with Vitamin Corp. sponsoring Mon., Ekco Products Wed., Neechi Sewing Machine Sales Fri. Equity Jan. 11 voted 180-3 that its council list The Goldbergs as “unfair,” urged TVA to do same. TVA’s board Jan. 14 endorsed special committee’s recommendation that 3 persons, connected neither with union nor TV industry, serve on commission to give Loeb “fair and impartial hearing.” Vitamin Corp. president Morton Edell said Jan. 14 that his firm had nothing to do with dropping Loeb from cast, merely took program as offered by NBC.

Jan. 1 sets-in-use reported since NBC Research’s census of Dec. 1 (Vol. 7:51): Greensboro 97,605, up 22,605; St. Louis 303,600, up 15,000; Washington 324,375, up 12,375; Houston 116,000, up 8000; Omaha 111,455, up 7456; Richmond 105,258, up 4588; Norfolk 97,066, up 6406; Memphis 115,083, up 6093; Utica 64,000, up 4000; Dallas-Ft. Worth 148,802, up 3592; Cleveland 56,400, up 19,692; Kansas City 180,775, up 10,775; New Orleans 78,577, up 5777; Johnstown 132,732, up 5732; Milwaukee 305,537, up 11,537.

Coaxial-microwave networks are featured in Bell System’s 30th anniversary issue of Telephone Almanac, which notes that electronic route follows historic pony express trail. Almanac also describes communications “firsts,” including 1927 TV demonstration by Bell Labs.


New German-made coaxial cable, said to have many advantages over conventional transmitter-to-antenna transmission lines for microwave use, is now being imported by Phelps Dodge Copper Products Corp. Company also plans to make cable in U.S. within 6 months, is gathering know-how from manufacturer Felten & Guillaume Carlswerk, Cologne. Cable comprises extruded aluminum outer conductor and polystyrene foil helix wound around central copper core, is designed for 1000-10,000 mc range but may have possibilities for uhf TV. November Tele-Tech Magazine article gives full description of cable, points to these features: (1) Can be made in any desired lengths, up to 6-in. diameter. (2) Flexibility permits elimination of joints. (3) Use of air insulator eliminates pressurized gas. (4) Light weight simplifies installation.

“IT [TV] is a merciless medium that far more than radio exposes the weaknesses, the pomposities and hollowness of those who venture before it,” writes columnist Marquis Childs. “Senator Robert A. Taft is judged by many to have a poor TV personality, seeming to talk down to his audience with the strong implication in his manner that anyone who disagrees with him must be stupid. But does this kind of prejudice mean that all actors and slick performers are to get the nod from the mass audience? The revolution brought about by the new medium of communication has, of course, only begun . . .”

FCC is buying color signal generating equipment from Telechrome Inc., 883 Merrick Rd., Amityville, Long Island, expects delivery in a week. Telechrome, headed by ex-Hazelton engineer J. R. Popowich, has submitted lowest bid—just under $10,000—for gear to originate signals for any system. Additional circuitry is needed to supply full-dledged signal for various systems, will be built by Commission Laboratory personnel. Laboratory has 2 RCA tri-color tubes, is making sets to operate them.

Most ambitious theatre-TV project yet is tentative deal between Theatre Guild and United Paramount Theatres for experimental series of dramas to be closed-circuit beginning this spring to Theatre Guild theatres. Pilot production, Theatre Guild announced this week, will probably be George Bernard Shaw’s St. Joan, currently playing limited engagement at Century Theatre, with Uta Hagen in lead. Plans call for televising direct from stage.

Dancer-Fitzgerald-Sample Inc. reports it led all ad agencies in gross TV-radio billings for 1951, with $21,334,- 172. Its figures showed others as follows: Young & Rubini, $18,356,745; BBDO, $15,056,657; Benton & Bowles, $13,043,067; J. Walter Thompson, $12,513,027; N. E. Eddy, $10,967,224; Cunningham & Walsh, $8,935,090; Leo Burnett, $8,496,843; Compton, $7,921,081; McCann-Erickson, $6,582,448.

FCC’s study of oscillator radiation of TV and FM sets and means for reducing its severity will be issued shortly, probably in paper to be published in technical journal.
UNHAPPY “SPOUSE” of its youthful marriage to Paramount Pictures, DuMont took up all of first week of FCC-ordered Paramount hearing (Vol. 7:32 et seq) in effort to: (1) Prove Paramount doesn’t control DuMont, as FCC has long claimed it does. (2) Convince Commission that DuMont is an exemplary TV-station licensee. (3) Persuade or force Paramount to divest itself of holdings in DuMont and thus satisfy FCC once and for all.

DuMont’s case continues next week; at its conclusion, hearing recesses until Feb. 4—though slow progress this week prompted examiner Leo Resnick to comment that DuMont portion may run right through proposed recess. The Feb. 4 phase goes into “monopoly” questions, since FCC’s final decision on that point will largely determine whether proposed ABC-United Paramount Theatres merger (Vol. 7:21) goes through and whether CBS can acquire Chicago’s WBKB from UPT for $6,000,000.

How much success DuMont is achieving in “divorce” objective, won’t be known for some time, though DuMont’s purpose in getting on stand first is to enable Commission to decide quickly whether company is free to apply for TV stations in addition to 3 it now owns.

To prove lack of Paramount control, DuMont presented series of witnesses, in every major activity of company, who stated that Paramount never ordered or vetoed any DuMont action.

First on stand was DuMont secretary Bernard Goodwin, who is also Paramount production mgr. of shorts. He said that Paramount’s 3 directors on DuMont board, representing all 560,000 shares of Class B stock, never voted the other 5 directors, headed by Dr. Allen B. DuMont, who represent 1,801,054 Class A shares (Dr. DuMont holding 54,400). In fact, he said, whole board usually voted unanimously, in accordance with Dr. DuMont’s views. Only kind of action requiring concurrence of B stockholders, Goodwin said, was change in by-laws.

Dr. DuMont sketched company’s manufacturing-telecasting development, said that Paramount never controlled its network ("it was primarily an investor"), stated that network has suffered severely in competition with others because of inability to acquire more stations of its own. He said Paramount’s total investment was $164,000 when company was in need of funds in 1938, and told how he had offered as much as $12,000,000 for Paramount’s stock (worth about $10,000,000 at current quotations). Paramount wouldn’t accept cash, evidently for tax reasons.

Just 3 days before hearing, Dr. DuMont wrote Paramount president Barney Balaban, asking that 2 Paramount directors resign, which would completely eliminate any question about control.

Research v.p. Dr. Thomas T. Goldsmith listed technical contributions of company, then asserted Paramount had no part in them. In turn, he said, DuMont has had no hand in Paramount’s Lawrence tri-color tube, Telemeter system of subscription TV and the like.

For the network, gen. mgr. Chris Witting and program director James Caddigan reported that Paramount contributed nothing that couldn’t be acquired by others, that DuMont got no special concessions on film, etc.

A key question in hearing is matter of Boston TV applications. DuMont applied there in 1945; Paramount applied shortly afterward, and DuMont withdrew. FCC counsel Fred Ford brought matter up repeatedly in effort to determine whether DuMont’s withdrawal resulted from Paramount “control.”

Though there’s manifestly no love lost between the companies, no acrimony appeared in week’s sessions, since Paramount, too, wants to convince FCC that it doesn’t control DuMont and is thus entitled to more stations. Even more important, it has job of satisfying Commission that it retains no “taint” of old Paramount Pictures Inc., which Supreme Court held to be monopolistic and which was split into present movie-producing Paramount Pictures Corp. and theatre-owning United Paramount Theatres Corp.

Commission this week finally ruled against permitting Partmar Corp., et al., and WSAY, Rochester, to intervene in hearing—though they may offer witnesses. Partmar owns St. Louis and Los Angeles theatres, contends ABC-UPT merger would further monopoly. WSAY contends ABC (and other networks) have been monopolistic. Comr. Jones issued 20-page dissent, claiming it’s Commission’s duty to permit intervenors to assist FCC in its anti-trust responsibilities.

Personal Notes: Dwight D. Doty Jan. 14 resigned as chief of FCC’s renewal & transfer div., joined Haley, McKenna & Wilkinson, Washington law firm; taking his place on acting basis is Walter R. Powell. Richard H. Jones resigned as gen. mgr. of WJJK & WJJK-TV, Detroit, and James E. Bailey resigned as gen. mgr. of WAGA & WAGA-TV, Atlanta, both Storer stations. Robert L. Hammett has resigned partnership in Dallas consulting engineering firm of A. Earl Cullum Jr. to return to San Francisco, where he has opened consulting engineering offices to 200 Bankers Investment Bldg. (telephone Sutter 1-7845).... Russell Parse, movie and TV producer, named mgr. of CBS-TV program dept., succeeding E. Carlton Winnacker, now mgr. of production in operations dept. Richard Grey named production operations mgr., Forrester Mashbir named sales, KTTV, Los Angeles.... James T. Aubrey, KTTV sales mgr., joins KNXT in same position, succeeding Robert B. Hoag, now with CBS-TV Spot Sales.... John Bradley promoted to national advertising mgr., Don Lee TV, John Reynolds succeeding him as sales mgr. .... Roland D. Irving succeeds E. W. Malone as promotion mgr., KRON-TV, San Francisco.... Clarence H. Bracey, ex-gen. mgr., WIOO, Orlando, Fla., this week joined ABC-TV Spot Sales.... William B. Ogden, ex-ABC and LeValley Agency, and Walter B. Dunn, ex-Headley-Rend, have joined Chicago and New York offices, respectively, of H-R Representatives Inc. Robert E. Heath, Colgate adv. v.p. handling its TV-radio accounts, has resigned as of Feb. 1.... Lloyd Smithson promoted to program director, WKRC-TV, Cincinnati.... Margaret Cuthbert, handling public affairs for NBC for about 20 years, is retiring.... John Mulvahil, TV chief, resigning from General Artists Corp. Gene Wyatt, from ABC-TV, joining packager Bernard L. Schubert as TV-radio sales director.... Miss Lee Hart resigns from BAB to make home in Hollywood.... John P. Cleary promoted to Eastern program director and production mgr., NBC radio.... Ed McKenzie, known on WJJK as Jack the Bellboy and holding title of asst. mgr., has resigned to join WXZ & WXYZ-TV, Detroit.... Robert M. Dooley, ex-sales mgr., WOW & WOW-TV, Omaha, Feb. 1 becomes sales mgr., New York office of Blair-TV Inc.

James T. Milne, 46, gen. mgr. of WNHC & WNHC-TV, New Haven, died unexpectedly Jan. 12 of a heart attack at his home. Born in Scotland, "Jimmy" Milne came to this country at age 8, had stage experience before working for WIOD, Miami; WB&M, Chicago; WICC, Bridgeport, then managing WELI, New Haven, and WNAB, Bridgeport. He was one of the founders of WNHC-TV in 1948.

Charles Collingwood, CBS newsmen, takes leave of absence to become special asst. to W. Averell Harriman, director of Mutual Security Agency, handling information.
INVENTORY UP, JANUARY BUYING HIATUS: TV inventory at factories jumped to 239,700 units as of Jan. 11, according to RTMA weekly report, up some 63,000 from 176,857 figure for just one week earlier. It was first time in 23 straight weeks there has been no diminution of inventories to report.

Figure might be ominous if it weren't for fact, as explained at RTMA, that dealers usually don't take shipments until after the January shows. It's too early to say it means real stoppage of buying; and the jump is meaningless if it merely reflects pileup of new models and slowdown of shipments while manufacturers are busy showing those models at the Chicago furniture marts and their distributor meetings.

TV production jumped to 102,684 as of Jan. 11 from preceding week's 69,198 (Vol. 8:2), so it seems to be returning to November-December weekly levels. Radio output was 173,981 units, up from 93,499; radio inventory 287,798, up from 283,545. Jan. 11 week's radios were 80,881 home, 22,597 portable, 22,819 clock, 47,684 auto.

Whether the more than 100,000-per-week output level is maintained in ensuing weeks depends on (1) rate of depletion of the 1,500,000 or so TVs believed to be in all trade pipelines as of end of year; (2) effect of materials cuts -- will they dig into TV capacity as seriously as govt. experts think (Vol. 8:1-2)? And, of course, it goes without saying that the key factor is consumer demand.

With regard to materials cuts for defense needs, President Truman in his Economic Report to Congress this week stated:

"Household appliances, radios, and television sets must also be cut back from recent levels. Current production of most metal-using durables will be below the level of the 1947-49 period. But, with very high existing stocks of these durables in the hands of consumers, supplies will be ample to meet essential needs."

There's no shortage of components, say the manufacturers, and many are more confident than the NPA experts that the output of TVs will not have to be cut much. They think the govt. folk too inclined to underestimate the ability of the manufacturers to conserve and substitute. They recall dire forecasts last winter, too, as to the availability of raw materials and ability to produce.

RTMA directors took informal poll last November, arrived at average "guess-estimate" of 4,440,000 TVs and 10,900,000 radios for this year's output. But Admiral's Ross Siragusa thinks the industry can produce as many TVs as last year (5,250,000), which is thinking also of several Philco topkicks. RCA's Frank Folsom is on record as guessing 4-4,500,000; Emerson's Ben Abrams, not over 4,000,000; Hallicrafters' William Halligan, about 4,000,000; Crosley's John Craig, 4,500,000. RTMA chairman Robert Sprague says minimum of 4,000,000 and maximum of 5,000,000.

On these points there's agreement among the manufacturers generally, as reported to NARDA's Chicago convention this week by RTMA president Glen McDaniel:

(1) TV inventories will be lower and more realistic this year than last.
(2) Consumer purchasing is more stable, probably will continue so, with fewer peaks and valleys than 1951.
(3) While shortages may make selling easy before end of year, business as whole will be highly competitive and salesmanship may make difference between profit and loss for the dealer.
(4) Military production of radio and electronics equipment will not halt the manufacture of TV and radio receivers.

"As to the outlook for critical materials in 1952," said McDaniel, "I can only call attention to the public statements of top defense officials who have said that the pinch on civilian goods will get tighter before it begins to ease up."
Topics & Trends of TV Trade: Though 27-in. tube has been announced by Zenith-owned Rauland Corp., it's doubted that tube will appear in new sets for some months—perhaps not until mid-year. It's pointed out, for example, that manufacturers of metal cones for the rectangular tube have yet to fix on final design, start regular production. Rauland designates tube the 27QPA, says it has 390-sq. in. picture area, 90-degree deflection and is shorter than standard 20-in. Admiral is first set maker to report readiness to put tube in set (Vol. 8:1), though it can be assumed most others will use it when demand appears. Advantage of tube is that it approaches 30-in. in picture area but has much less bulk.

Reflecting confused pricing situation at Chicago shows (Vol. 8:2), Westinghouse this week reprinted its new line, reducing list prices but like many major competitors quoting excise tax and warranty extra. Line comprises these tables: 16-in. plastic $200, 17-in. mahogany $255, blonde $265, 21-in. mahogany $300. New consoles are 17-in. mahogany $300, blonde $320; three 21-in. sets, mahogany $360, blonde $380, full-door mahogany $425. Line is topped with 24-in. three-quarter-door mahogany $569.50.

Prices of Sylvania's new line include tax, but warranty is $11 extra on 14-in., $13 on 17-in., $15 on 20-in. Line starts with 14-in. mahogany table at $230. The 17-in. sets are mahogany table $280, open-face mahogany $300 & $370, blonde $320, mahogany with doors $410, blonde $420, mahogany with uhf converter $470, mahogany combinations $500 & $580, blonde $600. New 20-in. sets are mahogany tables $300, $330 & $370, open-face mahogany $400 & $480, blonde $500, mahogany with uhf converter $530, mahogany with doors $510.

Packard-Bell's line of 14 new sets was shown this week in Los Angeles. The 17-in. sets are mahogany table $250, blonde $290, open-face mahogany $290, blonde $305, full-door mahogany $320, blonde $335. The 20-in. are open-face mahogany $320, blonde $335, full-door mahogany $350, blonde $365, mahogany combination $405, blonde $520. The 21-in. sets are mahogany console $400, blonde $420, mahogany combination $595, blonde $620. The 24-in. sets are mahogany console $550, blonde $575. Parts warranty on 17-in. is $10, on 20 and 21-in. $12.50, on 24-in. $15.

Olympic announced prices this week on 9 new sets, featuring local-long distance switch. Prices include tax, warranty extra. Line comprises 17-in. mahogany table $220, blonde $230, open-face mahogany console $260; 21-in. mahogany table $290, open-face mahogany console $300, full-door mahogany $390, blonde $370, mahogany AM-FM-phonc $490, blonde $510.

Stromberg-Carlson unveiled its new line this week in Chicago and Rochester. Prices include tax, warranty extra. Its 17-in. sets are table $250, full-door mahogany $395, blonde $415, hand-decorated $415. New 21-in. sets are mahogany table $329.50, open-face mahogany $395, three-quarter door mahogany $465.

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Lion Mfg. Corp., Chicago electrical-device maker and gov't. contractor, announces it will begin making home TV sets under Lion brand name in time for July Chicago Furniture Mart. Raymond T. Maloney is president; Paul Eckstein, ex-Stewart-Warner and Westinghouse, recently with Hallicrafters, is TV div. mgr.

Allowance on old picture tubes, from $2.25 for 12-in. to $5.25 for 21-in., is being granted to dealers by Sylvania in new "glass allowance program" being administered by H. H. Rainier, mgr. of distributor sales; new tube must be purchased to get credit for one turned in.

Trade Miscellany: Westinghouse following example of GE's Electronics Park in Syracuse in planning to set up new research laboratories "with a university atmosphere"; it's negotiating for 72-acre plot in Churchill Borough, near Pittsburgh, to replace present Forest Hills labs. Sylvania has purchased A. W. Franklin Mfg. Co. (electrical sockets & other components) and Franklin Airlloop Corp. (die stamping), both Long Island City, N. Y., to be operated as units of its Parts Div. ... Sylvania has also optioned plant of Blair Park Furniture Mfg. Co., High Point, N. C., for purchase at $450,000 or 5-year lease; option expires Jan. 31, decision up to board meeting Jan. 24 ... Admiral has purchased Molded Products Corp., Chicago (plastics molder) which produces approximately 150,000 TV-radio-phono cabinets annually.

Merchandising Notes: Westinghouse district mgr. R. H. McMann estimated 12,000,000 families still without TV receivers living within range of existing stations—speaking at New York showing of company's new sets this week ... DuMont's Ernest Marx says 4,500,000 sets are more than 4 years old, have screens of less than 14-in., offering ripe market ... Hallcrafters Wm. Halligan quoted in Jan. 15 Wall Street Journal as saying: "Our markets are getting pretty well worn out. We figure when 80% of the homes in an area have sets, we have reached saturation. In New York, Philadelphia, Chicago and some of the other big centers we are close to 67% right now. That doesn't leave far to go" ... Magnavox including one-year factory guarantee of picture tubes in its sets at no added cost to retailer or purchaser; this is in addition to 90-day parts warranty ... Matching base now included in $350 price (Vol. 8:1) of Admiral's new 21-in. sets with built-in AM radio (Models 521M16 & 521M17) ... Hoffman Sales Corp. named exclusive So. California distributor for Jerrold.

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Plan to tighten curb of false advertising of TVs and appliances in New York (Vol. 7:47) was offered this week by Better Business Bureau. Voluntary system goes into effect Feb. 1, strengthens enforcement standards set in 1950. New advisory panel of 3 advertisers, a non-advertiser and a distributor will discuss with Bureau current ad practices, hold hearings when advertiser disputes violation charges. Plan also makes advertiser responsible for providing proof to back up ad claims.

Canadian RTMA reports 35,719 TVs sold for $18,573,207 during first 11 months of 1951, inventories totaling 17,647 as of Nov. 30. Toronto-Hamilton area took 40% of 11 months sales, Windsor 34%. November sales totaled 5894 units sold for $2,999,909, compared with 5182 in October (Vol. 7:48). Toronto-Hamilton area took 43% of Nov. sales, Windsor 29%, Niagara Peninsula 21%. Overall cumulative total (from start of count) came to 73,542 valued at $34,849,790.
Mobilization Notes: Unexpected windfall of steel will go to TV-radio and other consumer goods manufacturers in second quarter. NPA has found it can ration to them about 10% more steel than it originally anticipated. Therefore, most manufacturers of civilian goods will receive in second quarter 50% of the amount of steel they used during average quarter in first half 1950—the same amount they received for current first quarter 1950—rather than 45% as originally planned (Vol. 8:2).

Final determinations of other controlled materials for consumer goods industries panned out as we predicted last week (Vol. 8:2); brass mill products 30% of base period use (vs. 35% in first quarter); wire mill products 35% (vs. 30%); copper foundry 30% (vs. 35%); aluminum 30% (vs. 35%).

There's more good news for some electronics manufacturers in surplus of chrome-bearing stainless steel. NPA Electronics Div. is notifying manufacturers that wherever they can show that use of chrome-bearing stainless will save metals that are more critical—especially brass, aluminum or nickel—they may be allotted extra ration of stainless.

For example: Glass TV picture tubes have nickel alloy "button" for high-voltage lead. Metal-cone tubes don't use nickel for this purpose. Therefore, NPA has offered to allot stainless steel in order to conserve the extra nickel required in the glass tubes. NPA estimates 12,000 lbs. of the stainless would be required to make 1000 metal-cone picture tubes, and result in saving of just 1.75 lbs. of precious nickel per 1000 tubes. Another use for the chrome-bearing stainless will be as substitute for brass in auto radio antennas.

* * * *

Largest certificate of necessity for govt. tax aid in expansion of electronic and related productive capacity granted Dec. 3-Dec. 21 went to Westinghouse for electronic tube plant at Bath, N. Y., to cost $6,850,000, of which 65% is to be written off in 5 years for tax purposes. Sperry Corp. received 6 certificates for electronic production, totaling $7,099,865, amortized at 65%. Its projects are at Great Neck, Long Island City and Nassau, N. Y., and DPA listed them for electronic equipment, ordnance and scientific precision instruments. GE received 5 certificates covering $3,763,438 in expansion of tube plant at Owensboro, Ky., tube machinery at Rotterdam, N. Y., ordnance at Schenectady, transmitters at Danville, Ill., research & development in Syracuse, all amortized at 65%.


Defense Dept. ordered $13 billion worth of hard goods in the 17 months from Korean outbreak to Dec. 1, 1951. Rough estimate is that approximately $4.3 billion of this was obligated for electronics-communications equipment. In first 5 months of fiscal year—July through November, 1951—military placed orders for $13 billion for hard goods, or about $1.3 billion for electronics-communications.

"The greatest future for TV," said Hoffman Radio president H. Leslie Hoffman at distributors meeting in Pasadena last week, "is in the West. For the smallest percentage of families are covered by TV in this part of the country. Such states as Montana, Idaho, Colorado and Nevada do not have any TV at all, and only portions of Utah, Arizona, Washington and New Mexico are reached by TV signals today. We in the TV business, therefore, have more to look forward to in this market than anywhere else in the U.S."

Mort Farr, Upper Darby, Pa., elected to second term as president of National Appliance & Radio Dealers Assn.; Victor Joerndt, Appliance TV Center, Kenosha, Wis., named secy., replacing Marty E. Brundenger, Brundenger Appliance Co., Chicago, who remains on board. All other officers were reelected, and new board members are Gross Williams, Shreveport, La., and Jack Westley, Milwaukee.

November picture tube sales by RTMA members totaled 460,566, up slightly from October's 455,030, bringing figure for 11 months of 1951 to 4,062,375. Value of sales for November was $9,696,247, for 11 months $97,937,583. Sizes 20-in. and up accounted for 35% of Nov. units.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for November 1951: Earl E. Anderson sold 1000 ABC, holds 5000; T. Earl Robinson bought 100 Arvin, holds 732; Gordon T. Ritter bought 10 Arvin (Oct.), holds 624; William C. Decker sold 1000 Corning Glass, holds 1541; Benjamin Abrams bought 1200 Emerson for trust for children (Jan.), holds 293,336 personally and through trusts and foundations; Ralph J. Cindere bought 200 GE, holds 500; Leicester W. Fisher sold 340 General Instrument (Oct.), holds 599; Howard K. Halligan bought 100 General Precision Instrument, holds 100; Matthew J. Hickey Jr. bought 66 Motorola personally, bought 700, sold 1631 through Hickey & Co., holds 2500 personally and through Hickey & Co.; Barney Balaban exercised option to buy 30,000 Paramount Pictures, holds 30,000; Thomas A. Kennelly gave 40 Philco as gift, holds 19,894; William Fulton Kurtz gave 10 Philco as gift (Feb.), holds 200; Charles E. Jolliffe bought 100 RCA, holds 500; Waldo I. Stoddard bought 100 Sparkas-Willington (Oct.), holds 100; N. J. Blumberg sold 700 Universal Pictures (Oct.), holds none; Deca Records bought 14,300 Universal Pictures, holds 251,800; Hugh Robertson sold 200 Zenith, holds 1318.

Emerson reports net income of $3,592,397 ($1.85 a share on 1,935,187 shares) for year ended Oct. 31, 1951 vs. $6,514,716 ($3.36) in fiscal 1950. Profits, net sales and earnings before taxes were all second highest in Emerson’s history, first being record year of 1950. Sales totaled $55,797,963, compared with $74,188,297 for fiscal 1950; earnings before taxes were $6,875,877 vs. $11,969,778 for 1950. President Benjamin Abrams said Emerson had substantial military orders and that 80% of its electronic and mechanical engineers were engaged in Government work. Proxy notice for Feb. 6 stockholders meeting lists these officer-director beneficial stockholdings: Benjamin Abrams, 220,000 shares (salary $60,239, bonus $37,500); Max Abrams, secy-treas. 80,000 (salary $40,000, bonus $28,275); Dorman D. Israel, executive v.p., 1364 (salary $32,103, bonus $19,000); Louis Abrams, director, president of Emerson-New York, 47,986; F. Eberstadt, director, banker, 1100; Richard C. Hunt, director, attorney, 704; George H. Saylor, director, retired, 494.

Standard Coil Products Co. 1951 sales totaled more than $40,000,000, and net profits were close to $2,000,000, reports Wall Street Journal, quoting “source close to the company.” Fourth-quarter sales were at estimated monthly rate of $4,500,000. First 9 months sales topped $27,000,000 for profit of $1,164,557, or 7½¢ a share. Standard and its subsidiary, Kollsman Instrument Corp., have defense backlog estimated at $42,000,000. Journal says Kollsman div. earned $700,000 and Standard $975,000 in first 11 months of 1951. Reports current in Wall Street have it that Standard Coil and General Instrument Corp. may soon merge, but there’s no comment from principals. It’s said consolidation would be effected on basis of 5 shares of Standard Coil for 6 of General Instrument.

Of International Resistance Co’s 325,000 shares registered with SEC for public sale (Vol. 8:1), 25,000 shares are being sold by these stockholders: Ernest Searing, president, holder of 78,496 shares (7.3%); Charles Weyl, executive v.p., 124,116 (11.6%); Mrs. Harold Pender, 99,709 (9.3%). Offering at $5 a share was made this week.

Raytheon reports net profit of $718,000 (35¢ a share) on sales of $45,348,000 for 6 months ended Nov. 30, 1951 vs. $1,278,000 (67¢) in same 1950 period.

Muntz TV Inc. reports $20,487,607 sales for 8 months ended Nov. 30, 1951, compared with $15,320,827 same 1950 period.

RIVALRY between film industry and TV is "bare-knuckles controversy," in blunt appraisal by Milton MacKay in first of series of 3 articles titled "The Big Brawl: Hollywood vs. Television" in Jan. 19 Saturday Evening Post. Result of 3 months of research and writing in New York, Washington and Hollywood, author’s approach is realistic, hard-headed, rational—and, if succeeding articles are as good as first, they'll make fine contribution to the reporting and thinking on a vitally important subject. Second article (Jan. 26) will deal with rise of TV production in Hollywood, third (Feb. 2) with problems of networks, advertising agencies, sponsors, etc., including costs of talent and programs.

What MacKay calls the "entertainment revolution" is "not only promised but under way." He goes on: "It will be not only a war of showmen and technicians but a war of financiers. There will be, whether aboveboard or secret, great mergers and amalgamations, alliances between very strange bedfellows indeed. Because of the need for large pools of ready capital, because of the unpredictability of the future, this tentative choosing up of sides by powerful Wall Street and banking interests has now begun."

The writer pooh-poohs Hollywood statements that TV’s maximum impact is over, says freeze-end station construction will lead to battle’s climax. On financial side, he presents this summary of relationship between movie and TV stocks: (1) From 1946-1950, stocks of 4 major film companies (Columbia, Loew’s, 20th Century-Fox, Warner Bros.) declined 40%, while stocks of 4 TV firms (Admiral, Motorola, Emerson, Philco) increased 243%. (2) "In the rising market of June 1948 to Dec. 1950, film company stocks remained practically unchanged, while the average price of TV company stocks increased 60%. During this same period the Dow-Jones averages of all listed stocks showed an advance of 46%." (3) From June 1947 to June 1949, when market as whole was at approximately same level, average price of movie company stocks dropped 25%, while TV stocks increased 71%.

Article quotes National Theatres chain president Charles P. Skourns (brother of 20th Century-Fox’s Spyrkos) as predicting TV would eventually eliminate 50% of the some 22,000 present theatres in U.S., other theatre men seeing 25-33% casualty figure. In attempt to delve into what is happening at boxoffice, author examines Federal theatre tax admissions. These dropped from $385,844,000 in 1949 to $345,422,000 in 1951 despite soaring boxoffice prices and increasing national income and population. Tax figures also include admissions to legitimate theatres, baseball, football, circuses, etc., MacKay points out, but “movie theatres pay the lion’s share.”

Phonograph and record sales showed healthy increase in 1951, in spite of TV—or perhaps because of TV, which keeps people home. RCA Victor record div. sales mgr. L. W. Kanaga estimates public spent 10% more for records in 1951 than in 1950, and that record industry sold some 500,000 of 45rpm turntables last 4 months of this year. RCA president Frank Folsom reported December sales of 45rpm players were 40% above same month of 1950. He said 45 & 33⅓rpm long-playing records accounted for 90% of industry’s classical record sales in 1951.

Current boom in record sales evidenced by report of Paul Waxler, sales v.p. of Columbia Records Inc., that more than 1,000,000 popular records were sold between Jan. 7 & 11, largest sales period in firm’s history; 600,000 were accounted for by 11 hit discs.

DuMont now ranks about fifth in TV industry, Dr. Allen B. DuMont testified at Paramount hearings this week (see page 7). He added firm now employs 4500, at peak employed 5200, expects to have 6000 by end of year.
Telecasting Notes: DuMont will apply for vhf stations in Boston & St. Louis, thus probably drop its pre-freeze Cleveland & Cincinnati applications, if end-of-freeze allocations work out as it expects, said Dr. Allen B. DuMont at FCC examiner’s “Paramount hearing” this week. NBC is alone as yet in asking for authority to apply for vhf, in addition to its 5-limit vhf (Vol. 8:1), but Dr. DuMont and ABC-TV’s engineering v.p. Frank Marx are openly in favor of idea, and there are informal indications CBS-TV is, too. DuMont has 3 vhf, wants 2 more first; CBS-TV has only 2 vhf, 45% interest in another, wants 5 vhf first; ABC-TV, like NBC-TV, has 5 limit already. DuMont telecasting operates, as a whole, went into the black last quarter 1951, Dr. DuMont also revealed, should show profit this year; its 3 stations account for all profit, even after making up network losses. All the networks, overcrowded, reported seeking to rent space in new WOR-TV studios (Vol. 8:2); ABC-TV on Feb. 15 will have two 100x50-ft. studios available which it formerly leased to WOR-TV, making 8 in all in its TV Center... Look Magazine did so well with recent TV awards, with heavy promotion it got on each winning program, to say nothing of Groucho Marx plugs for recent articles about him, that it’s hot for TV, plans dramatic series based on its articles; series will be titled Look Preview Theatre, offered for sponsorship via William Morris Agency... Twenty home-confined high school students, studying with aid of N. Y. Board of Education’s TV program on WPIX, will receive diplomas during Feb. 1 telecast; 12 non-ambulatory students who can’t attend will also get diplomas. Series continues to end of school year... How NBC-TV “smuggles” culture into programs is related in Jan. 21 Time Magazine, which tells how Milton Berle went offstage while Vice President Barkley talked about Lincoln, children’s newsreel was slipped into Howdy Doody, Aldrich Family discussed sentence structure. Beginning this week, production chief Davidson Taylor is requiring every producer to list his contributions to “enlightenment” as part of NBC’s “Operation Frontal Lobes.”

Distilled-spirits commercials would be banned from TV-radio in bill (S. 2444) introduced this week by Sen. Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee, and Sen. Case (R-S. D.). Hearing is set for Jan. 30, with dry forces expected to be led by Bishop Wilbur E. Hammaker, executive v.p., Board of Temperance of the Methodist Church. NARTB president Harold Fellows said record of TV-radio industry “hardly justifies such discriminatory legislation,” indicated NARTB would file statement for hearing after its board considers bill. Measure would cover distilled spirits only, TV-radio only. Last week, Rep. Rankin (D-Miss.) introduced H.R. 5889, to ban all alcoholic beverages from TV-radio.

No free time for candidates for presidential nomination on network TV—that’s implication of ABC’s announcement this week that time on both TV and radio will be sold to candidates and their backers for first time in TV history. NBC-TV is known to be formulating policy similar to ABC’s, and CBS and DuMont are expected to follow suit. Networks will offer equal opportunity for purchase of time to all candidates and groups.

TV industry deserves "a vote of confidence" for presenting programs fit for family audiences, said the Rev. Edwin B. Broderick, TV-radio director for Roman Catholic Archdiocese of New York, in sermon last week. He declared TV differs from other agencies that aim at "tearing down the fabric of the family," and assailed "the smut peddlers in their multi-million-dollar racket of uncomical comics" and publishers of "other magazines in the sewer-stream culture series."

Harry C. Butcher, who was Gen. Eisenhower's Naval aide throughout the war, has offered his services for the Eisenhower presidential campaign. He conferred this week with Sen. Lodge (R-Mass.) and ex-Sen. Darby (R-Kan.) while they were at San Francisco meeting of GOP National Committee, acting on suggestion of Roy Roberts, publisher of Kansas City Star and original Eisenhower-for-President booster. Capt. Butcher before war was CBS Washington v.p., after war started own station in Santa Barbara (KIST). If Eisenhower is nominated and elected, it's probable he would utilize services of several other key industry figures—RCA chairman David Sarnoff, who as brigadier-general handled Army communications for SHAFF, and CBS chairman William S. Paley, who as colonel headed radio phases of SHAFF's psychological warfare div. Both are close personal friends, and Paley was elected to Columbia U board of trustees at suggestion of Gen. Eisenhower.

Deletion of Channels 5 & 6 from TV use in Hawaii and their assignment to telephone communications, as proposed by FCC (Vol. 7:48), was opposed this week in comments filed by KULA and KIKI, Honolulu, and NARTB-TV. Main contention is that freeze, plus Commission's request that no applications be filed during freeze, makes it impossible to determine whether channels will be needed for TV. Objectors suggest FCC allow sufficient time for demand to be expressed in form of applications. Also requested is 30 days for NARTB engineers to study validity of phone company's claim that Channels 5 & 6 and FM Channels 251 to 300 are only satisfactory frequencies for inter-island communications.

FCC Comr. Paul A. Walker says his White House call on President Truman Jan. 14 was purely in nature of a "social visit"—unconnected with reports of retirement or of taking over FCC chairmanship should Wayne Coy resign. Now vice chairman, he's oldest member of Commission, 71, has had longest tenure (since 1934), and was due for retirement last year but granted extension by the President. Should Chairman Coy quit, as expected shortly after freeze is lifted, it's generally assumed Mr. Walker would get chairmanship for as long as Democrats remain in power.

Catalog of more than 50,000 movies, titled Motion Pictures, 1912-1939, has been completed by Library of Congress and is now available at $18 from its Copyright Office. Volume comprises 1256 pages, including 268-page index, gives following information on pictures: title, date, producer, sponsor, information about published work on which film based, physical description, credits, claimant and date of copyright, author of film story. Work is under way on volume covering 1940-49.

Engineer Robert L. Easley was accused of using mails to defraud in his consulting practice, in Jan. 16 indictment by District of Columbia grand jury. He was charged with defrauding Tri-Country Bestg. Co., Hawkinsville, Ga.; Opp Bestg. Co., Opp, Ala. "and others". Easley has maintained offices, operating as Mason & Dixon and Broadcast Engineers Bureau, in Washington, El Paso, Columbia, S. C.

To clarify its patent-filing proposal (Vol. 7:48, 8:2) and to stem storm of protests from outraged non-communications organizations, FCC this week issued supplementary notice (Public Notice 52-43), pointing out that proposed rule applies only to those holding communications patent rights "and who in addition" render communications services which come under FCC jurisdiction.

Only application for new TV station filed this week came from KGVO, Missoula, Mont. (A. J. Mosby), seeking Channel 13. This brings total pending to 480. [For details, see TV Addenda 14-A; for complete list of all other pending applications, see TV Factbook No. 14.]
CONVENTIONS SPUR NETWORK EXPANSION: More network interconnections by time of the Chicago political conventions (Republican July 7, Democrat July 21) are probability -- so that most remaining TV cities in South and Southwest can be served.

Though hint of possibility was discerned several months ago (Vol. 7:48), AT&T has yet to give firm assurance it can meet dates, to anyone, including networks which appear to be taking added cities for granted in their fierce competition for convention-campaign-election outlets for already-signed sponsors (see p. 14).

Importance of added coaxial and/or microwave links is manifest: Not only does network service bring immediate stimulus to sale of sets, but extended links mean that much quicker network service in relay way-cities when post-freeze station construction begins. Latter will get that much added impetus to hasten on air.

Past performance of ultra-conservative AT&T generates optimism that early dates can be met, when its best-informed spokesmen go so far as to say: "We're working on it, but it's too early to be positive."

Even if it weren't for pressures from stations and networks, AT&T would be eager to keep fresh the laurels it won by completing coast-to-coast hookup for the Japanese treaty conference month ahead of schedule (Vol. 7:36). As AT&T spokesman says: "These extensions are so important to the country, in connection with the elections, that we'd be breaking our necks to complete them anyway."

Only 11 of the 63 TV cities in U.S. are still non-interconnected. When presently planned extensions are completed, only 3 will remain without network service, namely Seattle, Phoenix, Albuquerque -- plus Matamoros-Brownsville area.

As shown by our network-station map accompanying TV Factbook No. 14, AT&T's proposed TV extensions have been scheduled officially for "second half 1952," and company has been using Oct. 1 as target date. Specifically, here's what needs to be done -- city-by-city -- before service can begin, according to AT&T and FCC:

(1) Miami: Coaxial from Jacksonville now installed for phone use but must be equipped with TV facilities -- repeaters and equalizers -- every few miles.

(2) New Orleans: Coaxial from Jackson, Miss., now being laid, must also be equipped for TV.

(3) Oklahoma City, Tulsa, Ft. Worth, Dallas, San Antonio: Microwave from Kansas City now under construction, but an emergency alternative -- coaxial from Jackson to Dallas -- is more likely to meet July dates.

(4) Houston: Coaxial from Dallas now in, must yet be TV-equipped.

For Miami and New Orleans, problem appears to be straightforward job of rushing previous plans. But story is different for other cities. Microwave from Kansas City is given very small chance of getting under the wire. But the Jackson-Dallas coaxial can be equipped for TV, probably in time. This would serve Dallas, Ft. Worth, Oklahoma City, Houston.

Not widely known, however, is fact that Tulsa and San Antonio have much
poorer chances of meeting July 7 & 21 dates than others. Their microwaves just aren't far enough along. AT&T doesn't give them much hope.

AT&T is understandably leery of using the Jackson-Dallas coaxial. It has 8 tubes, 4 in each direction. Three tubes in each direction will be carrying heavy phone traffic by July. Other 2 are emergency spares; these are the ones which would be used for TV. If a phone tube breaks down, TV runs risk of being bumped by phone, to which AT&T gives highest priority.

Remaining 3 TV cities of U.S. -- Seattle, Phoenix and Albuquerque -- plus Matamoros-Brownsville area, appear to be out in the cold indefinitely, since AT&T doesn't yet quote dates for them. Coaxial from Sacramento to Portland is now being used for phone, and Portland-Seattle microwave is planned for 1953. AT&T's main southern coaxial runs through Phoenix, but company hasn't even mentioned equipping it for TV. And there's no word at all regarding either coaxial or microwave for Albuquerque and Matamoros.

**FREEZE MELTING PROCESS IN FULL SWING:** FCC is "rolling westward" -- disposing of each city's channel allocation, narrowing its sights on the 2 weeks between Feb. 15 and March 1 for final freeze decision. Excitement grew daily as Commission spent entire week on freeze, and feeling began to spread that this is finally "it" after 3½ years of fits and starts.

Week's work comprised first go-around on many general standards, plus blocking out of channel assignments from New England to Midwest. On Jan. 28, Commission will plunge in where it left off, will again sit whole week. After all channels are tentatively assigned, Commission will take a breather, go back for final vote. But so many vitally important factors besides city allocations -- such as post-freeze application-handling procedures -- are yet to be considered by commissioners themselves, that March 1 appears to be safer bet than Feb. 15 for final decision.

* * * *

Rumors about decisions FCC is said to have made sweep industry constantly, but fact is many important questions won't actually be answered until just before final decision is issued. At the moment, however, there are strong probabilities regarding number of factors, such as:

(1) Minimum station-separation mileages will be lowered in some areas.

(2) Educational channel reservations won't be changed radically.

(3) Uhf flexibility channels will be used where urgently demanded.

(4) Power ceiling will be lifted -- at least in uhf.

(5) Of the 31 stations FCC proposed to shift to other channels, few if any will be unhappy with final assignments.

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Speculation about application-processing plans of Commission is agitating industry as much as guesses about which channels will be allocated where. Until recently, the "one pot" theory for hearings -- all uhf & vhf applications thrown together into one big hearing in each city -- seemed to carry most weight at FCC. Currently, channel-by-channel idea is picking up steam. Under this procedure, applicant would specify channel he wants. If anyone else wants it, there's a hearing. It not, applicant is free for immediate grant.

But pros and cons are yet to be argued before commissioners. Prime argument of channel-by-channel proponents: faster grants, particularly uhf -- Commission's most ardent desire. Opponents see applicants with best "espionage" systems emerging with grants by choosing right channel at right time.

* * * *

Bigger FCC budget for year ending June 30, 1953, submitted to Congress this week by President Truman, doesn't seem to offer as many prospects for greater speed in processing applications as had been hoped.

President asks that FCC be given $8,075,000, compared with the $6,116,650 authorized for current year. But portion proposed for "broadcast activities" is
increased only $202,303 -- going from $929,036 to $1,131,339 -- instead of the $600,000 more FCC was expected to request (Vol. 7:44).

Only 3-4 more hearing examiners are contemplated in the budget, instead of 7 more to be added to present 7. Commission wants to hike total number of employees from 1205 to 1410. Budget estimates that 504 TV applications (for new stations or changes in old) will be processed in fiscal 1953 (July 1, 1952-June 30, 1953).

Lion's share of budget increase would be for field engineering and monitoring -- increasing from $2,484,994 to $3,627,035 -- largely for "Conelrad" project to control electromagnetic radiations.

Though Congress intends to apply pruning shears to President's whole budget, FCC may fare better than average, since most Congressmen have heard from constituents regarding delays in TV service.

'ROLL CALL' FOR FCC THEATRE-TV HEARING: Just how serious the movie producers and exhibitors are about their proposal for a nationwide theatre-TV frequency allocation can be judged from imposing array of big-name witnesses who will present their case at the FCC hearing, scheduled to begin Feb. 25.

List filed on Jan. 25 deadline date by Motion Picture Assn. of America and National Exhbitors Theatre-TV Committee contains names of 42 witnesses, is studded with top names from ranks of movie producers, theatremen, engineers, etc. Theatre-TV proponents promise to produce 10-15 additional "important" witnesses, "thousands of pages of exhibits" when they have their inning before Commission.

On basis of lists of witnesses filed Jan. 25, hearing will certainly take several months -- could conceivably become involved and lengthy as color squabble.

Even if publicity-wise film industry doesn't come out of hearings with TV channels, it's going to get its money's worth in publicity. Press interest is already high. New York Times Jan. 26 gave theatremen's plans big page 1 story.

Film industry's all-star lineup faces twofold burden: First, it must prove need for nationwide theatre-TV service; then convince Commission that exclusive facilities and frequencies are necessary to operate such a service.

Opposing them will be some of AT&T's top brass -- including its engineering director Frank A. Cowan, its Long Lines operations director H. I. Romnes, Bell Labs electronic & TV research director W. H. Doherty. They'll seek to convince FCC that Bell System can provide adequate, economical facilities for theatre-TV transmission.

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One highly qualified source expresses opinion that theatre-TV backers stand fair chance of getting special frequencies for intra-city pickups and distribution, but that odds are against any allocation of channels for exclusive city-to-city use in place of AT&T's facilities.


These men with telecasting connections will testify for theatre folk: Paul Raibourn, president, Paramount TV Productions (KTLA, Los Angeles); Theatre Owners of America president Mitchell Wolfson who owns WTMJ, Miami; William Kusac, chief engineer of United Paramount Theatres' WBKB, Chicago.

Principal topics to be covered by film industry testimony: Composition and history of movie industry; history of theatre TV; public need and demand for theatre TV; theatre-TV programming; technical requirements and standards for theatre TV; transmitting, receiving and projection equipment; how or by whom theatre-TV service should be supplied; feasibility of theatre TV; theatre-TV plans and proposals.

Other groups which will present witnesses are CBS and DuMont networks, Paramount TV Productions, Theatre Network TV, Western Union, equipment manufacturers RCA.
and Skiatron. Several talent unions have requested permission to present testimony.

"Fair TV Practices Committee," self-appointed spokesman for public, headed
by New York attorney Jerome W. Marks (Vol. 7:25), asked permission this week to
enter late appearance. It had promised to enter hearings to prove theatre-TV allo-
cations illegal. MPA-NETTC group will probably oppose its petition.

FCC rejected petition by 20th Century-Fox to enlarge hearing issues to in-
clude question of whether theatre TV could be assigned frequencies already allocated
to industrial radio services, on shared basis (Vol. 7:36,50). Commission didn't bar
discussion of industrial frequencies, merely held such an issue didn't require any
special petition. But it did rule out Fox's suggestion that theatre TV might use
frequencies already assigned to motion picture studios without changes in FCC rules.

TELECASTING'S MOUNTING DOLLAR VOLUME: Closest guarded business secret in TV, quite
naturally, is the individual station's balance sheet, though now and then someone
tells all -- as did WTMJ-TV's Walter Damm to Fortune Magazine (Vol. 8:1). But gross
income figures are often revealed, and it's no secret that, having weathered red ink
years they may still be writing off, nearly all TV stations are now operating in
the black. How well the industry as whole is doing, we won't know until FCC annual
audit for 1951 is released later this year; meanwhile, individual station & network
gross and net are kept highly confidential, except for network "gross time sales
without discounts and other allowances" compiled monthly by PIB (see p. 14).

This week, at FCC examiner's Paramount-DuMont hearing, some gross figures
came to light in testimony of DuMont controller B.L. Graham. They don't reveal the
profit side of the ledger, but are worth reporting (a) because everybody likes to
pry into other fellow's business, and (b) because they epitomize the accelerating
pace of TV station time sales and dollar income volume.

Covering DuMont's own 3 stations, they show WABD did gross business of mere
$71,184 in the few months it operated commercially in 1946, $187,288 in all 1947,
$804,482 in 1948, $1,168,434 in 1949, $2,069,219 in 1950. No 1951 figure was given,
but on basis of knowledge of huge upsurge in TV sales generally during 1951 it can
be assumed it was double 1950 at very least, more likely triple. No profit figures
were revealed, of course, but the major expense item -- programming -- ran $149,001

For WDTV, Pittsburgh, which began operating in January 1949, revenue was
$328,663 that year and $1,000,419 in 1950, and it can be deduced it went to twice or
thrice that in 1951. No program cost is given for 1949; it was $471,535 in 1950.

For WTTG, Washington, starting in January 1947, income of only $31,435 was
listed for that year, $140,056 for 1948, $187,410 for 1949, $411,745 for 1950. In
1947, program costs ran $155,917; 1948, $149,190; 1949, $120,347; 1950, $132,476.

Note: Dr. DuMont has reported all 3 stations now well in black, though the
network is still running deeply in red. Over-all telecasting operations should show
profit this year, however, he said (Vol. 8:3).

JTAC's SOCIO-ENGINEERING TOUR DE FORCE: A remarkable document will be issued soon,
under deceptively unexciting title of "Conservation of the Radio Spectrum." Acting
as sort of "consulting engineers to the world," RTMA-IRE's Joint Technical Advisory
Committee has come up with a volume that should find its way to desk of every govt.
and industry policy-making executive.

Deliberately written so any perceptive layman can understand it, book is
organized into 5 parts: history of allocations, propagation characteristics, ideal
approach to allocations, critique of present allocations, "dynamic conservation."

Criticism of helter-skelter growth of radio, nation-wide and world-wide, is
inherent in the work, of course. But authors go on to show what can and should be
done about it.

"We realize there's a lot that can't be undone," says RCA's Philip Siling,
at whose urging study was undertaken, "but there are plenty of places in the world
where such a report is valuable right now. Take India. It has barely started using
radio. It can avoid our mistakes."
Volume is too big (200 pages, typewritten double-spaced) to digest here, but a few points indicate range covered:

(1) "A [microwave] relay could be built from New York to the southern tip of South America, from New York through Alaska and across Bering Strait into Asia, Europe, Africa and via a chain of islands into Australia. The greatest overwater distance involved is approximately 90 miles."

(2) Ideal allocation would give 100-700 mc to TV, 180-1200 kc and 700-720 mc to radio. Practically speaking, AM at around 200 kc should be adopted wherever possible, and TV should be concentrated into not more than 2 continuous bands, instead of present 54-72 mc, 76-88 mc, 174-216 mc, 470-890 mc.

(3) TV transmitter powers should be 500 kw or more.

(4) International high-frequency broadcasting isn't sound, engineering-wise. Such program distribution should be accomplished via relays or recordings.

(5) "New phenomena, perhaps including biological effects" may possibly occur at top end of 3000-300,000 mc part of spectrum. Another eventuality around 300,000 mc: "Concentration of high power in very small area beams becomes possible. Such concentration...may have other applications than communication, as for example, mechanical operations such as the drilling of holes."

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COLOR CONTROVERSY STIRS IN ITS SLEEP: No grand reopening of the big color dispute is implicit in recent developments leading to new NPA parley on color TV (Vol. 8:3).

While future events will bear close watching, and minor changes in NPA color order M-90 are possible, no real fight is probable because principal issue -- that of "color TV now" -- is lacking.

In this new bitterness, CBS appears to be assuming the role of a bystander, involved only indirectly. Chief color proponents now are (1) Paramount's Chromatic TV Laboratories, developer of Lawrence tri-color tube, and (2) movie producers and theatre owners who may want to buy color theatre-TV equipment in the future.

Neither group is ready for real mass production of color TV. And CBS is now a manufacturer of black- & white TV, faced with same merchandising problems as other set makers. Too, CBS this week reiterated point it made at the Oct. 25 meeting with defense mobilizer Charles E. Wilson: it can't go into color set business since NPA has refused to allot it more materials (Vol. 7:43).

Sen. Johnson, poking around in ashes of color battle, succeeded in getting NPA to call new manufacturers' meeting Feb. 8 (Vol. 8:3), made trade press headlines when he released text of acid letter to Mr. Wilson.

Large majority of manufacturers at meeting is bound to oppose any change in M-90, which banned commercial production of color TV equipment -- and thus ended the "wait-for-color" uncertainty that long plagued the TV set market.

Set makers' approval of M-90, however, doesn't necessarily mean order won't be amended. NPA isn't obligated to abide by majority vote of its industry committees. Although odds are that M-90 will be retained intact, Congressional and other pressures could result in some changes.

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Sen. Johnson's bristling letter to Mr. Wilson accused NPA of "unwarranted... arbitrary and discriminatory action" in imposing M-90. He broadly implied it was part of a plot against color TV in general and CBS in particular -- and he warned that his Interstate & Foreign Commerce Committee may take action if Wilson doesn't.

Senator quoted trade press accounts of Oct. 25 meeting of TV manufacturers with Mr. Wilson (Vol. 7:43) to indicate "it was apparent...that the Chromatic Tele-
vision Laboratories Inc., an affiliate of Paramount Pictures Corp., or anyone else for that matter, could go ahead and manufacture color equipment so long as additional materials, other than those duly allocated, were not required." This, he said, was "sound and logical."

Order M-90, which followed meeting, is something else again, Sen. Johnson wrote. "This order," he told Mr. Wilson, "is just another unwarranted crippling blow aimed directly and specifically at color TV."

Letter praised "herculean efforts" of CBS, without which "color TV would have been years away," and asserted that "every conceivable legal maneuver and technical roadblock has been used in the past years to delay the availability of color TV to the general public."

J. A. Milling, chief of NPA Electronics Division's end equipment section, was given job of administering M-90, Senator noted. Mr. Milling, letter said, "is an RCA Service Co. vice president...loaned on a dollar-a-year basis to NPA...Mr. Milling knows of the long, hard struggle the TV industry has experienced in developing color TV to the point of acceptability to the FCC. I am sure he will agree that this is no time to start moving backward in the TV art with new roadblocks."

[Mr. Milling, who replaces Edmund T. Morris Jr. as director of Electronics Div. Feb. 1 (Vol. 8:2), has been succeeded as administrator of M-90 by Leon Golder, chief of the division's radio & TV section.]

Mr. Wilson's matter-of-fact reply, dated Jan. 22, insisted that order M-90 "closely follows the consensus of views expressed at the [Oct. 25] meeting."

"In view of the fact that there is misunderstanding on the part of one company [apparently a reference to Chromatic] as to the nature of the discussion at the Oct. 25 conference, and since other members of the industry have a natural and direct interest in the problem," Mr. Wilson wrote, "another conference of the entire industry will be held on Feb. 6 [later postponed to Feb. 8]..."

Another color TV letter went out this week -- this one from film exhibitor and producer exponents of theatre TV. Motion Picture Assn. of America, Theatre Owners of America, National Exhibitors Theatre-TV Committee wrote NPA for clarification of M-90, which NPA legalists have said bans manufacture of color theatre-TV as well as home TV equipment (Vol. 7:47).

They requested interpretation excluding theatre TV from color ban, or at the least, "an opportunity to confer with you, in the same manner in which you conferred with representatives of the home TV receiver industry."

Theatre-TV backers made these principal points: (1) Home TV manufacturers were consulted before M-90 was issued; theatre interests weren't. (2) "Little, if any, critical material will be required for color projection over and above that now permitted for black-and-white theatre TV."

**Personal Notes:** Walter W. Krebs, president-publisher, Tribune Publishing Co., Johnstown, Pa. (WJAC & WJAC-TV) named alternate delegate-at-large to Republican national convention in Chicago July 7...Lawson Wimberly, national TV-radio director of IBEW, Washington, has been assigned to TV fulltime; Al Hardy, ex-shop steward, WTOP, Washington, now handling radio...Robert E. Kintner, ABC president, named chairman of Radio & TV Div. of 1952 Heart Fund Drive...William Forest Crouch, ex-Filmcraft Productions, named executive producer of new TV film dept. set up by Sound Masters Inc., N.Y....John Bourcier promoted to ABC radio's New York audio operations supervisor, succeeding George Fisher, resigning to join his father's silk manufacturing firm; Lawrence Williams now maintenance supervisor, Pierre Versute recording supervisor...Warren C. Abrams, ex-Metropolitan Life, appointed CBS-TV asst. research mgr. under Fay Day...Charles A. Hammarstrom, recently with Raymer, formerly with Morse International and Kenyon & Eckhardt, joins Katz New York office to handle spot radio sales by direct contact with advertisers...Eugene S. Thomas, ex-WOR-TV sales chief, has joined George P. Hollingbery Co., station representatives, as v.p. for TV...David H. Polon, ex-R. T. O'Connell Co., named director, TV-radio dept., Emil Mogul Co.

NARTB-TV membership jumped to 80 stations (out of nation's 108) with addition this week of ABC-TV's 5 owned-&-managed stations. At same time, ABC-TV network itself joined association, meaning that all 4 networks are now members. With NARTB-TV code due to go into effect March 1, president Harold Fellows is scheduled to submit names of 5 candidates for TV Review Board to board of directors meeting Feb. 14.

NARTB convention March 30-April 2 in Chicago's Conrad Hilton (Stevens) Hotel now being arranged, and pre-registration and hotel registration forms will shortly be sent members.

Lloyd Thomas, owner of KGFU, Kearney, Neb., and one-time NBC and Westinghouse radio station executive, died in Kearney Jan. 21 at age of 62.
WHYS & WHEREFORS of attempted divestiture proceedings between “unhappily married” DuMont and Paramount Pictures—who wanted to divorce whom and with what kind of settlement—highlighted second week’s testimony before FCC examiner Leo Resnick in “monopoly” investigation.

Intent on freeing itself in time to apply for 2 more TV stations, once freeze is lifted, DuMont said it will file next week for severance from complex Paramount hearing (Vol. 8:3). But there’s no telling whether Commission will act fast enough to permit it to join in race for new facilities immediately at freeze’s end—if, in fact, FCC does decide Paramount stockholdings (about 25%) are not controlling in the DuMont operations.

Next phases of hearing, which resumes Feb. 4, involve inquiry into: (1) Long-pending renewals of KTLA, Los Angeles, and WBKB, Chicago. (2) Transfers of respective stations to the 2 corporations—Paramount Pictures Corp. and United Paramount Theatres—which resulted from splitup of old Paramount. (3) Proposed ABC-UPT merger, and proposed sale of WBKB to CBS for $6,000,000 (Vol. 7:21). It looks like long-drawn-out hearing, lasting many weeks and bringing top-level executives to witness stand.

On stand most of 3½-day sessions this week, Paul Raibourn, Paramount v.p. and DuMont treasurer (one of 3 Paramount directors on 8-man DuMont board), disputed Dr. DuMont’s testimony that Paramount has been unwilling to sell out. While indicating no such present intention, he testified that as recently as April 5, 1950, Dr. DuMont was ready to sign agreement whereby Paramount would give up its holdings.

Paramount proposed to give its DuMont stock to its own stockholders in exchange for Paramount stock—no more than 5000 shares to any one stockholder so that stock would be spread thin and there would be no chance of wresting control from Dr. DuMont.

Raibourn said he was “shocked” when at last minute DuMont rejected deal because “banking friends had told him that the relationship between the 2 companies had been a successful and profitable one.” Dr. DuMont testified last week that he didn’t sign because Paramount would have retained most of its control even after getting rid of most of its stock.

Raibourn also described tentative cash offers by DuMont, by brokerage firms and by Avco (Crosley) to take over Paramount holdings. But, he said, DuMont’s cash offers never were “firm” and none of other companies wanted to buy that much stock (560,000 Class B, 43,200 Class A) without gaining control of DuMont.

Testifying for 2 full days, Raibourn repeatedly denied that he, as treasurer, could control DuMont. He said treasurer and other officers elected by Paramount stock were merely recording officers, and checks did not necessarily need his signature. He conceded that Paramount could have gained control by buying more stock in open market, but said Paramount’s policy always was to leave Dr. DuMont in control—satisfied with his management. James P. Murthaugh, attorney for Paramount, and Edwin P. Falk, attorney for DuMont, filled in details of negotiations that led to Dr. DuMont’s refusal to sign on April 5, 1950. Murthaugh testified that Paramount “gave ground” continually during several months’ negotiations; final draft of agreement provided for elimination of all Class B directors after only half of stock was exchanged; and DuMont had everything to gain and nothing to lose by signing.

Falk on other hand said Paramount had backed out of $10,000,000 cash deal earlier in 1950 because of tax reasons, after Kuhn, Loeb & Co. had indicated it would finance transaction. He explained that Dr. DuMont refused to sign April 5 proposal because there was no guarantee that Paramount would get rid of stock within certain time limit.

DuMont controller B. L. Graham testified that he actually carried out most duties of treasurer. Though he makes weekly reports to Raibourn, he said he operates nearly 100% independently of him.

Telecasting Notes: Arthur Godfrey’s call to month’s active duty with Navy at Pensacola, starting Feb. 11, comes not a bit too soon for him to take leave of his TV-radio chores and to do a little reflecting on how big a comic can get and how far he can go. He’s reaping biter harvest of wrath for off-color quips lately, particularly on his 10:15 a.m. weekday TV-radio show. Jack Gould took him to task severely in Jan. 21 New York Times, referring particularly to radio pickup from his Virginia farm during which he “ran the gamut and made Capt. Billy’s Whiz Bang seem like a primer for kiddies.” WDFX-TV, Kansas City, dropped his Monday night Talent Scouts because of complaints . . . Godfrey’s Jan. 23 TV show got Trendex rating of 49, which CBS-TV publicists gleefully attributed to adverse publicity from Gould and also in John Crosby’s N. Y. Herald Tribune Syndicate column . . . Good deal for Walter Winchell: Warner-Hudnut Inc., radio sponsor, votes him option to buy 10,000 shares of its common stock at $17.50 a share; it’s currently quoted on exchange around 19 . . . General Teleradio Inc., corporate name of licensee of WOR & WOR-TV, just transferred to General Tire subsidiary (Vol. 8:5), may be named adopted soon for whole of General Tire’s TV-radio operations, now known as Thomas S. Lee Enterprises Inc. . . . NBC negotiating again to buy KMPC, Hollywood, owned by Richards estate and now out of FCC trouble; if it buys, it would sever its AM affiliation with KFI, which last year sold its KFI-TV to General Tire interests (Vol. 7:23, 32, 36) and is now Don Lee’s KHJ-TV . . . Getting ready for TV, Colorado Springs’ KVOR is publishing regular newsletter for its clients reporting on own progress in TV, latest telling of receipt of complete camera chain and projectors which it has already set up for closed-circuit telecasts; first “sponsorship” was demonstration this week of new Bulke . . . Canadian Broadcasting Corp. conducting course for some 60 new TV employees being prepared for opening of new Montreal and Toronto stations in August (see TV Factbook No. 14); TV director in Montreal is Aurele Seguin, in Toronto Ferugs Mutrie . . . “Beany Restaurants,” named for Paramount Productions’ Time for Beany film show now carried on many TV stations, may soon find nation’s highways under licensing agreement entered with John Howell, Paramount TV sales-merchandising director . . . Baltimore’s WAMM holds its Second Annual Regional TV Seminar Feb. 15-16, starting with panel on “Getting into TV” . . . Chemical Bank & Trust Co., New York, having foreclosed on group of 10 films it had financed, leased them direct to WCBS-TV, New York, then turned over rest of syndication effort to TV Exploitation Inc. . . . Fine music does lend itself to visual treatment, says New York Times TV-radio columnist Jack Gould, who cites example of NBC-TV’s Rectial Hall (10:30 p.m. Wed.), says program is “triumph of impeccable taste and beauty . . . For the viewer there is a relaxation difficult to find elsewhere on TV’s harried channels” . . . Fortune Magazine uses Television Digest’s comments on its January article titled “WTMJ-TV” (Vol. 8:1) as theme for coupon ad in Jan. 23 Broadcasting, offering Fortune issue at $1.25.

Union Trust Co., big Washington bank, through its agency Doremus & Co., hastily asked WTOP-TV to change time of its Sun. 10 p.m. spots this week when it found they followed CBS-TV 9:30-10 Break the Bank!
Network Accounts: Veteran comic Al Pearce is latest daytimer to be offered by CBS-TV, which announces Al Pearce Show to start Feb. 11 from Hollywood, Mon.-thru-Fri. 10:45-11:30 a.m., to be offered to advertisers in units of one or more quarter hours as in CBS-TV's Garry Moore Show ... Ranger Joe Inc. (popped wheat) begins Ranger Joe March 2 on CBS-TV, Sun. noon-12:15, originating at WCAU-TV, Philadelphia; agency is Lamb & Keen Inc., Philadelphia ... Cannon Mills Inc. (towels, sheets, hoisery) sponsors Give & Take on CBS-TV, Fri. 10-10:30, starting date to be announced ... Burlington Mills (Cameo hosiery) Jan. 22 started The Continental on CBS-TV, Tue. & Thu. 11:15-11:30 p.m., thru Hirshon-Garfield Inc., N. Y. ... Kaiser-Frazer replaces Eversharp Feb. 16 as alt. week sponsor of 10-10:30 portion of Your Show of Shows on NBC-TV, Sat. 9-10:30, thru Wm. H. Weintraub & Co., N. Y. ... Sweets Co. of America (Tootsie Roll) Feb. starts Tootsie Hippodrome on ABC-TV, Sun. 12:15-12:30, thru Moselle & Eisen, N. Y. ... General Mills, starting Feb. 4, sponsors Bride & Groom on CBS-TV, Mon.-Wed.-Wed.-Fri. 10:30-10:45, with Hudson Pulp & Paper Co. retaining Thu. time.

Station Accounts: "Oldest continuously sponsored program in TV," according to Philadelphia's WPTZ, is Gimbel Handy Man, how-to-do-it show on that station Fri. 7:15-7:30, renewed this week for sixth consecutive year ... Similarly a TV "natural," Walt's Workshop on WBNQ, Chicago, Fri. 7:30-7:45 CST, has just been renewed for fourth consecutive year by Edward Hines Lumber Co., thru George H. Hartman, Chicago ... Bache & Co., investment brokers, buys two 5-min. local news spots weekly on WNBQ, New York, during NBC-TV's Today, 7:55-8 a.m., thru Albert Frank-Guenther Law Inc., N. Y. ... General Petroleum Co., subsidiary of Socony (Mobil Oil, Mobilgas) sponsored KTTV coverage of Los Angeles and Southern California floods, thru West-Marquis Inc., Los Angeles ... Ballantine (beer & ale), sponsoring Foreign Intrigue film series on many stations, won't renew TV-radio sponsorship of big league baseball in Boston and Philadelphia ... Crown drug store chain buys Craig Kennedy film series for placement on WDAF-TV, Kansas City, and KOTV, Tulsa, thru R. J. Potts-Calkins & Holden, Kansas City ... Lippert spent $3,900 for daytime TV spots in women's programs in campaign preceding Hollywood opening of new film For Men Only ... Packard's film series titled Rebound, produced by Bing Crosby Enterprises, has been placed for Fri. 9-9:30 p.m. release on all 5 ABC-TV-owned & managed stations, plus 14 other markets, thru Maxon Inc. ... Bristol-Myers (Vitails & Bufferin) has purchased 15-min. INS This Week in Sports and new sports newreel called Telenews Sports Extra for placement in 30 markets, thru Doherty, Clifford & Shenfield, N. Y. ... Among other advertisers reported using or preparing to use TV: John O. Gilbert Chocolate Co. (candy), thru Guy C. Core Co., Jackson, Mich.; King Kone Corp. (Old London melba toast), thru Courtland D. Ferguson Inc., Washington; Flap Corp. (plastics), thru Charles Brunelle Co., Hartford, Conn.; Frawley Corp. (Paper Mate pens), thru Elwood J. Robinson & Co., Los Angeles; Willys-Overland Motors Inc. (Aero Willys), thru Ewell & Thurber Associates, Toledo; Sawyer Biscuit Co., div. of United Biscuit Co. (cookies & crackers), thru George H. Hartman Co., Chicago (WNBQ); Nash Coffee, thru Erwin, Wasey, Minneapolis; McCormick & Co. (tea & spices), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Technical Color & Chemical Works Inc. (Red Devil paints), thru Blackstone Adv., N. Y.; Wink Soap Co. (waterless hand cleaners & mechanics' soap), thru Rodgers & Smith Inc., Chicago (WTMJ-TV).

TV-radio, newreels, photographs at Congressional hearings—except those on pending legislation—were condemned by New York State Bar Assn. Jan. 25 in resolutions which advocated code of procedure for Congressional investigations. Companion resolution urged statutory prohibition of the media at judicial trials. Action was taken on recommendation of civil rights committee (Vol. 7:51), and followed by 10 days refusal of New York City Bar Assn. to approve similar resolution (Vol. 8:3). Civil rights committee chairman Louis Waldman said hearing room had been converted into "veritable studio, where even a polished actor would have forgotten his lines." Little opposition was expressed, with only Stuart Sprague, well-known music copyright attorney, speaking against action, saying public interest requires TV at hearings.

Omaha's WOW & WOW-TV are operating normally despite strike of 25 engineering and technical employees stemming, according to management, from discharge of 2 transmitter engineers for shutting down both stations Jan. 11 for about 20 minutes while writing grievances. Strike started Jan. 15, was officially sanctioned by NABET Jan. 20, which announced it is filing unfair labor charges against WOW Inc. and which wired advertisers urging them to suspend schedules during strike. Frank Fogarty, gen. mgr., said company will enter complete denial, pointing to NABET contract requiring compulsory arbitration. NABET, he said, has agreed to arbitrate if discharged and suspended employees are first reinstated, which management has refused to do. Executive and supervisory employees are keeping station on air, with loss of only 28 minutes first day and no advertisers lost, said Fogarty.

Hollywood buzzed with report this week, unverified, that NBC has made outright purchase of 8 former Universal-International films, produced in 1943-46, from UI production heads William Goetz and Leo Spitz, for reported $1,500,000. Titles are Casa Nova Brown, with Gary Cooper & Teresa Wright; It's a Pleasure, Sonja Henie; Along Came Jones, Gary Cooper & Loretta Young; Belle of the Yukon, Gypsy Rose Lee & Randolph Scott; Woman in the Window, Joan Bennett & Edward G. Robinson; The Dark Mirror, Olivia de Havilland & Lew Ayres; Tomorrow Is Forever, Orson Welles & Claudette Colbert; The Stranger, Orson Welles.

Educators weren't expecting any payment from networks when they proposed that their TV stations be permitted to carry commercial network programs until regular commercial stations serve their areas. So stated Joint Committee on Educational TV in reply to attack filed with FCC by 3 irate Illinois stations last week (Vol. 8:3). "It would be unthinkable," said J CET, that FCC would call an educational station commercial "simply because it broadcast [GOP and Democratic conventions] which this year happen to be sponsored by Westinghouse and Philco."

Indicted for using mails to defraud (Vol. 8:3), consulting engineer Robert L. Easley issued press release this week stating: "For years I have conducted an effective consulting radio engineering practice according to my own successful, even though somewhat unorthodox, methods. The envious persons who have acted secretly behind the scenes to promote some simple business disagreements into criminal charges certainly will not be allowed to break up my practice in order to satisfy their own envy and petty malice." Trial date hasn't been set.

Intent on nailing ABC, despite fact FCC excluded him from intervening in ABC-UPT merger hearing (Vol. 8:3), Gordon Brown, operator of WSAY, Rochester, now asks Commission to set ABC's license renewals for hearing. He claims ABC, by monopolistic practices, has deprived him of over $1,000,000 in revenues from national advertisers.
"Blacklisting" of TV-radio performers and writers on suspicion of communism this week came under fire of Authors League of America, which petitioned FCC for hearing. It passed resolution against "political controls," asked FCC for opportunity to discuss screening of writers and others by TV-radio licensees. Letter to Chairman Coyo from ALA president Rex Stout declared: "Practice of blacklisting has spread to such an alarming extent that it has assumed the proportions of what may properly be characterized an industry policy." TV Authority continued its fight for actor Philip Loeb when executive secretary George Heller announced TVA is working on plan to deal with blacklisting—outgrowth of Loeb's charge he was dropped from The Goldenbergs because his name appeared in Red Channels (Vol. 8:3). Joint statement by TVA, Loeb and Mrs. Gertrude Berg, program's owner, said Loeb will get hearing he requested, emphasized that TVA considers blacklisting "diametrically opposed to the time-honored American principle that an accused person [is] innocent until proven guilty."

Add critical comment on NBC-TV's Today (Vol. 8:3): Editor Joe Csida, in Jan. 26 Billboard, suggests that "confusion and chaos is the overwhelming impression" and show is "urgently in need of some drastic simplification."


Teleglomer Service Corp., 270 Park Ave., New York, which leases electronic device for cueing TV actors, speakers, et al., has signed minimum guarantee deal of $200,000 a year for 5 years with CBS-TV—its over-the-counter stock taking upward swing accordingly this week. Firm is headed by Irving Kahn, ex-TV promotion chief for 20th Century-Fox; device is idea of Fred Barton, actor, and third original incorporator was Hubert Schaffly, 20th Century research chief. Company charges $30 an hour to rent device, which includes service crew, hasn't yet branched into station field much outside New York but plans to do so shortly.

Radio time sales in 1951 climbed to $485,492,506 from previous record of $453,504,390 in 1950, reports 1952 Broadcasting Yearbook, prompting its editors to note that "glow was hardly justified." Local accounted for $227,434,786, or 46.8%, up from preceding year's $209,210,834, or 44%; national network $116,641,081, or 24%; down from $124,633,083, or 27.5%; national & regional non-network $134,291,430, or 27.7%; up from $118,823,880, or 26.2%; regional & miscellaneous network, $7,125,000, or 1.5%, very close to $6,897,127, or 1.5%.
TRADE MUSINGS—FACTS & FANCIES: These are days when the trade's oracles may be par- doned if they indulge in some musings and fancies calculated to raise eyebrows, pro-voke discussion -- and win a good deal of well-merited publicity.

Some say these are dog-days in the TV trade, though the general attitude at all levels is anything but depressed or gloomy as factories resume "normal" output and the retail sales picture is reported bright in various areas (notably Chicago).

Week's most quotable flight of fancy comes out of speech by Motorola executive v.p. Robert Galvin, able son of an able father, who told Chicago TV Council that atomic-powered TV sets, tri-dimensional and in color, can be visualized 10-15 years from now. And 5 years from now, he predicted, transistors will revolutionize the industry by making possible small, cheaper, more reliable TV receivers.

"The time may come," he added, "when sets will be produced by a machine that will take parts in at one end and bring out the finished product at the other."

Coming closer to immediate reality, young Galvin adduced that the industry is geared to produce minimum of 4,000,000 sets this year, possibly 5,000,000, but he sees market for 6,000,000. "We could sell 6,000,000 in 1952 if we could build them," he said -- indicating an optimism far greater than most of his fellow manufacturers and govt. experts (Vol. 8:2-3).

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Some industry executives think govt. experts, absorbed with shortage idea, are inclined to sell industry ingenuity short because of materials limitations that have been ordered. NFA electronics specialists deny this. Many from the industry themselves, they say privately that TV manufacturers will produce as many sets as they can sell this year, materials shortages or no.

All of those queried felt industry could produce as many as 5,000,000 sets or more this year. But if that many are made, they say, many would be different from current models. Said one: "Sure, you can make a gutless wonder with far fewer parts and materials than today's good sets have."

The govt. folk agree, by and large, with thesis of our recent articles on conservation (Vol. 7:45), namely, that to date manufacturers have conserved without degrading the end product, and that they're not likely to put real "austerity sets" on the market unless they're faced with far heavier demand than now seems probable.

* * * *

"Superpower TV sets" are in effect meeting the station freeze, in words of RCA consumer products v.p. Joseph B. Elliott, speaking this week before group of dept. store executives. "With the broadcasters frozen in their tracks," AP quotes him as saying, "the set manufacturers have taken over. We're expanding TV's service area, not by installing more transmitters but by manufacturing better receivers. Some of the sets on the market today can bring in quality reception in fringe and difficult areas that have always been considered television dust bowls."

Outlook is favorable for year, said Elliott, with "inventories a problem no longer" and with "distributors and dealers finding their stocks returning to normal levels." Materials pinch will be felt mostly first half of year, should ease second half unless military needs run greater than expected, he said. As for set sales, he thinks politics will be great stimulus this year; and prices recorded their lows last summer -- "will certainly not go lower during 1952, and may go higher because of increased manufacturing costs."

This year, too, should see beginnings of commercial uhf, Elliott adds, and it promises to be "the major area of TV's future expansion." He noted:

"Going into the upper reaches of the radio-frequency spectrum with TV was comparable to a new geographic exploration. The problems encountered were complex
and difficult but all major obstacles have been overcome, and we now know that uhf TV is entirely practicable.

"Although probably not more than 6 or 8 uhf stations will begin commercial operation before the end of 1952, we can look forward to an ultimate uhf service of over 1300 stations. These, combined with an expanded vhf service, mean eventually 50,000,000 TV receivers in American homes."

TV set output for week ending Jan. 18 went up to 105,673 (only 133 private label) from 102,684 & 69,198 of preceding 2 weeks of new year (Vol. 8:3). Factory inventory went down only slightly—to 227,196 from 239,700 week earlier, still quite a way up from 11-month low of 176,857 achieved as of Jan. 4.

Radio output fell to 157,574 (66,597 private label) from 173,981 week before, and radio inventory fell to 257,707 from 287,798. Radio output for Jan. 18 week comprised 72,576 home sets, 10,454 portables, 21,959 clock, 52,585 auto.

Topics & Trends of TV Trade: RCA is increasing prices of 110 more types of receiving tubes about 5%, effective Feb. 11, bringing them up to OSP ceilings. Similar increases were ordered last Dec. 19 on 58 types. Hikes are attributed to increased production costs.

RCA tube dept. also is understood to be planning a big campaign to encourage replacement of kinescopes, offering trade-in allowances to distributors to be passed on to consumers. Details will be announced shortly, plan said to be somewhat different from that announced by Sylvania last week (Vol. 8:3).

RCA disputes idea that cylindrical-face glass picture tubes and electrostatic focusing, adopted by many manufacturers (Vol. 7:47 et seq), indicate trend—and Tube Dept. sales mgr. Larry S. Thces states that RCA's 21-in. metal kinescopes are outselling comparable glass types by wide margin. He also reports RCA has added another metal-shell tube, with low-voltage electrostatic focus; demand on RCA, largest of tube makers, has been mainly for magnetic focus, he said. Claiming various advantages for metal kines, notably weight (18 lbs. for 21-in. vs. 30 for glass) and use of alloys as against scarce nickel in buttons of glass, he said metal type currently accounts for more than 25% of all kinescope sales.

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Fantastic story of employee pilfering—how they systematically stole some $400,000 worth of TV parts, and service company found it out only after 4 years—unfolded this week in connection with bankruptcy petition filed by big Conlan Electric Co., Brooklyn. Firm's lawyer gave opinion that similar conditions prevailed throughout TV servicing field. Indictments are expected after probe by district attorney, 37 of firm's 200 employees having admitted taking components which were used either in their own independent businesses or resold—sometimes even to other employees in same firm. Installation and delivery records also were falsified.

There was no explanation why no inventory was taken in all that time, or how so many parts could disappear without arousing suspicion even without an inventory. Conlan's 20,000 service contracts—on sets bought at Gimbels, Wanamakers, Macy's and other big dept. stores—are expected to be fulfilled by several bonding concerns which plan to set up new servicing firm to be run by Conlan.

* * *

County-by-county TV set shipment figures, covering first 47 weeks of 1951 and totaling 4,415,422, were issued by RTMA last week, accompanied by map of U. S. showing concentration of shipments. RTMA issues shipment figures monthly; these are the first prepared by its own statistical dept.

Invited to NPA color TV conference Feb. 8 (see story, p. 5) were same manufacturers who attended Oct. 25, 1951 conference with defense mobilizer Charles E. Wilson (Vol. 7:43) plus H. G. Place, president, General Precision Laboratory, manufacturer of theatre-TV equipment, and Comdr. E. F. McDonald Jr., president of Zenith. Others invited to Feb. 8 meeting: Richard Graver, Admiral; John W. Craig, Crosley; Richard Hodgson, Chromatic; Arthur Mathews, Color Television Inc.; Frank Stanton, CBS; Dr. Allen B. DuMont; Benjamin Abrams, Emerson; Fred Gluck, Fada; Dr. W. R. G. Baker, GE; William Halligan, Halliburton; W. A. MacDonald, Hazeltime; Frank Freimann, Magnavox; Robert Galvin, Motorola; William Balderston, Philco; Gen. David Sarnoff, RCA; J. Friedman, Trav-Ler; John Meck, Scott Radio Laboratories; Herbert Guzman, Webster-Chicago; R. S. Alexander, Wells-Gardner; J. M. McKibbon, Westinghouse. Each industry representative has been invited to bring one other member of his firm.

Anticipating lifting of freeze on new stations, DuMont Transmitter Div. announces plan for sales reorganization program involving (1) regrouping of major sales areas into 3 districts—Eastern, Western and Central—and appointment of many new sales reps; (2) setting up of sales offices in key cities; (3) provision for more cooperation between each division and its field reps in order to give "tailor-made" service to stations.

Cited as one deflationary sign, in report of New York City Dept. of Purchases this week, was fact that TV has become "concrete ally of retrenchment" for the average householder, who is spending less money on sports events and as direct consequence of ownership of TV set.

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Merchandising Notes: "TV Five-Thousand" is the unique name and "TV 5000" unique phone number of new servicing organization that began operating in Washington this week, comprising group of servicemen who pooled equipment, facilities, experience to set up big shop to deal exclusively in TV service ... Starrett this week released new line of 5 sets, quoting warranty and tax extra: 17-in. mahogany table $170, open-face mahogany console $200; 20-in. mahogany table $220, open-face mahogany $250, full-door mahogany $330 ... Zenith follows lead of other big set makers (Vol. 8:2-3) by including warranty in list prices and quoting tax extra; new sets are 17-in. mahogany table at $270 and 17-in. AM-FM-phono $500 ... Gough Industries, ex-Philco, named Sylvania distributor for Southern California and Phoenix, Ariz., effective Feb. 1 ... Crosley out with new AM-FM table model at $65 in choice of 4 colors ... Prices of Crosley's 4 new TV sets, including tax but parts warranty $10 extra, are 17-in. console $300 and 21-in. console $350, blonde $370, combination $480.
Alimobilization Notes: Electronics Production Board, responsible for over-all coordination of defense electronics production program, adds Marvin Hobbs, electronics adviser to Munitions Board chairman John Small, as member, succeeding C. W. Middleton, now working in field for Defense Dept. On Feb. 1, J. A. (Shine) Milling, RCA v.p. on leave, director of NPA Electronics Div., takes over board’s chairmanship, succeeding Edmund T. Morris Jr., who returns to Westinghouse (Vol. 8:2). Other members are Harry A. Ehle (International Resistance v.p.), consultant to Undersecretary of Army; Don. G. Mitchell (Sylvania president), consultant to Undersecretary of Air Force; Capt. F. R. Furth, director, Naval Research Lab; F. H. Warren, Atomic Energy Commission.

* * *

Cathode ray tube industry isn’t being asked to switch from glass to metal cones, NPA Electronics Div. stressed this week in clarification of last week’s announcement of availability of extra amounts of chrome stainless steel (Vol. 8:2). Division had announced larger allotments of stainless would be available for uses where it could save scarce materials, citing fact that metal-cone tubes don’t require nickel-containing high-voltage lead-in buttons used on all-glass tubes.

Electronics Div. statement this week said: “If all users of materials for which chrome stainless could be substituted would switch to its use, a shortage would develop in this material. While all possible savings of nickel should be given serious consideration, it does not follow that this indicates a switch from glass to [metal-cone] picture tubes. Experiments are under way to develop an alternate material for the buttons in glass CR tubes which requires no nickel. Members of the industry indicate that there is a real possibility that this can be worked out before the industry’s present supply of nickel alloy buttons is exhausted.”

* * *

Selenium rectifier plants face shutdowns—some within 3 weeks—as result of selenium shortage, rectifier manufacturers told NPA Jan. 24. Some firms said they received no selenium allotment for January, while others reported receiving only 20% of amount requested. They recommended inventory limitation on selenium (Order M-91) be increased to 60 days from present 30. Represented at NPA meeting were Fansteel Metallurgical Corp., Federal Telephone & Radio Corp., GE, Kotron Rectifier Corp., Syntron Co., Radio Receptor Co., Sarkes Tarzian, Vickers Inc., Westinghouse.

Pentagon will relax security rules it imposed last March (Vol. 7:19) and return to policy of making public full award information on unclassified military contracts in excess of $25,000 as aid to “businessmen who may want to become subcontractors.” The periodic lists of contract awards are available at Commerce Dept. field offices.

Revised “list of essential activities,” issued by Commerce Dept. for guidance of draft boards, Defense Dept., etc. is substantially same as list issued last April (Vol. 7:14). All military electronics-communication production is included. Like previous list, telecasting, broadcasting, civilian TV-radio manufacturing classifications are omitted.

Aircraft electronics manufacturers will discuss production problems of current Air Force and Navy programs at Jan. 30 Pentagon meeting called by Undersecretary of Air Force R. L. Gilpatric and Assistant Secretary of Navy John F. Floberg.

Lewyt Corp., Brooklyn vacuum cleaner manufacturer, plans to double military electronic production this year by addition of 45,000 sq. ft. of factory space; plans to hire 400 additional employees and install $600,000 worth of machinery in next 6 months; has $50,000,000 in defense contracts.


Position of planets, not sunspots, causes most interference to shortwave communications, said RCA Communications’ John Nelson at Jan. 24 meeting of American Institute of Electrical Engineers in New York. He discounted long-held theory that sunspots are principal villains disrupting world-wide communications, put blame on certain angular relationships of planets. Nelson said 7-year study indicates 1952 will be bad year because of positions of Saturn, Neptune and Uranus. To get around interference, RCAC has set up new relay station at Tangiers, North Africa, to route traffic to Europe during magnetic storms.

RCA inaugurates TV sales clinics for dealers and salesmen, “believed to be the most intensive ever undertaken,” to be conducted by its distributors Feb. 4, March 3 and March 31. Clinics were prepared with help of Amos Parrish & Co., New York merchandising consultants, were prompted by fact, RCA says, that: (1) Customers have become discriminating. (2) “Hidden qualities” of RCA sets need to be pointed out by well-schooled salesmen. “Prove It Yourself” is slogan of campaign which features $50,000 contest for salesmen.

For Ford dealer convention in Atlantic City’s Traymore Hotel last week, RCA set up closed-circuit TV and 20-ft. theatre-TV screen so that 1200 people could see demonstrations of new car, closeups, etc. Room with car wasn’t big enough for all to see, particularly close up, hence hiring of TV setup with crew.

Course in TV-radio law, taught by Walter R. Barry, of Coudert law firm, starts at New York U Feb. 6, running for 14 Wednesdays, 6-8 p.m. Topics include: property rights in ideas, slogans, programs; defamation; contractual relationships; use of testimonials, photographs, music; giveaways & premiums.
Financial & Trade Notes: Long-range optimism for TV investment prospects keynote report in January Television Magazine by security analyst Robert Gilbert, of Investors' Management Service, 90 Broad St., New York. He gives these reasons for bullishness: (1) "Possibility of 300 TV stations in 1953"—regarded more important than fact that 1952 construction will be slight. (2) Networks' 1956 gross may be 4 times that of 1951. (3) Set production will rise to estimated 5,700,000 in 1953 after 1952 decline. (4) Electronic defense business and carryover of TV inventories will cushion 1952 decline. (5) Theoretical demand, based on 42,000,000 wired homes, exists for 23,000,000 more sets. (6) Annual demand after saturation is reached may hit 6,000,000 sets. Most industry would agree with Gilbert's long-range outlook, but "300 TV stations in 1953" seems impossible as of now (Vol. 8:2) and 5,700,000 sets in 1953 can be based on no more than hunch.

Raytheon has filed statement with SEC registering 434,189 shares of $5 par common stock to be offered to present stockholders on basis of one new for every 4 sold, through underwriters Hornblower & Weeks and Paine, Webber, Jackson & Curtis. Purpose is to raise about $4,000,000 for plant expansion and increased working capital. Backlog of gov't. orders was stated as about $171,000,000 of last Nov. 31. Officer remuneration for fiscal year ended May 31, 1951, was listed as follows: Charles F. Adams Jr., president, $40,083; David T. Schultz, v.p.-treas., $39,450; Percy L. Spencer, v.p. & mgr. of power tube div., $27,500.

Cornell-Dubilier directors won proxy fight over dividend payments at Jan. 23 meeting, were re-elected over opposition led by Gregory Grinn, owner of 3300 shares and representing 40,000 shares. Grinn protested payment of only $1 dividend for year ended Sept. 30, 1951, although earnings totaled $3,71 per common share on sales of $33,082,683 (Vol. 8:1). Executive v.p. Haim Beyer said February board meeting will consider a larger dividend, possibly stock dividend. He called backlog of orders "satisfactory," predicted new defense contracts soon. Sales in quarter ended Dec. 31, 1951, were $9,100,000 vs. $8,049,393 same 1950 period.


Dividends: Stewart-Warner, 35¢ extra payable March 8 to stockholders of record Feb. 15; American Kenollie, 20¢ payable Jan. 25 to holders Jan. 11; Olympic, 3% stock dividend payable Jan. 28 to holders Jan. 15; Indiana Steel Products, 25¢ payable March 10 to holders Feb. 20; Columbia Pictures, $1.06%, payable Feb. 15 to holders Feb. 1; Weston Electrical Instrument Co., 50¢ payable Feb. 27 to holders Feb. 10; Clarostat, 10¢ payable Feb. 15 to holders Feb. 1; L. R. Mallory & Co., 30¢ payable March 10 to holders Feb. 12; Aceo, 15¢ payable March 20 to holders Feb. 29; Standard Oil Co. Products, 25¢ payable Feb. 15 to holders Feb. 2.

Packard-Bell sales were $6,024,900 for its first fiscal quarter ended Dec. 31, 1951, net earnings $428,671 (73¢ per share) after providing for $461,700 taxes. This compares with $7,355,865 sales, $736,381 net after taxes for comparable 1950 period.

Second Saturday Evening Post article in series of 3 on "The Big Brawl: Hollywood vs. Television," Jan. 26 edition, is about as badly done as first was well done (Vol. 8:3). In this one, author Milton MacKay covers the Hollywood-films-for-TV angle, evidently got bogged down in Hollywood dazzle and hyperbole, particularly was sold bill of goods on Paramount's "dominant" position in TV, got many facts wrong or half-wrong. For example, "Paramount's" WBKB in Chicago becomes "WKTB," and no differentiation is made between WBKB's owner United Paramount Theatres and Paramount Pictures whose KTLA in Los Angeles was evidently the only station in that city contacted; Paramount Pictures ostensibly is still in the theatre business (no mention of Dept. of Justice anti-trust decree); the Lawrence tri-color tube (50% controlled by Paramount Pictures through its half ownership of Chromatic) is the be-all and end-all of color TV; Paramount Pictures' pay-as-you-look Telemeter (and maybe Phonevision) are just around the corner—though they have high hurdle of FCC policy-making yet to leap, let alone industry apathy. Third article, Feb. 2, will go into even more intricate problem of networks, TV advertising, etc.

"Battle of the ads" may be on in earnest, with big newspaper rep firm Moloney, Regan & Schmitt splurging in New York Times Jan. 22 with cartoon ad showing family moving second and third TV set into living room and saying, "Excuse us a moment—three of our favorite programs come on at the same time." Says sub-caption: "In newspapers the reader can look at all the advertisements in the same issue." Ad's catch-line is "Challenging thoughts for 1952's Million-Dollar Advertisers" and it goes on with this curious provocative argument, sure to draw quick fire from the TV boys: "A million dollars these days no longer buys a big TV campaign but a million dollars spent in newspaper advertising will buy a big newspaper campaign of 1000-line advertisements every other week for a full year in the 62 TV cities and will deliver a net paid ABC circulation of 20,000,000 families per insertion—in contrast to approximately 14,500,000 TV sets in the entire U. S."

Theatre boxoffice declines as TV saturation increases. That's sizeup by Film Daily of city and state admission tax figures for 1950 and 1951. Jan. 22 issue gives these samples: Chicago—while TV sets-in-use rose from 800,000 to well over 1,000,000 in 1951, amusement tax collections dropped 12%. Columbus, O.—sets rose from 120,000 to 200,000, monthly tax decline averaged 10%. Reading, Pa.—Philadelphia area)—admission tax drop averaged 19%. Iowa—TV has made little inroads on most areas, tax off 4% first 3 quarters of 1951. Mississippi—no TV, collections up 7%. Oklahoma—TV covers about half state's area, combined tent show-movie tax collections showed "negligible fractional change" compared to 1950. Pittsburgh—TV sets rose from 215,000 to 300,000, collections dropped only 2½% in 1951, but had slumped 15.85% in 1950 when sets-in-use rose from 71,000 to 215,000.

UHF is main theme of Hugo Gernsback's Radio-Electronics Magazine's annual TV number for January, which also includes articles on military field use of TV, fringe-area problems, DX-ing in TV, antenna developments, table of characteristics for most makes of receivers. NBC's Raymond F. Guy discusses lessons learned at Bridgeport experimental uhf station, while 2 articles are devoted to uhf antennas and uhf converters for vhf receivers. Army use of "earavan" trucks to televise maneuvers is called "boldest stroke in education by TV ever made." DX article by Edward P. Tilton, vhf editor of QST, analyzes 1951 reports—all of them on Channels 2-6. Long-distance reports of reception on Channels 7-13 are limited to few hundred miles.
Network TV-Radio Billings
December 1951 and January-December 1951
(For November report, see Television Digest, Vol. 7:32)

NETWORK TV BILLINGS of $14,274,061 for December, only slightly under radio networks' $14,194,048, brought total network TV for year to $127,989,713 or nearly thrice the 1950 total of $44,556,772, according to Publishers Information Bureau. NBC-TV’s December billings of $8,592,673 continued to forge ahead of its radio billings ($4,133,307) and now lead all network revenues. CBS-TV is second with $4,730,768, but its radio continued to lead its own TV and all other radio networks in $5,278,508. (We erred, in analyzing last PIB report, in stating that CBS-TV revenues had jumped ahead of its radio.)

For year, NBC’s $59,171,541 beat out its radio network’s $46,941,172, but CBS and ABC radio networks continued to run well ahead of their TV. Trend seems plain, however—TV billings are upgrade, radio down, latter manifested by fact that total 1951 network radio ran $174,718,504 as against $183,519,037 in 1950. That TV by end of 1952 will surpass radio, albeit there will be 100 odd interconnected TV networks, seems fairly evident in light of higher TV network rates and lower radio network rates ordered last year. Detailed PIB figures:

**NETWORK TELEVISION**

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$ 6,592,673</td>
<td>$ 3,274,757</td>
<td>$ 2,165,971</td>
</tr>
<tr>
<td>CBS</td>
<td>4,730,768</td>
<td>2,904,962</td>
<td>2,694,877</td>
</tr>
<tr>
<td>ABC</td>
<td>1,950,145</td>
<td>1,298,616</td>
<td>1,185,961</td>
</tr>
<tr>
<td>DuMont</td>
<td>975,770</td>
<td>628,934</td>
<td>572,648</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$14,274,061</td>
<td>$ 8,877,975</td>
<td>$12,507,578</td>
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</table>

**NETWORK RADIO**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$ 5,278,508</td>
<td>$ 6,544,307</td>
<td>$ 6,832,490</td>
</tr>
<tr>
<td>ABC</td>
<td>3,297,368</td>
<td>2,186,584</td>
<td>2,182,158</td>
</tr>
<tr>
<td>MBS</td>
<td>1,697,104</td>
<td>1,312,393</td>
<td>1,630,554</td>
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<tr>
<td><strong>Total</strong></td>
<td>$14,619,048</td>
<td>$ 15,333,131</td>
<td>$15,645,239</td>
</tr>
</tbody>
</table>

* Figures for 1950 not available.

Network TV and radio figures for January-December, including revisions of previously revised PIB figures:

**NETWORK TELEVISION TOTALS FOR 1951**

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$1,328,719</td>
<td>$ 2,601,165</td>
<td>$ 435,527</td>
<td>$ 4,187,222</td>
</tr>
<tr>
<td>Feb.</td>
<td>1,254,831</td>
<td>2,505,365</td>
<td>406,070</td>
<td>2,948,360</td>
</tr>
<tr>
<td>March</td>
<td>1,339,470</td>
<td>2,903,902</td>
<td>457,811</td>
<td>4,654,063</td>
</tr>
<tr>
<td>April</td>
<td>1,432,319</td>
<td>2,009,651</td>
<td>574,032</td>
<td>4,756,399</td>
</tr>
<tr>
<td>May</td>
<td>1,583,503</td>
<td>2,690,245</td>
<td>524,626</td>
<td>5,496,323</td>
</tr>
<tr>
<td>June</td>
<td>1,437,593</td>
<td>2,900,782</td>
<td>564,478</td>
<td>4,244,240</td>
</tr>
<tr>
<td>July</td>
<td>1,351,158</td>
<td>2,859,527</td>
<td>524,339</td>
<td>3,477,052</td>
</tr>
<tr>
<td>Aug.</td>
<td>1,444,595</td>
<td>3,734,551</td>
<td>763,071</td>
<td>3,359,856</td>
</tr>
<tr>
<td>Sept.</td>
<td>1,622,482</td>
<td>4,159,213</td>
<td>857,487</td>
<td>5,405,243</td>
</tr>
<tr>
<td>Oct.</td>
<td>1,397,247</td>
<td>4,731,218</td>
<td>976,684</td>
<td>6,009,289</td>
</tr>
<tr>
<td>Nov.</td>
<td>1,101,243</td>
<td>4,905,508</td>
<td>947,375</td>
<td>6,335,907</td>
</tr>
<tr>
<td>Dec.</td>
<td>1,280,145</td>
<td>4,736,360</td>
<td>927,075</td>
<td>6,302,673</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$18,593,911</td>
<td>$42,470,844</td>
<td>$7,761,596</td>
<td>$59,171,492</td>
</tr>
</tbody>
</table>

**NETWORK RADIO TOTALS FOR 1951**

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$3,099,418</td>
<td>$ 6,333,626</td>
<td>$1,542,827</td>
<td>$ 5,215,947</td>
</tr>
<tr>
<td>Feb.</td>
<td>2,702,721</td>
<td>6,097,737</td>
<td>1,426,709</td>
<td>4,731,628</td>
</tr>
<tr>
<td>March</td>
<td>2,801,239</td>
<td>6,703,966</td>
<td>1,649,006</td>
<td>5,085,239</td>
</tr>
<tr>
<td>April</td>
<td>3,280,183</td>
<td>4,687,217</td>
<td>1,539,801</td>
<td>4,897,882</td>
</tr>
<tr>
<td>May</td>
<td>3,291,227</td>
<td>5,618,181</td>
<td>1,729,032</td>
<td>6,576,805</td>
</tr>
<tr>
<td>June</td>
<td>3,726,268</td>
<td>6,201,963</td>
<td>1,101,261</td>
<td>4,739,193</td>
</tr>
<tr>
<td>July</td>
<td>3,267,674</td>
<td>4,387,193</td>
<td>1,347,841</td>
<td>3,728,653</td>
</tr>
<tr>
<td>Aug.</td>
<td>2,210,532</td>
<td>4,460,201</td>
<td>1,292,972</td>
<td>3,900,506</td>
</tr>
<tr>
<td>Sept.</td>
<td>2,165,971</td>
<td>4,645,527</td>
<td>1,324,201</td>
<td>3,713,235</td>
</tr>
<tr>
<td>Oct.</td>
<td>3,138,788</td>
<td>5,424,205</td>
<td>1,874,712</td>
<td>4,414,240</td>
</tr>
<tr>
<td>Nov.</td>
<td>3,226,760</td>
<td>5,257,454</td>
<td>1,323,281</td>
<td>4,315,646</td>
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<tr>
<td>Dec.</td>
<td>3,306,219</td>
<td>5,278,508</td>
<td>1,979,014</td>
<td>4,343,367</td>
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<tr>
<td><strong>Total</strong></td>
<td>$33,710,846</td>
<td>$58,784,773</td>
<td>$17,900,928</td>
<td>$54,324,017</td>
</tr>
</tbody>
</table>

**DISTILLERS and AD agencies are due to carry burden of opposition to "dry" in Jan. 30 hearing on Johnson-Case bill (S. 2444) before Senate Interstate & Foreign Commerce Committee (Vol. 8:3). Bill would outlaw TV-radio commercials of distilled spirits. NARTB and station reps are expected to file statements, though distilled spirits have never been accepted by the industry. House Interstate & Foreign Commerce Committee has yet set date for hearings on Rep. Rankin’s bill (H.R. 5889) to outlaw commercials for any alcoholic beverage, which would include beer and wine.

Addition of several uhf stations to the vhf which single entity is permitted by FCC to acquire, proposed by NBC (Vol. 8:1), was backed this week by National Appliance & Radio Dealers Assn. When president Mort Farr wrote FCC Chairman Coy that: “It will give the retailers strong teammates in the introduction of the new type of TV receivers to the public, speeding the development of a uhf audience by assuring a goodly number of quality programs being offered consistently.”

Sole application filed with FCC this week for TV station came from WVET, Rochester, N. Y., seeking Channel 10 and proposing to use same tower as WHAM-TV. Total pending is now 481. [For details, see TV Addenda 11-B; for complete list of other pending applications, see TV Factbook No. 11 and Addenda to date.]

**IT'S** patent-filing idea still under attack (Vol. 7:48, 8:2-3), FCC this week granted further extension of time for parties to submit comments—Feb. 31 to Feb. 21. Those filing comments so far generally find proposal of little value to FCC, too broad in application, great and unnecessary burden on patentee and Commission.

Emilio Azzaragga, Mexican TV-radio tycoon, has ordered complete TV stations for Monterey (Channel 6) and Guadalajara (Channel 10), as approved by Mexican govt. (Vol. 8:1), from International Standard Electric Corp. (IT&T), most equipment to be supplied by IT&T's Federal. TV-radio restrictions on members' football games were retained by National Football League in its constitution at meeting this week in exact form as last year, despite Justice Dept.'s suit charging unreasonable restraint (Vol. 7:41, 44, 48, 52).
I—TV CONSTRUCTION, TOWERS & BUILDINGS: A few new TV stations can get on the air this year and next, some of them fast — if FCC starts parceling out CPs soon — but most early ones may be "austerity" stations from the standpoint of towers and buildings. This contrasts with bright outlook for transmitting equipment (see p. 2).

"Towers will be the bottleneck in station construction this year," tower makers tell us flatly. And NPA's construction policy renders any hope for starts on new "Television Cities" or elaborate studio setups mere wishful thinking.

Eagerness of CP-holders to get on air, nevertheless, will certainly lead the way to some ingenious shortcut and temporary measures. In view of severity of the materials shortage, and its desire to see new stations on air, FCC can be expected to be tolerant of "temporariness" of new outlets.

Some stations may find they can plant small TV antennas atop their AM or FM towers. Others may use tall buildings as temporary antenna sites. Even wooden structures have been suggested as temporary expedients to circumvent steel shortage.

Many new stations going on air during materials pinch probably will have no studios worthy of the name -- especially inasmuch as most of FCC's early grants are expected to be in smaller cities. Even converting an existing structure into a TV studio may require prohibitive amounts of precious copper wire and cable.

Construction materials -- particularly copper and structural steel -- are due to remain desperately short through third, and probably fourth, quarters. The second quarter will see far less materials available for civilian construction than first, when no projects less than 20% complete received NPA materials aid.

"We hope we can continue allotting materials to projects we aided in first quarter," an NPA construction official told us. "But as to starting new projects, right now it doesn't look as if we'll be able to send any materials their way until first quarter 1953. With luck, maybe a few new civilian projects can be begun in fourth quarter of this year. The shortage should be over by mid-1953."

Prospects for station construction may improve somewhat latter half of 1952 if NPA's Industrial Expansion Div. is given job of allotting materials for TV-radio station building. Last November, when station construction was classified "industrial" for purposes of self-authorization (Vol. 7:43), it was assumed the Industrial Expansion Div. would dole out its materials. But for second quarter at least, task will be handled again by Construction Controls Div., which has to make less material stretch further. Decision hasn't yet been made for ensuing quarters.

For rest of this year, then, telecasters who want to build stations will have to do some tight and careful planning -- and use their powers of self-authorization fully. They're permitted to self-authorize -- write their own priority tickets for -- 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum per quarter.

The 25 tons of steel isn't enough to build a TV tower. A 500-ft. self-supporting tower requires about 115 tons, a guyed structure some 80 tons. Theoreti-
cally, a builder could, over a 9-month period, self-authorize enough structural steel to put up a good guyed tower.

But tower manufacturers have their doubts. One of the biggest says he does not have enough steel for radar towers and other direct military work -- and he's afraid he wouldn't be able to honor self-allotment tickets for certain scarce types of structural steel used in TV towers.

Manufacturers now estimate it will take 6-9 months to erect 500-ft. tower, as against 4-6 months during normal times. But they say even this estimate is predicated on hoped-for improvement in structural steel situation.

Many would-be telecasters are trying to jump the gun, place orders with the tower manufacturers before they get their CPs. One tower maker says he can't accept these orders even with self-authorized priority tickets. The steel, he explains, is needed right now for defense projects. Even if he could take the orders, he doesn't want to be asked to buy the tower back if customer doesn't get a CP.

* * * *

That's the size-up of things as they stand today. Whole picture could very well change a dozen times -- for better or worse -- before FCC makes first grant.

Pressures on NPA by telecasters, set makers, Congress and public will be terrific, once the Commission starts handing out CPs -- and NPA may be persuaded to loosen up enough to keep abreast of FCC's grants. It's hard to visualize Senator Johnson, for example, sitting idly by while CP for TV-less Denver goes to waste.

II—TV CONSTRUCTION, TRANSMITTING GEAR: Transmitting equipment still is no bottleneck constraining the early emergence of new stations. Manufacturers have planned and produced as far in advance as they believed prudent -- frequently beyond prudence. About only conceivable holdup currently in sight is in high-powered uhf.

Super-duper uhf transmitters (10 to 12 kw) won't be available until fourth quarter of this year. But number of CP-holders actually ready to accept delivery of such units is expected to be negligible before fourth quarter.

Between 100 and 150 transmitters, with most of their associated equipment, could probably be delivered this year -- if FCC could grind out that many CPs. That the transmitter makers are well prepared, is amply shown by following facts gleaned this week from our survey of all transmitter manufacturers:

1) Now in hands of potential telecasters, or warehoused for those who have bought them, are 20-plus vhf transmitters -- mostly 5-kw units, a few smaller (500 watts, 1-kw and 2-kw).

2) Ready for delivery now or in the next 2-4 months, are 20-30 more, also mostly 5-kw or under.

3) Starting March-May, 20-kw to 35-kw amplifiers for existing 5-kw transmitters, plus complete transmitters at those powers, will be available.

4) First uhf transmitters, 1-kw and 1.5-kw, are due about mid-year.

5) High-powered uhf, 10-kw and 12-kw, are due fourth quarter and later.

6) Top powers currently contemplated for vhf, 50-kw transmitters, are expected end of this year, at earliest.

7) Actual rate of production and installation of equipment for new stations can reach 15-20 monthly by mid-1952 -- if demand is there. Existing stations with 5-kw units can be supplied with 20-kw and 25-kw amplifiers at the rate of 5-10 monthly at about the same time.

* * *

Just as important as transmitters, sometimes more vital, are the hundreds of additional components of TV station. Manufacturers are making every effort to have enough on hand to accompany transmitters, believe they'll be successful. They point out significant difference between TV and AM-FM -- transmitter comprises only some 25% of total TV station cost, while transmitter usually absorbs over half the AM-FM equipment dollar.

One component not under control of transmitter makers is copper transmission line. A check with producers of lines reveals that, though their ability to deliver
this year appears to be considerably below that of transmitter makers, the chances are they'll be able to meet demand. C.R. Cox, Andrew Corp. v.p., estimates industry should be able to equip 30 stations in 1952 -- assuming most demand is for 1%-in. and 3%-in. lines, as has been case in past.

* * *

What each manufacturer offers now and plans to produce later is listed below. It should be emphasized that prices and delivery dates for future production are estimates subject to change. It should be remembered, also, that prices of different manufacturers aren't necessarily comparable, since each includes different components in "package".

**DuMONT:** .5 & 5-kw vhf transmitters now in production, with .5-kw running $35,750 for Channels 2-6, $38,450 Channels 7-13; and 5-kw at $65,450 for Channels 2-6, $69,250 Channels 7-13. Due in fall are 20-kw & 40-kw or 50-kw amplifiers, the 20-kw running $67,235 for Channels 2-6, $68,885 Channels 7-13; and 40-50-kw at $77.-670 for Channels 2-6, $79,470 Channels 7-13. In uhf, 1-kw unit at $40,000 is scheduled for mid-1952, 12-kw (employing klystron tube) at $140,000 is due at year's end.

**FEDERAL:** Producing 1-kw vhf for $36,000, 5-kw for $65,000 on Channels 2-6, $72,000 Channels 7-13. A 25-kw amplifier is scheduled for end of year, price not set. Uhf transmitters of 1.5-kw & 10-kw are planned, former by mid-year, latter by year's end or later -- both still unpriced.

**GE:** 5-kw vhf in production, at $65,000 for Channels 2-6, $69,000 Channels 7-13. Due fourth quarter are 35-kw amplifiers for Channels 2-6 at $80,000, 20-kw for Channels 7-13 at $75,000. Uhf scheduled: third quarter, 100-watts at $35,000; first quarter 1953, 12-kw at $138,000 including one set of klystron tubes; second quarter 1953, 1-kw at $67,500.

**RCA:** .5-kw & 2-kw vhf available, with .5-kw running $30,000 for Channels 2-6, $34,850 Channels 7-13; and 2-kw at $44,200 for Channels 2-6, $49,200 Channels 7-13. Scheduled March-April are 25-kw transmitter for Channels 2-6 at $145,500, 20-kw for Channels 7-13 at $150,500. A 25-kw amplifier for existing 5-kw transmitter is $75,000, 20-kw $80,000. Due third quarter is 10-kw transmitter at $79,000 for Channels 2-6, $84,000 Channels 7-13. The 50-kw transmitter, due sometime in 1953, is expected to cost $208,000 for Channels 2-6, $212,000 Channels 7-13. First uhf unit, due fourth quarter, is 1-kw at $64,700. The 10-kw uhf is set for 1953, probably late, at $135,000.

**PROGRESS OF END-OF-FREEZE HUDDLES:** FCC got stopped at Mississippi River this week in its enormous job of deciding what channels should go to what cities -- jumped to West Coast and Mexican border, will return to Midwest later.

Though no substantial holdup is in sight, Commission still has so much to do in its daily sessions that final decision date around March 1 is still best bet.

What stymied Commission was this question: Which comes first -- specific city assignments or general rules stipulating minimum mileage separations? When it got to rural Midwest, it seemed that more people would be served by greater separations than in East.

Right now, commissioners are mulling whether country should be divided into regions with different separation criteria. But blanket minimum for whole country seems to have upper hand at the moment.

Priority system advanced last March in Commission's proposed end-the-freeze plan (Vol. 7:12) is headed for discard or drastic change, Commission having found out that it just doesn't work -- as some in the industry had predicted.

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To Mexico City next week go Comr. Hyde and Broadcast Bureau Chief Plummer. Purpose: To get Mexicans to agree to U.S. channel changes within 250 miles of the border, none affecting Mexican assignments. Comments filed after announcement of U.S.-Mexican agreement (Vol. 7:43-49) changed FCC's thinking.

Lifting of power ceilings appears crystallized, intention being to equalize coverage of all stations -- if possible through power hikes. It's expected that Channels 2-6 will retain 100-kw limit (20 db above 2 kw), Channels 7-13 be boosted
to 316 kw (25 db), uhf to 1000 kw (30 db). Antenna heights are due for rejuggling, too, but just how much isn't indicated.

Question of how to handle applications & hearings after freeze hasn't yet been considered by Commission, but principle of considering applications on channel-by-channel basis -- rather than lumping all together in each city -- continues to stand fairly good chance of adoption. Comr. Jones has been for such handling all along; Chairman Coy, perhaps others, are believed leaning that way.

Lifting of "5-stations-to-a-customer" rule, requested by NBC as method of hastening uhf (Vol. 8:1,4) was endorsed by ABC and Fort Industry (George Storer). ABC petitioned that 2 uhf be added to the 5 vhf, while Fort Industry wrote letter urging that limit be raised to 7 -- but with no distinction between vhf and uhf. ABC also urged that Commission act on proposal same time it lifts freeze.

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But what do all the technicalities mean in terms of stations on air after the freeze? Chairman Coy gave realistic response when queried after Jan. 28 talk to Sigma Delta Chi journalism fraternity in Cleveland. Allan Austin, of Austin Co., big TV-radio station builders, buttonholed Coy, asked him how many CPs would be granted this year. Coy held up both hands, fingers outstretched, said number could be counted on both hands. Then he hesitated, said: "Oh, there might be 20."

Which cities come first? There's no telling. Commission will definitely go to work on such cities as Denver and Portland, right off the bat. But that means merely that it will rush hearings for those highly competitive cities. Once hearings start, it's many months before CPs are finally awarded, months more before signals are actually being emitted.

As rule of thumb, you can say that speed with which stations will get on air is inversely proportional to the size of the city. In other words, the smaller the city, the fewer the probable competitors, the quicker the grant.

COMPARISON OF VHF & UHF—A PRIMER: "Just how do vhf and uhf differ?"

Question may appear elementary to those who deal regularly with allocations and facilities questions. But time seems ripe for recapitulation of situation in terms anyone can understand. As an ad executive wrote us recently: "I would appreciate very much...a layman's explanation of the technical and practical differences between uhf and vhf. I have had no small number of questions about this."

Answers break down into 3 basic parts, as we see it:

(1) Propagation. The higher you go in frequency, the more TV signals behave like light rays. Since uhf runs 470-890 mc, compared with vhf's 54-216 mc, net effect is that you have more areas of "shadows" in uhf -- weak or non-existent signals. These areas occur behind obstructions -- be they hills, buildings or the curvature of the earth itself.

(2) Equipment development. Much early leeriness of uhf stemmed from lack of proper transmitters and receivers. Until last year, in fact, no one had built a uhf TV transmitter good for more than 1 kw. Today, manufacturers are testing units of 10-12 kw. With today's high-gain antennas, such transmitters can produce 200 kw -- something that would have seemed incredible year or 2 ago. Receivers were big question mark short time ago, too. They were unstable, costly -- and only of fair performance at best. Now, virtually every manufacturer has a decent set ready.

(3) Economics of the "bird in hand." With 16,000,000 vhf sets in existence, supporting the whole of TV as we know it, it's easy to appreciate the difficulty of starting uhf. In all present TV markets, new uhf operation will face the unenviable chore of getting people to add uhf converters to vhf sets (at cost of $25-$75) or to buy new combination vhf-uhf sets.

For new TV markets, however, it may be presumed combination vhf-uhf sets will be available from scratch. What's more, FCC's proposed new allocation plan enhances desirability of combination sets. In top 50 markets, all save 3 cities would have vhf & uhf. Exceptions are Akron and Worcester, allocated uhf only, and Miami, with vhf only.
Though it's apparent uhf has certain handicaps, most of industry regards none of them as permanent. Regarding propagation, uhf apparently will always give better coverage, if you assume equal transmitter power and antenna height for uhf and vhf stations at the same location. But it looks as if this difference isn't vast by any means — nothing like the difference in AM stations.

You may be sure that FCC will give uhf every break it can to equalize coverage with vhf. It has already given uhf a jump by allocating uhf channels so as to reduce or eliminate many kinds of interference that plague vhf. And you may be certain that Commission will give more power to uhf stations, if it will help equalize coverage, as long as extra power doesn't create new interference problems. Matter of fact, it's almost certain FCC's final freeze decision will lift power ceiling.

Another propagation factor may work to uhf's advantage — the "ghost". Some engineers contend ghosts are not only less troublesome on uhf but may prove valuable. If good direct signal isn't available from station, reflection from hills, buildings, etc. may bounce into shadows, giving good picture.

From economic standpoint, if you're convinced nation can't support more than 500-600 TV stations, then you're justified in writing uhf out of the picture. The 12 uhf channels are good for only that many. If you see room for more, as FCC and most of industry do, uhf provides only possibility for expansion. Uhf's 70 channels, plus uhf's 12, will permit construction of 2000-3000 stations.

LET THE CRITICS and the skeptics praise or carp, the hard-headed business men who manage the stations carrying NBC-TV's 7-9 a.m. Today (Vol. 8:3) seem to be of one accord in their enthusiasm for v.p. Pat Weaver's radical experiment. And with several more spot sponsors signed and others danging—though no really big one yet—the network itself shows no diminution of enthusiasm—particularly after American Research Bureau gave it cumulative rating of 18.0 for first week on air (which means 3,850,000 persons in 1,850,000 homes watched it at one time or another during the week).

We asked owners or managers of all 30 stations carrying Today to give us frank appraisal of show (a) as a program, (b) as a commercial vehicle. Their criticisms of the program were very much along same lines as trade critics, who were inclined to pick technical flaws but who were generally well disposed toward the experiment in contrast to the scoffing criticism of many newspaper critics.

Commercially, nearly all the 19 stations replying to date saw a bright future for early-morning TV, and several of them stated they had already sold local spots in it. The attitude of the managers is well represented by this comment by Glenn Marshall Jr., WMBR-TV, Jacksonville:

"I do not see why it cannot do as good a job [commercially] as any other program—maybe the commercials would have to be a little stronger on the audio side but I fully believe it would deliver sales for any advertiser within reason. My only hope is that NBC will be successful in selling enough of this show in order that they can continue it, as I think it is a great contribution to the TV industry."

Wrote Wilbur M. Havens, WTVR, Richmond: "Today is going to be an outstanding success ... we have sold 17 spots locally in the program as of this date." Campbell Arnoux, WTAR-TV, Norfolk, also reports spot sales, and Leslie H. Peard, WBAL-TV, Baltimore, looks to Today to be "a repetition of the Kate Smith success story."

George M. Burbach, KSD-TV, St. Louis: "I do believe this program has aroused more interest in TV in this area than anything since the Kefauver hearings. It is proving that TV, like radio, can be a round-the-clock operation. We have a number of advertisers who are literally ready to go as soon as they can be shown that the program has a rating of at least 3.0."

Nathan Lord, WAVE-TV, Louisville: "Results have been phenomenal. The president of a large industrial or-ganization telephoned to complain that Today caused him to be late to his office. Another says he is acquiring a second TV set for his dining room. A set distributor is suggesting to his factory that it design a set with a cabinet that would go well in the kitchen."

Other replies were in similarly favorable vein—none dubious. Robert Dunville, president of Crosley's operations (WLWT, WLWC, WLWD), foresaw household items like coffee and soap as winning "tremendous plus" from morning time, and stated: "Taking radio as a basis, for years radio stations were unable to sell early morning time, and time even before 7 a.m., to any but direct mail accounts. However, in the last 5 or 6 years this situation has materially changed and advertisers have found that even though ratings were comparatively low, results were actually high. It is my firm belief that, regardless of what the first ratings may or may not reveal, if NBC and its affiliates can continue Today, it will be a tremendous asset to the program schedule of the stations as well as a good buy for an advertiser with the right product."

Personal Notes: Edward L. Norton, for last 2 years member of Federal Reserve Board, resigns as of Feb. 1, returning to Birmingham and to private business, including chairmanship of WAPI & WAPM-TV, Birmingham, and WMBR & WMBR-TV, Jacksonville ... Jack Painter, GE application engineer who handled many of its TV installations, assigned to Washington to assist FCC attorneys and consulting engineers with post-freeze filings; he reports to Robert J. Brown, mgr. of Washington office, now in Wyatt Bldg., ... D. L. Provost, Hearst Radio v.p. & gen. mgr., elected to board of KING & KING-TV, Seattle, in which Hearst bought 25% interest last year (Vol. 7:26) ... George P. Moore Jr., ex-WLWT, Cincinnati, named gen. sales mgr., WLTV, Atlanta, succeeding Arch R. Ragan, resigned ... Walter Dennis, of staff of Allied Stores Corp., New York, resigns to become sales mgr., WJIM, Lansing ... Edward S. Reynolds, TV program director of National Collegiate Athletic Assn., handling its "experimental" TV football plan last season, joins TV-radio dept., Fletcher D. Richards Inc., N. Y. agency ... Donald Saunders promoted to engineer in charge of technical operations, WTOP & WTOP-TV, reporting to Clyde M. Hunt, engineering v.p. ... Wm. F. Loader promoted to promotion mgr., WHAS & WHAS-TV, Louisville.
Telecasting Notes: Campaign slogan of radio forces, combating TV inroads, is “Wherever you go . . . there’s radio!” and, in all-out effort to promote self to public and sponsors, AM even has song with that title being circulated by BMI; its 2 pages of sheet music are printed “as an industry service” in Jan. 28 Sponsor Magazine . . . “Higher than Eiffel Tower” is way WBEN-TV, Buffalo, is promoting new antenna tower being readied for March completion; it’s 1057 ft. above ground, 2097 ft. above sea level, has 50-dipole supergaintenna, will radiate 50 kw visual power, 25 kw aural . . . Seattle’s KING-TV has contracted for own “Television Center” at 320 Aurora Ave.; it will occupy 30,000-sq. ft. of modern downtown building on which alterations begin March 1 . . . WOR & WOR-TV, now owned by Thomas S. Lee Enterprises Inc. (Vol. 8:3), names H-R Representatives Inc. (Frank M. Headley) for West Coast in lieu of Keenan & Eickelberg; H-R also recently named by Tom O’Neill group to represent WNAC-TV, Boston . . . Stock exchange reports via TV for 5 minutes at 10:30 a.m., 10 minutes at 12:30, 15 minutes at 2:30 Mon.-thru-Fri., and 10 minutes between 11:30 & 12:30 Sat., members of stock exchanges buying sponsoring spots, idea being promoted by Morse Productions, 202 E. 44th St., New York (B. W. Morse) . . . Kling Studios reports 26 of Old American Barn Dance films have been completed, sold to 27 stations . . . NBC-financed Dangerous Assignment, film series starring Brian Donlevy and produced by Don Sharpe, reported booked on about 25 stations for local sponsorships; NBC-TV also set to back Texas Rangers series starring Joel McCrea . . . Bruce Eells, one-time KHJ and Young & Rubicam executive, now in radio transcription field, reliably reported in Hollywood to have taken option to buy Eagle Lion Studios from Pathe Industries for $1,500,000; has formed National Film Distributors, with plans to produce TV versions of Little Orphan Annie and Gasoline Alley . . . Chicago Cubs’ 77 home games will be carried on WGN-TV, which also is expected to sign White Sox daytime home games . . . Eddie Cantor has signed lifetime contract with Welch’s Wine Div., Quality Importers Inc., presumably giving that firm first call on his TV-radio services . . . Associated Program Service, division of Muzak (Maurice B. Mitchell, gen mgr.), enters TV field as distributor of Encyclopedia Britannica Films Inc.’s catalog of more than 500 educational movies . . . Biltmore Theatre, on W. 47th St., New York, has been leased by CBS-TV for 10 years . . . IBEW-AFL won right to represent CBS-TV technicians throughout country in NLRB election decided this week.

Network Accounts: Anahist Co. Inc. (cold tablets) became fifth sponsor of Today when it bought 7:50-7:55 Fr. segment for 9 programs beginning Feb. 1, thru BBDO; also understood to be joining Today sponsorships is Doeksin Products Inc. (facial tissues), thru Federal Adv., N. Y . . . Wine Corp. of America (Mogen David wine) March 11 moves Charles Wild, Private Detective from ABC-TV to DuMont, Thu. 10-10:30, thru Weiss & Weiss, Chicago . . . Lever Bros. and General Tire & Rubber Co. will sponsor Easter Parade from N. Y. April 15 on ABC-TV, Sun. noon-1 p.m . . . Admiral sponsors Mar. 7 finals of Golden Gloves Tournament from Chicago on DuMont affiliates west of Pittsburgh, Fr. beginning at 11 p.m. CST, thru Erwin, Wasey, N. Y. . . . Oldsmobile has dropped Tue. & Thu. sponsorship of Douglas Edwards & the News on CBS-TV, March 11-Thu. 7:30-7:45 . . . Vitamin Corp. of America sponsorship of The Goldbergs, scheduled for Feb. 4 on NBC-TV, Mon. 7:15-7:30, thru Duane Jones Agency, looks like it will go on; but Ekco Products Co. won’t take Wed. segment, thru Earle Ludgin & Co., because of inability of network to clear 36 stations, and there’s doubt now whether Necchi Sewing Machine Sales Corp. will take Fri. sponsorship, contracted to start March 7.

Station Accounts: Remington Rand (electric shavers) and Casco Products Corp. (steam irons) have combined to sponsor weekly 30-min. film, Holiday in Paris, spending about $250,000 jointly, thru Le ford Adv. and Norman D. Waters agencies, with local cooperative showings and local newspaper promotions; first to get show is WFL-TV, Philadelphia, starting Feb. 7, 10:30 p.m . . . Westinghouse appliance div., J. R. Clemens adv. mgr., has record-advertising budget of $12,000,000 for this year, including $3,000,000 for local cooperative advertising and increase from 1951’s $1,150,000 to $1,650,000 this year for its CBS-TV Studio One—plus, of course, TV-radio coverage of political conventions and campaign (Vol. 7:52 et seq) . . . Helbros Watch Co.’s $1,000,000 ad campaign for 1052, which includes TV & radio spots in 17 markets placed thru Wyatt & Schuebel, New York, ties in with Damon Runyon Cancer Fund, features 12 specially designed watchs to be auctioned for benefit of Fund . . . E. J. Donavan, having sold 50 pairs of chinchillas for breeding purposes at average of $1000 a pair via 26 telecasts on KNXT, Los Angeles, has renewed for 15 weeks thru Alan Lane & Associates; his retail outlets have grown from 2 to 9 since program started last Nov. 25, and he credits TV for expansion . . . Atlantic Refining Co. and Adam Scheidt Brewing Co. (Valley Forge beer) combine to sponsor all Philadelphia Athletics and Phillies daytime home games next season, with exception of second game of double-headers, on rotating basis on WPTZ, WFIL-TV, WCAU-TV, thru N. W. A yer . . . Among other advertisers reported using or preparing to use TV: Seeman Bros. (White Rose tea), thru J. D. Tarcher & Co., N. Y.; Pfaff Sewing Machine Corp. (Dial-A-Switch sewing machine), thru Bozell & Jacobs, Chicago; Best Foods Inc. (Heilman’s mayonnaise), thru Benton & Bowles, N. Y.; Relaxacizer (reducing machine), thru Wm. Warren, Jackson & De laney, N. Y.; 5 Day Laboratories (5 Day deodorant pads), thru Grey Adv., N. Y.; Caloric Store Corp. (gas ranges), thru Neal D. Ivey Co., Philadelphia; Mutschler Bros. Co. (Portabilt kitchen furniture), thru Juhl Adv. Agency, Elk hart, Ind.; Rhee Mfg. Co. (hot water heaters), thru Campbell-Ewald Co., N. Y.; Knapp-Monarch Co. (electrical appliances), thru Gardner Adv. & Olin Adv., St. Louis.

Sharpest slap at TV programming taken by FCC to date came this week when it considered license renewals for the 78 stations which were due for renewals Feb. 1. Applying to TV for first time its AM-FM practices, Commission renewed 52 licenses for regular period, placed 26 on temporary basis until May 1. Reason for temporary renewals: improper program balance—not enough education, religion, public service programs. No other reasons, such as “too many commercials”, were cited. Commission is sending letters to the 26, giving reasons for action. When stations come back with explanations, renewals will be granted or stations will be set for hearing. Commission has yet to take away any station license for “program imbalance.” Comm. Jones favored temporary extensions for all 78 on grounds FCC has not had time to study all cases.

Ambitious series of medical programs, called Here’s to Your Health, begins Feb. 10, 5:30-6 p.m., on NBC-TV under supervision of New York County Medical Society. NBC is hunting sponsor, presumably one disassociated with medicine. Programs will comprise drama-documentaries on various diseases, will originate in laboratories, research centers, hospitals—as well as in TV studios. Two specialists will conduct each program, first of which is devoted to polio, originating from NY-Nyu Medical Center.
INDUSTRY-NPA COLOR session Feb. 8 and its outcome will provoke lots of publicity, little else—since no one is in position to make color equipment of any kind immediately even if NPA lifts or amends ban (Order M-90). CBS-Columbia has made it clear that it can’t produce color sets unless it gets deal great material more valuable from NPA. Eido- phor theatre-TV color gear, to be made by GE for 20th Century-Fox, appears nowhere near production stage, and there have been hints that it may be manufactured in Europe. Paramount’s Chromatic TV Labs hasn’t large enough NPA allotment to make much dent with Lawrence tri-color tubes. No one else seems interested.

NTSC, meanwhile, is in full-scale field tests of compatible system. DuMont has been telecasting signal, via uhf in New York, 5 days weekly, all day and up to 3-4 a.m. RCA has been transmitting color pictures, also during night, from WNBTV’s Channel 4. Signals are being picked up at undisclosed Long Island field test station. Also fed to station are closed-circuit signals produced by RCA in New York. Receivers of 7-8 manufacturers were tested.

On Feb. 12, tests move to Philadelphia area for experiments with signal from Philco’s WPTZ, will continue for 2 weeks. Tests then move back to New York area.

FCC Chairman Coy still doesn’t think much of industry’s compatibility efforts. In Cleveland speech before newspaper group Jan. 28, he said: “Some people feel that this delay [due to NPA color ban] in the introduction of color in TV may be turned to advantage if, as some predict, a compatible system of color TV is ultimately shown to be practical. Such predictions heretofore have had a way of disappearing into the limbo when they have served their purpose of blocking developments by others. . . .

“If the delay in the introduction of color in TV im- posed by the defense requirements does not result in a practical compatible system, we must realize that the result will be either the possible loss of any opportunity for color or great difficulties in the introduction of color because of the large number of black-and-white sets in the hands of the public. In the circumstances, it seems clear to me that the public has a right to expect now and until color sets are available that TV manufacturers at least offer it the protection of sets that are engineered so as to be quickly, and at reasonable costs, adaptable or convertible to color.”

GEARING FOR UHF market, virtually all set makers have announced readiness to produce converters and complete vhf-uhf sets on demand. Some are making more point of preparedness than others, planning to produce some units even in advance of demand.

Stressing uhf in their promotion lately are Motorola, Raytheon and Sylvania—all scheduling continuous tuners to cover whole uhf band. Motorola reports tuners now available, at $40 built-in and $49.95 in external converter. Raytheon plans to begin production, within week, of $99.95 unit to fit in—"to be installed in receiver by dealer at suggested fee of $10. Sylvania expects to produce 2 new receivers with built-in uhf, beginning in March, at $50 extra; external converter, also due in March, runs $44.95 with “nominal” installation fee.

None of 3 reports any demand at all yet—everyone apparently waiting for freeze-end and uhf stations on air—or at least in process of construction.


WNBC, New York, key of NBC radio network, went on 24-hour schedule Feb. 1, playing symphonic music after midnight news to 6 a.m. Mon.-thru-Fri., and to 8 a.m. Sat.

Financial & Trade Notes: “Wall St. sensitivity to po-tential TV values in the film libraries of old established pic companies was perfectly illustrated by the quick re- response this week to reports of a deal for a $12,000,000 sale of RKO’s backlog to tele,” reports Jan. 30 Variety, which noted that the day it first published story trading in RKO mounted to 50,000 shares as against 1500 for previous day and that chief stockholder Howard Hughes “has been buy- ing up RKO shares to add to his original 929,020-share hoard.”

“It is this watchfulness on the Street for moves indi-cating a break in the majors’ iron front against opening backlogs to tele,” continues the journal of show business, “that has kept the film shares very stable in the past year. Aside from the possibility of a quick killing, the picture stocks have few friends among the pro traders.

“How much the deal would mean in the way of rapid-fire profits is evident in that the cash payment involved would amount to more than $3 on each RKO share outstanding. It was selling last Wed. [Jan. 23] for $4.25 . . .

“Although it was officially denied, some Wall St. insid-ers claim to have reason to believe the reports were correct and that a deal may yet be consummated . . .” Story goes on to relate that various Wall St. analysts feel certain “the dam would break some day”—i.e., the big producers will open their film vaults—which is good guess for the long term, at least, or when total “rental” outlets (TV stations) mounts to several times today’s mere 109.

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Reasons for Motorola’s extraordinary activity on the stock exchange in recent weeks may possibly be added from these comments: “Motorola has made one of the best showings of any unit in the TV industry,” states George Bass, of Harris, Upham & Co. “It earned $8 a share last year and probably will do as well this year. The price of the stock suggests a possible later splitup.” Writes L. O. Hooper, of W. E. Hutton & Co.: “Among the electronic issues, Motorola Inc. continues to look like one of the best. It should not be forgotten that this company has a very favorable excess profits tax exemption base. Apparently it can earn $7 a share in 1952 before being subject to the excess profits tax.”

Though Motorola’s annual report isn’t due until end of this month, president Paul Galvin this week disclosed 1951 earnings will be between $7.25 & $7.50 per share vs. $4.56 earned in 1950; that sales were approximately $145,- 000,000 vs. $177,000,000; and that 1952 volume should run $165-175,000,000. There’s no confirmation of repeated re-ports of stock split, though it has been considered and re-jected at recent board meetings.

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Officers’ and directors’ stock transactions reported to New York Stock Exchange for December: R. S. Puit exericed options to buy 10,000 Ave, holds 31,420 common, 781 pfd.; John H. Briggs bought 7300 Gabriel Co., holds 21,988 common, 2750 pfd.; A. H. Blank gave 1000 United Paramount Theatres as gifts, held 2595; Glen E. Swanson gave 5200 Standard Coil as gift, holds 414,210; G. R. Mac-Donald sold 2000 Motorola, holds 3150.

Bendix Aviation’s sales for fiscal year ended Sept. 30, 1951, totaled $340,540,115, increase of 55% over last year’s $219,419,794. Net income for fiscal 1951 was $11,818,600 ($5.58 a share) vs. $16,954,116 ($8) in 1950. Financial statement gives no individual figures for TV-radio.

Muntz TV Inc. reports profit of $741,440 (66% of a common share) on sales of $23,832,633 for 9 months ended Dec. 31, vs. $53,953,53 (53%) on $18,643,580 same 1950 period.

Sparks-Withington reports net profit of $199,033 (21¢ a common share) after taxes of $215,589 for 6 mo. ended Dec. 31 vs. $515,991 (56¢) after $817,514 for 1950 period.
HOW THE TV TRADE WINDS ARE BLOWING: The calm prevailing in TV-radio trade circles this week -- with production steady, demand reasonably firm, hopes high for early end-of-freeze -- was shaken by news of Tele-tone bankruptcy (see Topics & Trends).

That gave rise to rumors of others in trouble -- unverifiable. And the many new alignments of distributorships being currently reported conducd to belief that some sort of shaking down process is under way.

Smaller private-label manufacturers, who might be expected to be first to take beating in such a highly competitive business, don't seem to be suffering much, however. In fact, they're cashing in on ability of their sellers to advertise low prices while brand-name leaders confuse the market (and annoy the retailers) by their quotations of prices with or without taxes and/or warranties.

At week's end RCA repriced 4 models downward, but stuck to its decision to quote single price embracing tax & warranty; it extended picture tube warranty to full year, retained 90-day warranty on parts & receiving tubes.

Repriced leaders are RCA's 17-in. Colby table (17T150), down from $260 to $230; 17-in. Glenside table (17T151), $280 price now including base formerly offered separately at $18.95; 21-in. Selfridge table (21T159), $379.50 price now including base; 21-in. Meredith open console (21T165), down from $425 to $399.50. These are all new models introduced at Chicago mart (Vol. 8:1), on which shipments began in mid-January. There were no other changes, except for extension of CR guarantee.

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The top manufacturers all say their business is good-to-excellent, but with some spotty wholesale-retail trade. Some are worried, though, because customers can still go into stores and enjoy "habit of dealers to give long discounts."

As for prices, there are those who think TVs are too closely priced right now. In words of one: "We've squeezed more than the water out of prices -- we're now squeezing the blood."

Fact is defense production increases are still far short of closing the gap caused by civilian curtailments, says important National Assn. of Purchasing Agents, reporting on nation's economy as a whole. It opines that December's firm prices were barely being maintained in January; that though inventories are lower and becoming better balanced, there are "more elements pointing to price declines than increases during the next few months."

The forces of inflation, says NAPA, have been spent, at least temporarily.

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Emerson's Ben Abrams is one who believes current NPA materials curtailments are proving boon to the industry. "Inventories are down," said he, "because our industry is selling more than it's currently producing. At around 100,000 sets per week output, inventories will continue to go down because the market can absorb more. I still think we're going to have TV shortages."

When? In about 2 months, said Mr. Abrams. "Over the long pull, we can't help but come out all right. Our output needed tightening up. We have learned the lesson of overproduction."

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Dun & Bradstreet December retail sales & end-of-December retail inventory figures, due by Feb. 1, weren't reported up to press time -- but RTMA disclosed that distributor inventory rose to 600,346 TVs as of Dec. 28 from 560,196 on Dec. 23; to 677,209 radios from 582,605. On Dec. 28, factory inventories stood at 206,741 TVs and 292,058 radios (Vol. 8:2).

Thus total factory-distributor TV inventories at end of 1952 were 883,950; D&B retail figure should complete this to show how trade really entered new year.

- 8 -
Production of TVs went to 111,101 for week ending Jan. 25, up from 105,673 week before (Vol. 8:4). Factory inventories fell to 205,663 from 227,196 -- a good drop but still higher than the 176,857 low of Jan. 4, 1952.

Radio production same week was 160,764 (66,777 private label) compared to 157,574 preceding week. Radio inventory rose to 294,339 from 287,707. The Jan. 24 week's radios were: 76,079 home sets, 15,433 portables, 18,331 clock, 50,921 auto.

RTMA issued revised estimates of 1951 production this week -- 5,384,798 TVs compared with 7,463,800 in 1950, and 12,299,146 radios vs. 14,589,900 in 1950. The 1951 breakdown: 6,584,960 home sets, 1,264,319 portables, 4,449,867 auto. TV sets with FM circuits totaled 308,933 vs. 756,120 in 1950; radios with FM were 942,927 vs. 1,471,900 in preceding year.

Of the TV sets, 16-18-in. sizes (meaning mostly 17-in.) were far and away in lead: 2,108,594 consoles & consoles, 1,829,695 tables, 235,872 combinations. Those with 19-22-in. ran poor second: 552,934 consoles & consoles, 222,873 table, 65,619 combinations, 74,714 with radio. The 14-in. and smaller ran bare 250,000, and there were 958 projection-screen models listed for year.

'RETREADS' A FACTOR IN CR TUBE TRADE: Canvas of the major picture tube makers does not reveal any of them as yet in production of rebuilt tubes -- though "retreads," as they're called in the trade, are admittedly capturing a slice of the replacement market. Big firms indicate they may be forced to make reconditioned tubes to meet competition; if one makes a break, it's reasonably certain others will follow.

Sylvania's new trade-in policy for old tubes (Vol. 8:3) was interpreted by some to mean it would begin rebuilding tubes. But its officials firmly deny any such plans, say trade-in policy was purely a competitive move, old tubes being destroyed. RCA has new trade-in policy in works (Vol. 8:4), will make it known any day now.

"Retreads" undersell new tubes by as much as half, some guaranteed a year. Rebuilding works this way: (1) Worn out tubes with undamaged glass envelopes are bought for $1.50 to $4 and shipped to factory -- mostly small, reputable firms which can make a good product, though few are said to be fly-by-nights. (2) Old electron gun is taken out, tube washed, new phosphors put on screen. (3) New gun is welded in. Thus tube is virtually rebuilt from top to bottom, though some makers are said to be cutting corners by simply inserting new gun without washing out tube.

For dealers and distributors, trade-ins have become source of new income. Some who used to destroy old tubes, packed in cartons as safety measure, now simply seal up the cartons and ship them back to factory.

Picture tube sales for new sets totaled 4,434,128 valued at $106,150,834 during 1951, according to RTMA year-end figures released this week. Curiously, there were fewer tubes sold than sets made, which RTMA put at 5,349,792 -- indicating considerable holdover from preceding year. In 1950, sales were 7,473,614 tubes at factory value of $198,737,428.

Trend to larger sizes continued, about 95% being 16-in. or over vs. 72% in 1950. RTMA breakdown shows: 16-18-in. rounds and rectangulars (mostly 17-in. rect.) comprised 72% of total vs. 61% in 1950; 19-in. or larger (mostly 20 & 21-in.) were 23% vs. 11%. The 24 & 30-in. tubes totaled only 18,770 units (.42%), projection units were 480. Renewal market jumped to 674,284 in 1951 from 472,261 in 1950.

Receiving tube sales were 375,643,897 for year vs. 382,960,599 in 1950 -- the decrease due to decline in sales of new sets. There were substantial increases in exports, replacements and govt. purchases.

Merger of Standard Coil Products Co. and General Instrument Corp. was agreed upon this week, 4 shares of SCP to be exchanged for 5 of GI. Standard Coil will operate GI as wholly-owned subsidiary, taking over plants in Elizabeth, N.J., Chicopee, Mass. and Joliet, Ill. SCP makes TV tuners, and through Kollsman subsidiary makes aircraft instruments; GI's main products are coils, condensers and record changers.

Covideo Inc., 212 Broadway, New York, would be barred from representing that it manufactures coin-operated TV sets, that it is old company, that it has competent staff of engineers or adequate facilities for TV research and experimentation, under terms of initial decision filed Jan. 31 by Federal Trade Commission hearing examiner J. Earl Cox (Vol. 7:39, 44). Covideo president Sidney J. Horwatt and v.p. Louis Brown have 30 days to appeal.
Topics & Trends of TV Trade: First major "casualty" of the tightened TV trade is Tele-tone Radio Corp., which this week petitioned Federal district court in New York under Chapter XI of the Bankruptcy Act with proposal to reduce unsecured claims by 50% and to settle at rate of 10% annually. Firm, headed by Sol W. Gross, was ranked ninth in TV production (175,000 units valued at factory at $21,875,000) in Television Shares Management Co.'s "guestimates" for 1950 (Vol. 6:8), though not among its top 10 for 1951 (Vol. 7:31).

New York petition Jan. 29 was voluntary, but on Jan. 31 an involuntary petition was filed in Newark against Tele-tone, whose main plant is in Elizabeth, N. J., listing claims of National Union Radio Corp. for $41,880; Sylvania, $39,024; Cramone Inc., $13,512. It alleged that Tele-tone had transferred $200,000 of assets to certain creditors to give them preference, claiming also that a mortgage transferred to U. S. Govt. gave it preference.

Wilson & Halperin, attorneys, stated firm has orders from Sears Roebuck in excess of $100,000, lists assets at $3,698,506, including $2,873,000 stock in trade, $929,544 accounts receivable, $4812 cash, $1200 trucks, $750 patents & trademarks, plus real estate, insurance, etc. Liabilities total $2,135,907, including $810,512 unsecured claims, $1,255,644 Federal taxes, $72,841 New York and New Jersey taxes, plus secured claims of unknown amount.

Unsecured creditors listed in petition, referred to Referee Herbert Loewenthal, include: Fluidity Tube Corp., $35,000; Sarkes Tarzian Inc., $48,000; GE, $47,000; National Union Radio Corp., $22,000; RCA, $31,000; Automatic Mfg. Co., $25,000; United Wood Specialty Mfg. Co., $25,000; Nunn Better Cabinet Co., $22,000; Sylvania, $21,000; Best Mfg. Co., $18,000. Among 93 claims are following over $5000:

J. Leikowitz, $51,250; Pyramid Electric Co., $18,813; RCA, $17,799; Bayview Cabinets, $16,551; Hunt Bros. & Rosin, $15,408; National Container Corp., $15,296; Red Lion Furniture, $15,194; Moses Shapiro, $12,000; Glaser-Steers Corp., $11,443; Precision Plastics, $10,676; Cramone, $10,629; Quam-Nichols Co., $10,414; Carbonneau Industries, $10,197; Rathbone, $10,145; Industrial Hardware & Mfg. Co., $9,411; Electronic Components Corp., $8,973; Dunwille Metal Products Co., $8,151; Teletran Corp., $9,022; Holyoke Wire & Cable Corp., $7,897; Todd-Tran Corp., $7,739; J. K. Lasser, $7,500; Radio Condenser Co., $7,477; Shatterproof Glass, $7,327; F. W. Sickles Co., $7,310; Edwin L. Gutman & Co., $7,224; A. W. Franklin Mfg. Corp., $6,627; Variable Condenser Corp., $6,601; Plastic Ware Inc., $6,458; Thomas Electronics Inc., $6,401; Aljon Photo Offset Service Inc., $6,351; Sprague Electric Co., $6,180; Judson L. Thomson Mfg. Co., $5,966; Model Engineering & Mfg. Inc., $5,757; Barreca Products Co., $5,668; Leonardi Electric Products Co., $5,547; Eureka Tube, $5,003.

GE this week laid off 1500 employees in Syracuse receiver plant after walkout of 50 welders and punch press operators caused shortage of parts for TV production. The strikers were UEW-CIO members, protesting suspension of an employee for carelessness. Union said strike was unauthorized, but only 7 returned to work. Company said it would not recall the 1500 until all 50 came back.

Canadian RTMA reports 78,483 TVs sold to end of 1951 at factory value of $37,514,025, up 40,615 units from 1950 total of 37,823. Bulk of sales was shared by Windsor & Toronto-Hamilton areas, each taking 38% of total. Niagara Peninsula took 18%, remaining 6% going to other areas. Inventories totaled 15,102 as of Dec. 31.


Merchandising Notes: Some 10,000 buyers from 11 States, Alaska, Hawaii and western Canada due in San Francisco for Western Winter Market week of Feb. 4, the TV-radio-appliance trade dinner Feb. 6 to be addressed by Carl W. Knecker, RCA Victor merchandising display mgr., speaking on "Capule for Successful Selling" . . . RCA Victor's own distributing offices in Buffalo, Rochester, Detroit, Chicago, Kansas City and several others will handle Knapp-Monarch products henceforth, including Jack Frost oscillating fans, Koldair window fans, Duo-Aire fans . . . Gough Industries Inc., ex-Philco distributor in Los Angeles, planning to sell private-brand 24-in. TV set, called "Doug- lass," at $595 in mahogany and Provincial, $610 in blonde, manufactured by D. J. Roesch Co., Los Angeles (see TV Factbook No. 14) . . . "Fring-o-Matic" is name given new line of TV sets, ranging from 20-in. table at $220 to 24-in. console at $510, by Pacific Mercury Television Corp.; it will be shown in San Diego Feb. 6-8, Phoenix Feb. 14-17 . . . Emerson West Coast Corp., 111 Front St., San Francisco, has been established as factory distribution subsidiary covering northern California, retaining personnel of Century Distributing Co.; David J. Hopkins, Western regional sales mgr., named president; S. J. Cooper, v.p. & gen. mgr. . . . Appliance Distributors, 224 Dexter Ave., Seattle (Philip Toman, pres.), named CBS-Columbia distributor for State of Washington . . . Belmont (Raytheon) offering dealers week's all-expense trip to Mexico if they buy 50 sets in 3 months, to Bahamas if 30 sets . . . Scott Radio's John Meek says nearly half the TV-radio-phono combinations it now sells are in blonde cabinets, space with trend to modern furniture, as against only about 15% year ago . . . DuMont has issued 115-p. manual for its distributors and servicemen, titled Service Operations of the DuMont Distributor.

Trade Miscellany: Motorola has purchased, for $1,250,000, plant of 200,000-square ft. adjoining its Chicago plant, using it for communications and electronics div. . . . Sylvania has purchased 55,000-square ft. Strickland Furniture Co., TV cabinet plant of Blair Park Furniture Mfg. Co., High Point, N. C., for $350,000 . . . Chicago Coin Machine Co. reported by Retailing Daily to be "inspecting local TV plants with a view to buying into one of them and going into the TV business" . . . Aerovox, which bought out Electrical Reactance Corp. of Olean, N. Y., in 1949, has merged it into parent firm at New Bedford, Mass., now operates it as III-Q div.

First TV sets with "spot wobble" (Vol. 7:39) are being delivered by E. K. Cole Ltd. in Britain. New 15-in. table model has extra oscillator which moves spot up and down slightly as it crosses face of tube, removing prominence of lines. Selling for $179.83 plus purchase tax, receiver has 13x10-in. picture, largest in United Kingdom for a table model. Meanwhile, BBC announced TV will be extended to Scotland for first time March 14 when station in Edinburgh area begins experimental transmission.

December excise tax collections on TVs, radios, components, phonographs, etc. totaled $13,723,552, up $12,732,216 in November, more than double the $5,483,962 of Dec. 1950. On phono records, Uncle Sam collected $644,818 in December vs. $1,419,846 in November and $593,874 in Dec. 1950. Excises on refrigerators, air conditioners, etc. dropped to $3,149,785 in December from $5,185,582 in November and $5,981,866 in Dec. 1950.

Salvage of tungsten rods from faulty tubes through ultrasonic device is reported by Raytheon. Company claims use of 27-ke frequency, which shakes glass beads from rods, is 10 times as fast as old hammering method. Device is also applicable to such glass-sealing alloys as molybdenum, platinum, kovar, rodar.
Mobilization Notes: Two out of every 3 dollars of military electronics procurement in fiscal 1953 will be for aircraft and related electronic equipment, if Congress approves military requests in President Truman's budget. President asked Congress to give armed forces authority to obligate $52.4 billion more for military procurement in year ending June 30, 1953—$9.3 billion less than the $61.7 for current fiscal year.

This won't mean slowdown in defense production—far from it. Military output will increase steadily this year and next, as contracts signed earlier reach actual output and delivery stage. During fiscal 1953, Uncle Sam actually will pay far more for delivery of military equipment than in 1952—but most of these funds will be covered by obligatory authority approved by Congress in 1952.

Of all military procurement programs, only aircraft will be maintained at same pace in fiscal 1953 as in fiscal 1952. Mr. Truman has asked for $14.1 billion in new obligatory authority for aircraft program in 1953 vs. $14.9 billion in 1952. Authority for all other new procurement will come to $7.6 billion, little more than half this year's $14.5. While aircraft electronics contracts will continue to be placed at current high levels, other new electronics procurements are expected to drop to about 50% of fiscal 1952 rate. President Truman, in his budget message, pointed out that "in some of the new models [of aircraft], the cost of the electronic equipment alone represents more than the entire cost of World War II planes designed for the same type of mission."

Exemplifying the changing proportions of military procurement are these incomplete figures on electronics requirements of armed forces as stated in budget: Air Force requested $300,000,000 in obligatory authority for procurement of guided missiles vs. $130,887,287 in 1952. Total guided-missile budget for all armed forces, therefore, is believed to be close to $500,000,000—and electronics equipment comprises one-third to one-half the cost of guided missiles. Air Force also asked $400,000,000 for electronics and communications equipment, exclusive of factory-installed equipment in aircraft—about same as 1952 figure. For research and development, Air Force's largest single request is $110,581,000 for guided-missile work; $68,697,000 is listed for Air Force electronic research and development, increase of $14,000,000 over fiscal 1952.

Army estimates $225,909,000 for new electronics-communications procurement, just about half of its 1952 figure. Navy's request for ship electronics procurement is $143,589,000, less than half the $340,649,100 in 1952.

Chrome stainless steel was removed from CMP this week in NPA's first major decontrol action. Adequate supply of non-nickel-bearing stainless eliminates necessity for controls on this metal, NPA explained. Principal use of the metal by TV-radio industry has been for metal-cone CR tubes (Vol. 8:2-3), but it may also find use as cabinet trim, antenna parts etc. The control agency named steel industry task group Jan. 30 to study problem of decontrolling other steel products which are in good supply. NPA tightened its curbs on use of nickel-bearing stainless simultaneously with its decontrol of chrome stainless, reducing from 1500 lbs. to 500 lbs. the amount of nickel-bearing which may be obtained quarterly by self-certification.

New atomic energy div. has been formed by Sylvania for expanded gov't. research and development. Walter E. Kingston, formerly manager of Sylvania's metallurgical laboratories at Bayside, N. Y., is director of new division, which will be located at Sylvania Center, 54-acre research site at Bayside. Company is building 50,000-sq. ft. laboratory there for atomic work, expected to employ 500 persons.


Justin R. (Ted) Sypher, chief of military equipment section, NPA Electronics Div., becomes acting chief of division's end equipment branch Feb. 4, replacing J. A. (Shine) Milling who takes over as division director. Mr. Sypher will serve in new post until man from industry is selected for job. K. J. Plucknett this week leaves division's transformer section to join Interior Dept. water & power div. Joseph Yanchulis, formerly of plant expansion section, has transferred to Consumer Durable Goods Div. flashlight & battery section.

Under 3 divisional sales managers headquartered in Cincinnati—E. W. Gaughan in charge of Eastern div., M. R. Rodger, Central; T. H. Mason, Western—Crosley has set up new sales organization of zone managers, one each for TV-radio, refrigerators and appliances. The TV-radio zonemen: P. J. Reed, New York; H. A. Hoffmeir, Philadelphia; J. C. McDavitt, Atlanta; L. Molenda, Cleveland; B. M. Morehouse, Cincinnati; H. T. Preston, Chicago; J. T. Caviezal, Kansas City; C. F. McGraw, San Francisco.

Minority stockholders of WIZE, Springfield, O., this week sued Secretary of Commerce Charles Sawyer, his wife and other directors for $112,080 for allegedly making improper salary allowances to the Sawyers, charging Secretary Sawyer was paid $70,000 salary in last 7 years for services allegedly "negligible in amount and cursory in nature" while Mrs. Sawyer drew $16,800 as secretary though rendering "no service of any kind." Also sought is recovery of $21,000 in rentals of space in Mr. Sawyer's law offices in Cincinnati. The minority group owns 112 of the firm's 250 shares. Secretary Sawyer also owns WING, Dayton, and recently bought WCOL, Columbus (Vol. 7:52).
Count of TV Sets-in-use by Cities
As of January 1, 1952

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

FALSE COUNT of 15,777,000 sets-in-use at end of 1951 is recorded by NBC Research in its monthly TV "census" report, which added 600,000 for December. No extraordinary gains were shown for any particular city, even New York being accredited with only 80,000 for month to bring total to 2,800,000. Chicago and Los Angeles are placed in tie for second with 1,000,000 each, Philadelphia holds third place by passing million-mark (1,001,000). Following is the Jan. 1, 1952 count (consult individual stations for their estimates of number of families within respective service ranges):

<table>
<thead>
<tr>
<th>Area</th>
<th>No. Interconnected Cities</th>
<th>No. Stations</th>
<th>No. Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames (Des Moines)</td>
<td>1</td>
<td>76,000</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>3</td>
<td>152,000</td>
<td></td>
</tr>
<tr>
<td>Baltimore-Columbia</td>
<td>1</td>
<td>358,000</td>
<td></td>
</tr>
<tr>
<td>Binghamton</td>
<td>1</td>
<td>50,200</td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>2</td>
<td>88,300</td>
<td></td>
</tr>
<tr>
<td>Bloomington, Ind.</td>
<td>1</td>
<td>21,000</td>
<td></td>
</tr>
<tr>
<td>Boise</td>
<td>1</td>
<td>846,500</td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>1</td>
<td>248,000</td>
<td></td>
</tr>
<tr>
<td>Charlotte</td>
<td>1</td>
<td>117,000</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>4</td>
<td>1,090,000</td>
<td></td>
</tr>
<tr>
<td>Cincinnati</td>
<td>3</td>
<td>305,000</td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>1</td>
<td>248,000</td>
<td></td>
</tr>
<tr>
<td>Davenport-Rock Island</td>
<td>2</td>
<td>135,000</td>
<td></td>
</tr>
<tr>
<td>Dayton</td>
<td>1</td>
<td>170,000</td>
<td></td>
</tr>
<tr>
<td>Des Moines</td>
<td>1</td>
<td>604,000</td>
<td></td>
</tr>
<tr>
<td>Erie</td>
<td>1</td>
<td>59,500</td>
<td></td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>1</td>
<td>91,500</td>
<td></td>
</tr>
<tr>
<td>Greenwood</td>
<td>1</td>
<td>76,000</td>
<td></td>
</tr>
<tr>
<td>Huntington</td>
<td>1</td>
<td>66,000</td>
<td></td>
</tr>
<tr>
<td>Indianapolis</td>
<td>1</td>
<td>180,000</td>
<td></td>
</tr>
<tr>
<td>Jacksonville</td>
<td>1</td>
<td>52,000</td>
<td></td>
</tr>
<tr>
<td>Johnstown</td>
<td>1</td>
<td>123,000</td>
<td></td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>1</td>
<td>69,000</td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>1</td>
<td>181,000</td>
<td></td>
</tr>
<tr>
<td>Lafayette</td>
<td>1</td>
<td>131,000</td>
<td></td>
</tr>
<tr>
<td>Lansing</td>
<td>1</td>
<td>80,000</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>7</td>
<td>1,000,000</td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>2</td>
<td>122,000</td>
<td></td>
</tr>
<tr>
<td>Memphis</td>
<td>1</td>
<td>115,000</td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>1</td>
<td>296,000</td>
<td></td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>2</td>
<td>302,000</td>
<td></td>
</tr>
<tr>
<td>Nashville</td>
<td>1</td>
<td>54,800</td>
<td></td>
</tr>
<tr>
<td>New Haven</td>
<td>1</td>
<td>224,000</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>2</td>
<td>2,800,000</td>
<td></td>
</tr>
<tr>
<td>Norfolk</td>
<td>1</td>
<td>97,600</td>
<td></td>
</tr>
</tbody>
</table>

* Preliminary estimate, U. S. sets only.

Note: TV sets sold in Canada totaled 78,438 up to Dec. 31, 1951, according to Canadian RTMA (see p. 10). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U. S. cities. The CRMTA area count as of last Dec. 31: Windsor 30,063, Toronto-Hamilton 29,728, Niagara Peninsula 14,130, other areas 4,688.

Note: These sets-in-use figures supersede Dec. 1, 1951 figures used in tabulation on p. 108 of TV Factbook No. 11.

** Theatre-TV hearing was postponed again by FCC from Feb. 25 to March 10 (Vol. 8:2,4). At Jan. 31 meeting, Commission also extended deadline for filing appearances to Feb. 15, 1952 from original date of Feb. 27, 1950, granting requests for late appearances by Fair TV Practices Committee, Theatre Network TV Inc., AFL, Authors League of America, Radio & TV Directors Guild, United Service Artists Local Union 821, International Alliance of Theatrical State Employees. At same time, Commission enlarged hearing issues to include questions of competition between proposed theatre-TV systems and who would operate theatre-TV stations. NARTB informed Commission this week that engineering director Neal McNaughten and/or others would appear at hearing. United States Independent Telephone Assn. also declared intention of participating in proceeding to back AT&T's contention that common carriers can provide adequate theatre-TV facilities.

NETWORKS JOINLY added powerful statistical voice to buildup of radio this week by releasing new estimate of 105,300,000 radio sets-in-use, or "one set for every person of voting age." That's an increase of 9,300,000, or 9.7%, over the 86,000,000 radios estimated one year ago by Joint Radio Network Committee composed of researchers Don Coyle, ABC; Edward Reeve, CBS; Henry Foster, MBS; Hugh M. Bevill Jr., NBC. During 1951, RTMA figures showed radio production of about 12,300,000 units, so that 9,300,000 added to radio count allows reasonable factor of obsolescence.

Of the new sets, 900,000 went into new radio households, 4,000,000 were secondary and portable units, 4,400,000 went into automobiles. For first time, a new category of sets is included — those in institutions, dormitories and barracks, accounting for 900,000. Here's the official JRNC tabulation:

<table>
<thead>
<tr>
<th>No. of Radio Sets as of Jan. 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951 Radio Households</td>
</tr>
<tr>
<td>Secondary &amp; Portable Sets in Homes</td>
</tr>
<tr>
<td>Stations Equipped for Radio</td>
</tr>
<tr>
<td>Sets in Institutions, Dormitories &amp; Barracks</td>
</tr>
<tr>
<td>Sets in Other Places</td>
</tr>
<tr>
<td>Total Sets</td>
</tr>
</tbody>
</table>

* Included with Sets in Other Places in 1951.

TV-radio isn't victim of discrimination in Johnson-Case bill (S. 2444) proposing ban on distilled-spirits commercials (Vol. 8:3-4), "dry" witnesses told Senate Interstate & Foreign Commerce Committee during first phase of hearings Jan. 30-31. Typical of statements by church leaders and other temperance witnesses were those of Dr. Sam Morris, associate editor of prohibition newspaper National Voice: (1) TV-radio knows no age limit, isn't hampered by inability of children to read as are newspapers and magazines. (2) Printed media are private enterprises, but radio frequencies belong to the people. Sen. Johnson (D-Col.) characterized present hard-liquor commercials in Hawaii and Alaska as distillers' "toe in the door," urged "preventive legislation" against further inroads. Bulk of opposition to bill, including NARTB, distillers, ad agencies, will appear at next phase of hearings Feb. 5, but 2 opponents testified this week — George D. Riley, AFL legislative representative, and Charles E. Sands of AFL's Hotel & Restaurant Employees and Bartenders' International Union. Riley epitomized their stand with question: "How long will it be before ... same limitation [is] placed on the printed word as on the spoken word?"

Threat of libel suits resulting from political broadcasts would be considerably lessened for station licenses under bill (S. 2539) introduced Jan. 29 by Sen. Johnson (D-Col.). It differs from one introduced Sept. 25, 1951 by Rep. Horan (R-Wash.) in that political speakers would be required to post bonds equaling one year's salary of office sought. Licensee would then be liable only to extent of bond. Under Rep. Horan's bill, licensee would not be liable in any civil or criminal action resulting from political broadcast. Both bills would retain liability of licensee if he commits the libel himself.

Five applications filed with FCC this week brought total pending to 486, of which 29 are uhf. Requests, all vhf, came from KLCN, Blytheville, Ark., for No. 3; Sheldon Anderson, Visalia, Cal., No. 3; KRDO, Colorado Springs, Colo., No. 10; WSAL, Logansport, Ind., No. 10 and KYFO, Lubbock, Tex., No. 5. [For further details, see TV Addenda 11-C herewith; for listing of all applicants to date, see TV Factbook No. 14 and Addenda to date.]
In this Issue:

FCC Freeze Progress & RTMA Forecasts, page 1.
Plenty Sound & Fury—But No Color, page 2.
FCC Not Out to 'Get' TV Stations, page 5.

NPA on New TV Station Construction, page 8.
Meaning of Inventory & Output Status, page 9.

COPIES OF FCC 'FREEZE-THAW' REPORT: Television Digest will publish, as part of its regular service, the full text of FCC's Allocation Report ending the freeze -- with all channel tables, rules, regulations (including graphs), procedures and details necessary to present and prospective TV station operation. It will go out to all full-service subscribers as soon after release by FCC as we can print it.

FCC tells us document will run some 600 pages of single-spaced typewriter text, which means 200 or more pages of our usual printed supplement format. We have tentatively arranged for the services of 4 Washington printshops to get the volume out simultaneously with or within reasonable time after FCC release date, expected within month or so. FCC says it will have only limited supply of mimeo copies.

Each of our full-service subscribers will get one printed copy without charge. Orders for extra copies at $5 each will be accepted before publication if they're in quantities of 10 or more. Price of single copies ordered after publication will be higher, depending on our print costs.

FCC FREEZE PROGRESS & RTMA FORECASTS: March 1 date for lifting freeze begins to look too optimistic -- even to FCC commissioners, some of whom now talk about March 15. But one major hurdle was passed this week when Commission tentatively, and perhaps permanently, resolved question of differing station spacings in various areas.

It looks like 3 separate mileage criteria will emerge, with these possible co-channel spacings: 170 mi. in East, 190 from Midwest to Pacific, 220 in Gulf area. Reason for variations is that more people can be covered with more stations. In East, population is largely urban; in Midwest, rural population dictated greater spacing; in Gulf area, greater tropospheric interference requires wider separations.

FCC met on allocations only 2 days this week, reason being it had to wait for staff to try various spacings on for size. It's expected most of next week will be devoted to subject, with FCC returning to specific city-by-city allocations.

DuMont's petition for oral argument on whole allocation plan still hasn't been denied by FCC, leading to some speculation that company's request might be granted. But virtually all other such demands have been turned down, so DuMont is expected to fare same as rest -- except that Commission is likely to wait until final decision in order to show that DuMont's nation-wide plan was considered throughout whole allocation deliberation.

Just what freeze-lifting will mean, in terms of new stations and new set demand, was predicted by RTMA's task force (Vol. 7:44) whose full report is expected to be released in week or so. Four-man committee headed by Philco's Wm. Chaffee sailed into 2-months' study with primary purpose of determining whether TV's postfreeze expansion can be accomplished without more materials than are being allocated -- and concluded it could be. Second purpose was to predict rate of post-freeze growth, and committee came up with these calculations:

(1) Increased demand for sets, due to new stations and increased coverage by existing outlets, will be between 750,000 and 1,660,000 by July 1, 1953.
(2) CPs for new stations will total 130 by end of 1952; 190 more will be granted in 1953. Ten existing stations will get power increases by end of 1952.

(3) New stations on air this year will number 22, all vhf, in 21 markets. By mid-1953, 64 new stations should be on air in 59 new markets and in 5 old. End of 1953 should see total of 193 new outlets, 64 of them uhf.

(4) Already delivered to prospective telecasters are 28 transmitters; 20 more are in manufacturers' stock, and 154 are in production with materials assured.

(5) Power hikes in 40 present markets will be effected by mid-1953, thus increasing area covered in those markets by 2½ times, population by 25%.

(6) Materials for tower-building construction "can be reduced to amounts presently allowed under NPA regulations by using presently existing structures and buildings." Towers are a "critical item," confirming our report of last week.

* * *

Net conclusions of report seem realistic, despite fact that 130 CPs by end of this year sounds incredible. Salient point, which we've constantly tried to stress, is that market potential will undergo very gradual growth.

Those 130 new CPs were based on FCC estimates, presume that the grants will be handed out very quickly in small, uncontested markets -- long before big-city applicants have been weeded out through snail's-pace hearings.

Other members of task force besides Chaffee, Philco v.p. and purchasing director; Keeton Arnett, asst. to Dr. Allen B. DuMont; Adm. Edwin D. Foster, RCA v.p. and mobilization planning director; C.W. Michaels, GE marketing analyst.

Report will be sent to full-service subscribers as soon as it's available; we've arranged with RTMA to provide enough copies to meet our demand.

PLENTY SOUND-\&-FURY—BUT NO COLOR: No outright repeal of NPA color ban seems likely as result of industry-Govt. color TV conference Feb. 8 -- but resulting headline-producing "battle of the press releases" and resurgence of newcasts about color TV can surely add plenty more to public confusion.

What the uproar is least likely to produce is any real revival of the now moribund, though FCC-approved, incompatible color TV system -- certainly not while a compatible, all-electronic system is in the works.

Current tempest-in-a-teapot, sparked by Paramount Pictures and Senator Johnson, will probably result in amendment and clarification -- perhaps even rewriting of NPA Order M-90 banning color sets. One amendment being considered would confine ban to home color sets only, permit manufacture of color theatre-TV equipment.

But NPA has no intention of giving any manufacturer extra materials to make color sets even if M-90 should be revoked. Asst. NPA administrator Horace B. McCoy, made that clear at outset of 2-hour conference attended by score of manufacturers, govt. officials and one top labor leader. [For list of those attending, see p. 8.]

With that in mind, he told us as he emerged from meeting that scarcity of technicians and engineers -- not materials -- was biggest problem. "We can't act on basis of this meeting alone," he added. "There are other considerations. But if we do have an order, we want one that will work."

As for color theatre TV, Mr. McCoy said "it might not be necessary in light of today's conference" to grant request of the film industry for meeting to discuss revision of M-90 that would exempt theatre TV from ban (Vol. 8:4).

Further evidence of NPA's stand on M-90 may be discerned in this sentence from official press release of the meeting, approved by Mr. McCoy:

"The predominant view [of manufacturers and others attending] was that the order should be retained to prevent diversion of highly-skilled technicians from defense-related work to production of color TV equipment."

If NPA amends or repeals M-90, action could come within a week. Or it might take as long as 6 weeks, depending on the unanimity of officials concerned.

* * *

Paramount Pictures Corp., as half-owner of Chromatic Television Labs, the developer of Lawrence tri-color tube, apparently is taking up the color-now campaign
where CBS left off, saying it wants to make and market the tube and receivers.

Industry forces are generally opposed or lukewarm -- including CBS -- even though some, notably both CBS & RCA, favored lifting ban and letting manufacturers do as they please with their materials allotments.

Paramount's motives were puzzle to most observers. If it should get its way and color order is rescinded, Chromatic obviously couldn't make much dent in the trade, with only a miniscule number of sets. And amount of colorcasting would probably be close to nil.

What worries manufacturers, merchandisers and telecasters most -- and that now includes CBS -- is that trade might get hurt at time it's approaching point of adjusting supply to demand. Even now, consumers are mainly buying lower-priced sets -- attributable to anticipation of uhf, unstable pricing, and probably lingering uneasiness lest color will suddenly "come in".

* * *

What would Paramount do if NPA said, "O.K., go ahead"? Its president Barney Balaban told us: "We wouldn't expect to do any mass production. Perhaps we'd make 5, 10, maybe 40,000 sets and see what the public reaction was." Would he put color on Paramount's own KTLA, Los Angeles? "I don't know. We'd have to see what CBS does. They have a lot invested in color."

Paramount's current role of Lone Ranger in the color-now campaign even has own corporate partner DuMont baffled. It has given rise to all sorts of rumor and scuttlebutt, including these:

1. Paramount wants to get lots of publicity for its Lawrence tube and to establish patent position in color generally.

2. Big movie-producing company is anxious to "make character" with FCC in light of "monopoly" aspects of hearing now going on to determine Paramount's fitness as TV station licensee (see p. 6).

3. Chromatic may be preparing for stock issue. Mr. Balaban denies this, told us Paramount has no plans for expanding either Chromatic or its subscription-TV system (Telemeter) through public stock sale. "We feel that at the current stage, we should spend our own money on development, not the public's," said he.

4. Movie folk would welcome confusion in trade that would scare off set buyers, thereby slow down growth of TV audience which is manifestly developing at expense of movies to some extent. But this wouldn't seem to hold water in light of Paramount's big equity in DuMont and its eagerness to get more TV outlets of own.

* * *

Meeting at NPA got off to angry start when RCA chairman David Sarnoff read strongly worded statement charging that Order M-90 "came out of a situation artificially created by one company to solve its own perplexing problems." He reviewed CBS pledges to FCC to produce its color set for $300, converters for $150, adapters for $32 to $50, and to program color 20 hours a week, some in prime evening hours.

CBS fulfilled none of these promises, but found itself "hopelessly on the hook," said Gen. Sarnoff. "It wasn't broadcasting its color as Mr. Stanton had promised, the price of CBS color sets was about double what CBS witnesses told the FCC it would be, the public was not buying CBS color sets, sponsors were not buying CBS color time, CBS affiliated stations were accepting few color programs, expenses were mounting terrifically."

Sarnoff went on to say he's convinced CBS itself now realizes its color system is "commercially impractical and not acceptable to the American public" and ventured opinion it wouldn't make color sets even if M-90 were rescinded.

Denying he was seeking to "embarrass a competitor," Gen. Sarnoff urged that the control be removed from end products, that set manufacturers be permitted to use allotted materials for either black- & white or color, whether by amending order or rescinding it entirely. He also opposed ban on color theatre-TV equipment, said it wasn't discussed at Mobilizer Chas. E. Wilson's first color conference (Vol. 7:43).

Gen. Sarnoff's recommendations apparently were pitched to Dept. of Justice,
which is rumored to be investigating (at FCC behest) possible anti-trust aspects of manufacturers' near-unanimous stand against CBS system of color TV.

His remarks were also meant as answer to rumors that RTMA members had met in advance of Feb. 8 meeting to buck changes in order -- a rumor to which Paramount attorney Paul Porter alluded at meeting itself, drawing vehement denials.

* * * * *

CBS president Frank Stanton, obviously angered, arose to say he didn't feel NPA meeting was proper place to reargue color controversy, so he would address self only to Order M-90. He explained that his interpretation of Oct. 25 agreement was that end products wouldn't be banned, but that manufacturers would be permitted to make color sets if they could do so with no additional materials. But he noted that M-90 specifically bans all "commercial production" of color sets.

"As a practical matter," said Stanton, "the result was the same [since] CBS-Columbia did not have enough materials allocated to embark upon a sufficient color production program." He recommended M-90 be withdrawn and superseded by an order or statement that NPA will grant no manufacturer extra materials to make color sets. He also asked clarification of question of "color equipment for non-broadcast use" and of built-in adapters and other aids to future color reception.

Stanton got in his licks against Sarnoff a few hours after conference when he issued statement charging RCA chairman with "ignoring the truth" and seeking to obscure CBS contributions to color by "unprincipled attacks." He said:

"Everybody knows that CBS has been the leader in the long and difficult struggle to bring color TV to the public, despite the persistent opposition of Mr. Sarnoff...[He] today abused the processes and machinery of the govt. defense program [to] carry on his bitter and desperate campaign to frustrate color...He continues to use every forum for his campaign, except the forum which has been designated by Congress to evaluate his claims — the FCC.

"If Mr. Sarnoff really believes that the RCA system is now ready to be adopted, he well knows that the FCC, and not the NPA, is the place to go." Stanton challenged RCA to go to FCC and "once and for all put an end to the doubts and confusions which he has engendered." He also quoted from a hitherto undisclosed letter from Sen. Johnson, praising CBS's "courageous and unrelenting fight...on behalf of color TV." Johnson letter added:

"Because of you, the greatest improvement in the art since it came into being is at hand here and now and ready to serve the moment conditions permit. Of course, when NPA contended that national defense required all the materials which you were using to give the people better TV, there was nothing you could or would do other than click your heels and salute Old Glory...I glory in your spunk and in your tenacity of purpose and for the brave way you have accepted the blow from NPA."

* * * * *

Chief protagonist of drive to erase M-90, despite byplay between RCA & NEC, was Paramount as half owner of Chromatic. Barney Balaban called M-90 order indefensible in that it regulates end products. He asserted:

"I can state flatly that Chromatic Laboratories has developed the Lawrence tube to the point where a set with that tube in it can produce a black-&-white or color picture, and yet uses no other materials than are utilized in any black-&-white set." He agreed with Stanton's contention that Oct. 25 agreement didn't ban color TV production as such, merely barred use of extra materials for color.

The color ban, said Balaban, "needlessly frustrates progress in TV." He asked whether M-90 was imposed on behalf of TV manufacturers "to tie up the loose ends of the October meeting and provide a decent burial for the Lawrence tube."

Sen. Johnson’s remarks were brief and mild -- in marked contrast to his recent letter to Mr. Wilson stating that his Interstate & Foreign Commerce Committee "will not, without protest, stand idly by and see [color] delayed arbitrarily and capriciously." The Senator told NPA conference:

"I'm talking only for myself. I have not consulted my committee. I feel, from my own deep interest in the color matter, that you ought to revoke Order M-90 in the public interest." That was all.
The wide divergence of views at Feb. 8 meeting was in marked contrast to the apparent harmony of Oct. 25 conference with Mr. Wilson. All 20 manufacturers at session were given opportunity to comment.

Most of the manufacturers seconded GE's Dr. W.R.G. Baker, who said that if any manufacturer makes or promises color sets, all others would be obligated, for competitive reasons, to transfer enough materials and technical personnel to design and tool up for color production.

Dr. Allen B. DuMont said Order M-90 had permitted him to "cut out quite a few projects" such as tooling up for adapters, converters, discs, etc. If order is rescinded, he said, and if anybody undertakes to make color sets, there's no doubt manufacturers would need manpower which should be occupied on defense-related work.

One manufacturer, who told Oct. 25 meeting that 4-5% of his engineers were engaged in color development work, said if commercial color production were permitted now, he'd have to put 3-4 times that many on color production engineering to handle tooling up processes. Another reported that since M-90 was issued he had taken 40-50 engineers off color & reassigned them to other work, including defense.

IUE-CIO president James Carey spoke up to urge retention of M-90 so as to avoid another color-induced trade slump. But he urged that manufacturers be permitted to include built-in adapters in present sets "to protect the public."

This was the general lineup of opinion, as expressed by company spokesmen when they were given their innings before NPA:

For rescinding order or amending it to permit color production: Chromatic, CBS, RCA, Wells-Gardner.

For letting order stand as is: Admiral, Crosley, Color TV Inc., DuMont, GE, Hallicrafters, Hazeltine, Magnavox, Motorola, Philco.

For amending order to permit color theatre TV: General Precision Labs, with some of the other manufacturers, notably Motorola.

No recommendation: Emerson, Trav-Ler, Webster-Chicago, Westinghouse, Zenith. Said NPA officially, summing up: "The prime consideration will be whether M-90 is conserving materials and manpower for the defense effort."

FCC NOT OUT TO 'GET' TV STATIONS: No need for the telecasters to have kittens, or to fear program crackdown or "blue book" implications, in FCC's action last week granting 26 stations only temporary license renewals while issuing regular renewals to 52 (Vol. 8:5). Though the stations may have been caught off-balance, careful inquiry indicates they're no victims of any long-planned "plot".

Most aren't in any real trouble, though a few may be kept dangling awhile. This week saw rush of licensees and their attorneys to Commission, explanations in hand showing why their program schedules appeared to lack educational and religious offerings. Most are prepared to show that apparent imbalances are coincidences, that Commission's "composite" week for year gives false impression.

Actually, it's another case of "moral suasion" rather than big-stick threat - scare headlines to contrary notwithstanding. At least, that's how it's taken at Commission, where members and staff are far too busy with end-of-freeze problems to take time out for more than a bit of nudging the industry not to overlook its public service obligations just because TV time is in such great commercial demand.

Manner in which matter came up indicates there was nothing calculated or devious in FCC action. Commission met, studied stations' reports of programming types. After noting that number showed no programs under religious or educational classifications, Chairman Coy made motion that such stations be given only temporary renewals. Majority agreed. Only Comr. Jones dissented, feeling that all ought to be put on temporary basis until reasons behind each discrepancy were fully explored.

Commission wasn't acting for fun of it, of course, but it isn't disposed to inflict "capital punishment" on stations - not yet, and not until industry has had chance to try its new code which goes into effect March 1 and which Commission has repeatedly commended.
WITH ITS ANTI-TRUST “past” behind it, Paramount Pictures Corp. should now appear “clean” as a TV licensee, in eyes of FCC. At least, that’s what company’s top executives testified this week as second phase of complex “monopoly” hearing began. This week, also, Paramount president Barney Balaban enlarged on his thesis that there’s no basic conflict between TV and movies, that the two can get along “like brother and sister.”

At week’s end, DuMont counsel filed motion for severance from rest of hearing, arguing that first phase of hearing (Vol. 8:3-4) proved Paramount has never controlled, and cannot control, DuMont through its 25% stock interest (electing 3 of 8-man board). But there are some at Commission who say severance motion is academic—that Commission can’t sever DuMont without pre-judging Paramount case inasmuch as 3 Paramount men sit on DuMont board.

Second phase of hearing, which may last 4-8 weeks, will inquire into: (1) Renewals of licenses of KTLA, Los Angeles, and WBKB, Chicago. (2) Transfers of those two stations to the 2 corporations—Paramount Pictures Corp. and United Paramount Theatres—which resulted from consent decree splitup of old Paramount Pictures Inc. (3) Proposed merger of ABC-UBT, involving $6,000,000 sale of WBKB to CBS.

Balaban and Stanton Griffis, chairman of Paramount’s executive committee, and until recently U. S. Ambassador to Spain, testified that Paramount showed early faith in TV by investing in DuMont and other TV companies and by building Los Angeles & Chicago stations. Balaban said Paramount spends over $1,000,000 a year on TV research.

Paramount has no ban on releasing movies to TV, Balaban said—it’s just that TV hasn’t been able to pay the price. Only $35,000-$50,000 per film can be realized from 108 TV stations, compared with $125,000-$750,000 from reissues to theatres. With 1000 stations, he said, TV may be able to compete. He believes subscription TV will be next big development in TV.

Personal Notes: Craig Lawrence, ex-mgr. of WCAP, Boston, & ex-v.p., Cowles Broadcasting Co., succeeds G. Richard Swift as gen. mgr. of WCBS-TV, N. Y., effective Feb. 18; Mr. Swift goes to Bolling Co., rep firm, as v.p. in charge of TV . . . Hubert Taft Jr., president of WKRC & WRKRC-TV, Cincinnati, had narrow escape Jan. 27, suffered only minor bruises, when Beechcraft plane he was piloting to Cleveland hit high tension wire coming down in fog at N. Lewisburg, O. . . Worthington Miner, producer of CBS-TV's Westinghouse-sponsored Studio One, quits that network April 1 to become NBC-TV producer; show continues under Donald Davis and Dorothy Matthews . . . Richard Pack, ex-WNEW, New York, joins WNTB as program mgr. March 10, succeeding Ivan Reiner, who becomes TV production supervisor; Pack was WNEW program director under gen. mgr. Ted Cott, now mgr. of NBC's WNB & WNBC . . . Fred Shawn, TV operations chief, named to head NBC station relations for radio, succeeding Norman Cash, now with WLWT . . . Richard A. Schlegel promoted to operations mgr., WCAU-TV, Philadelphia . . . Phil Hoffman, mgr. of ABC's KECA-TV, Los Angeles, now reporting to Wm. Phillips, network's western div. director, in separation ordered by president Robert Kinnier; Don Tatum now in charge of network & regional TV in Hollywood, Robert Laws in charge of network sales, Wm. Larimer named ABC national spot sales mgr. in Los Angeles . . . J. Norman Nelson, ex-ABC western div. sales promotion mgr., named managing director, Southern California Broadcasters Assn. . . . Arthur C. Schofield, ex-Raymer, named sales promotion mgr. of Fort Industry Co. (Storer) stations, with headquarters in New York under sales v.p. Tom Harker . . . James H. Ferguson, program director, WSAZ, Huntington, W. Va., moves to WSAZ-TV as sales director . . . Richard M. Allerton, ex-Free & Peters and ex-Crossley Inc., named NARTB director of research, succeeding Dr. Kenneth R. Baker, who resigned last Sept. to organize Standard Audience Measurement Service, N. Y.

“Weep no tears for radio stations in markets where TV stations are operating,” reads Feb. 6 press release from BAB, which reports that confidential poll of radio station managers in the 6 cities with highest TV penetration—New York, Philadelphia, Boston, Chicago, Detroit, Los Angeles—showed 1951 was best year in history for many: 55% reported billings ahead of 1950, 15% no appreciable change, 30% less. Gains or losses ran 5% to 10% of 1950, highest gain being 45%, largest loss 24%. Said BAB president: “This survey proves again that radio has not been affected substantially by TV . . .”

Dropping its third and last FM station, WFDR in New York, International Ladies Garment Workers Union estimated it had sunk some $1,500,000 into FM. It’s probable that Morris Novik, union’s radio consultant, will buy station, make it adjunct to AM station WLIR, in which he and his brother are principal stockholders. ILGWU had previously closed down Chattanooga station and sold Los Angeles outlet to KFWB.

TV is blamed for 1951 closings of 91 out of Chicago’s 336 movie theatres, or more than in preceding 25 years combined, by City Collector Wm. T. Prendergast, who reported movie slump has cost municipal treasury $1,000,000 in license fees and amusement taxes in 3 years.
Stassen talk

Bauer

Station Accounts: Five new sponsors this week completed sellout of 11 five-minute Dorsey Cooerly shows weekly on WNBQ, Chicago; weekday 5:40-5:45 show is sponsored successively by Fred Harvey (restaurant chain), Card Industries, Sawyer Biscuit Co., Jones Dairy Farm, Thor Dealers; six 10:10-10:15 p.m. shows by First Federal Savings and Standard Milling Co. (Ceresota flour) ... New to TV, also on WNBQ, is Burpee Co. (deep fryers), local 5-min. newscasts during NBC-TV a.m. Today show, thru Buchanan & Co. ... Nash-Kelvinator, with kitchen setup in studio, first partic. sponsor on The Singing Kitchen, Anne Harvey's new cooking show on WOR-TV, Mon.-thru-Fri. 4:30-5, thru Geyer, Newell & Ganger, N.Y. ... Waffle Corp. of America, subsidiary of Donut Corp. of America, in $500,000 campaign for Downyflame Frozen One-Minute Waffles, will use spots on 40 TV and 40 radio stations, thru J. M. Korn & Co., Philadelphia ... Streitman Biscuit Co. sponsoring Bing Crosby Enterprises' Royal Playboy films on WTVR & WHAS-TV adds WBTV, Charlotte, and WSAZ-TV, Huntington, thru Harry M. Miller Co., Columbus ... Among other advertisers reported using or preparing to use TV: Swift Foods Inc. (factory-built houses), thru Rotham & Gibbons, Pittsburgh; Queen City Brewing Co. (Old German beer), thru James S. Beattie Adv., Washington; Warner-Hudnut Inc. (Slean's liminum), thru Kiesewetter Associates, N.Y.; Seidlitz Paint & Varnish Co., thru Carter Adv., Kansas City; Mitchell Mfg. Co. (lighting fixtures), thru George Brosdky Adv., Chicago; Milnot Co. (milk compounds), thru Henri, Hurst & McDonald, Chicago; Whitney & Co. (Red Rambler salmon), thru Burke Co., Seattle; National Homes Corp. (prefabricated homes), thru Applegate Adv., Muncie, Ind.; Timely Clothes Inc., thru Morton Freund Adv., N.Y.

Network Accounts: Florida Citrus Fruit Commission became first sponsor to sign for Mon.-thru-Fri. participation in NBC-TV's Today when it purchased five 5-min. periods weekly starting Feb. 11, thru J. Walter Thompson ... Stassen for President Committee, first purchaser of network political time in current presidential campaign, was so pleased with results of Feb. 2 talk by Harold Stassen during intermission between Sat. night wrestling bouts on DuMont that it bought same time on same network for another such talk Feb. 9 ... Schiek Inc. (electric shavers) Feb. 5 cut sponsorship of Crime Syndicated on CBS-TV to alt. weeks, Tue. 9-9:30, thru Knudern ... Ekco Products Co. (kitchenware) started sponsorship Feb. 6 of Wed. portion of The Goldberg's on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Earle Ludgin & Co., Chicago; reports last week had Ekco dropping show for lack of station clearance ... Bauer & Black (surgical dressings & medical supplies) April 16 starts sponsorship of Wed. 5:30-5:45 segment of Howdy Doody on NBC-TV, Mon.-thru-Fri. 5:30-6, thru Leo Burnett & Co., Chicago ... Cannon Mills Inc. (towels, sheets, hosiery) starts Give & Take March 20 on CBS-TV, Thu. 3:30-4 ... GE will use Information Please as summer replacement for Fred Waring on CBS-TV, Sun. 9-9:30, possible permanent spot if show proves as successful as radio version ... Carling's Beer & Ale has again optioned 15/25 Cleveland Browns pro football games, signed by DuMont ... Admiral dropping NBC-TV Lights Out after 2 years of sponsorship, will continue to sponsor TV special events, is buying new 25-min. world news program on CBS-radio Sun. 5:30, starting Sept. 17. "Advertising coup of the new year," says Feb. 8 Tide, occurred recently when NBC-TV's 7-9 a.m. Today was tricked into telecasting card reading: "Listen to Herb Sheldon Mornings on WJZ Radi, 6:30-8:15 a.m." Taking advantage of Today's practice of scanning crowds outside studio, Sheldon's cohorts mingled with onlookers, then flashed sign when camera pointed at them.

DuMont is seeking "fresh approach" to political convention coverage following collapse of its announced plans to collaborate with Life Magazine on telecasts for sale to local sponsors on co-op basis (Vol. 8:4). Program v.p. James Caddigan was scheduled to fly to Chicago this week end to survey the situation.

Life deal fizzled for many reasons, including DuMont's inability to clear any significant number of one or 2-station markets, many of which were already committed to NBC or CBS when DuMont-Life offer came out. Another big factor was Life's endorsement of Gen. Eisenhower for GOP presidential nomination, which didn't sit well with either GOP or Democratic committees.

DuMont's Chicago affiliate, WGN-TV, owned by Col. Robert McCormick's Chicago Tribune, which has endorsed Sen. Taft and is editorially hostile to Time-Life publisher Henry Luce, is reported to have rejected DuMont-Life coverage. Other affiliates were touchy about Life-Eisenhower tieup and free plugs for magazine. DuMont's ultimate convention setup will probably be less elaborate than other networks, with co-op sponsorship deal still probable.

Meanwhile, executive committee of Democratic National Committee appropriated $1,000,000 for TV-radio timebuying in 1952, biggest single slice of its 1952 campaign budget of $2,800,000. GOP hasn't decided on budget yet, may not announce "commercial" plans until after convention next July. In 1948, Republicans spent $460,000 for radio, only $10,000 for infant TV.

Democratic committee chairman Frank McKinney said committee is considering plans to shorten nominating and seconding speeches, discourage demonstrations at convention to avoid boring TV audience. Committee's concern over this aspect of conventions underscores recent report by St. Louis Post-Dispatch Washington correspondent Raymond P. Brandt that both GOP and Democratic party staffs fear "the silly demonstrations and the long-winded speeches [may] nauseate the inexperienced [TV] onlookers." He pointed out neither party has ever been able to enforce time limits on debate, suggests answer may be up to TV networks. He notes they may find it advisable to insert standby studio shows during long demonstrations and speeches "with frequent cut-ins from the convention to show that the fatuous fol-de-rol is still going on."

Johnson-Case bill banning liquor commercials (Vol. 8:3-5) appeared to stand fair chance of favorable report by Senate Interstate & Foreign Commerce Committee as hearings ended this week. Sen. Johnson said report is certain and predicted Senate passage, but wouldn't go out on limb regarding House action. Langer bill in 1950, which proposed stopping liquor ads in all media, was barely defeated (by 7-6 vote)—despite fact radio forces were joined by heavy guns of printed media. Few spokesmen for printed media testified on present bill. NARTB president Harold E. Fellows summed up this week's opposition by stating that bill: (1) Is unnecessary because of industry's self-regulation. (2) Discriminates against one medium. (3) May encourage legislation against other products. (4) Might establish other commissions or bureaus, besides FCC, which could control station licenses. Novel sidelight on Sen. Johnson's sponsorship of bill, reported in Feb. 8 Tide, is fact that games of Western Baseball League, of which he is president, are sponsored in Denver by brewer.

Military won't buy TV time for recruiting campaign costing out of $550,000 in unexpended 1951-52 funds, but radio will be allocated 18%, Army and Air Force announced this week. Air Force will, however, send 3 recruiting films to all TV stations for use on public service basis, including 60 & 20-sec. pilot training films, 20-sec. aircraft observer film. Grant Adv., Chicago, is handling campaign.
T**LEVISION STATION** construction will enjoy no "privileged" status after freeze-end so far as NPA is concerned. At least that's how NPA administrator Henry Fowler feels about it. In response to press conference question this week, he said materials requirements of TV stations "will be conditioned as against all other demands."

In NPA language, that means continuation of present policies in doling out materials for TV construction projects (Vol. 8:5).

NPA issued statistical breakdown of first quarter construction applications and allocations this week. Overall, it shows 77.4% of all first quarter applications were denied, compared with denial rate of 68% in fourth quarter 1951. Under heading "Radio & TV Stations" (which also includes community-antenna projects), breakdown lists 28 applications, of which 5 received allotments, 5 were found exempt, 18 denied. Materials-wise, TV-radio did rather well in first quarter; of the 5 projects approved, 3 were large TV projects. Most of the denied projects were small studio remodeling jobs.

The 5 approved projects (Vol. 7:51, 8:4) included CBS-TV Hollywood studios, new WCAU & WCAU-TV studios in Philadelphia suburb, New York DuMont studios and 2 community antennas. Allotment was made in first quarter for studios for radio station WEDO, McKeenport, Pa., but this wasn't included under TV-radio in breakdown because studio is being built in CIO Steelworkers union hall, for which materials allotment was made.

Of the 18 denials, 11 were TV projects, including 6 NBC-TV studio remodeling projects. Also denied were 4 radio station construction and alteration jobs, 3 community antennas. The 5 projects classified as exempt included 4 NBC-TV studio remodeling applications.

The 28 TV-radio-community antenna applicants requested materials for construction scheduled to cost total of $13,103,721. They asked total of 4216 tons of carbon steel, 1954 tons of structural steel, 80,780 lbs. of copper. The 5 which received allotments represented projects costing total of $9,961,805, and got total 3522 tons carbon steel, 1849 tons structural steel, 26,500 lbs. copper.

CBS-TV's Television City in Hollywood will begin broadcasting operations Oct. 1, president Jack Van Volkenburg announced Feb. 4—despite NPA's statements that very little civilian construction will be permitted during second quarter. It's understood that such projects as the $5,000,000 TV center may be held to as little as 15-20% of their structural steel requirements for next quarter. CBS project, reported "more than 30% completed," will contain four 12,100-sq. ft. studios, 35,000 ft. of office space, three 4550-sq. ft. rehearsal halls. Built on 15 acres of Los Angeles' Gilmore Island and designed by architects William L. Pereira and Charles Luckman, new studios will be built for flexibility—building walls can be moved outward as much as 300 ft., then anchored back in place.

Compatible color field-test schedule, announced by NTSC chairman Dr. W. R. G. Baker this week, includes: Feb. 12-21 in Philadelphia, signals to be furnished by Philco's WPTZ, with FCC representatives invited to Feb. 16 demonstration; Feb. 25, in New York, with RCA, DuMont and Hazeltine pictures; later tests at unspecified dates at GE plant in Syracuse.

Another antenna-sharing arrangement, a la Empire State Bldg.—to conserve materials, best utilize best site—was proposed to all other Denver TV applicants this week by KFEL's Gene O'Fallon. He proposed use of his Lookout Mountain site, 2000 ft. higher than Denver.

A 1000-line TV scanner "with clarity of detail considerably exceeding that obtainable on 16mm film" has been developed by Telechrome Inc., Amityville, N. Y. Company reports one unit delivered to a movie research group.

**Trade Personal:*** Richard Dooley, Admiral v.p. in charge of real estate operations, is retiring and was tendered testimonial dinner at Drake Hotel Feb. 8 ... Bruno Dal Bianco, engineering chief of Fabrica Apparecchiature Comunicazione Elettriche, of Milan, Italy, arrived in New York Feb. 8 to study TV here ... Sanford M. Gordy, ex-Ludwig Baumann Stores, named gen. mgr. of Majestic's New York distributing branch; Louis Stutz, West Coast field representative, named to head Majestic factory sales branch in Los Angeles ... Hans U. Hjermstad appointed engineering v.p., Sola Electric Co. ... Harry Granat, ex-gen. mgr. of now-bankrupt Concord Radio Corp., named ass't sales mgr. in charge of private-label contracting for Jackson Industries Inc., succeeding George Wayson ...

Carl Blaker, ex-Lear Radio and Wood & Cies, named chief production engineer, National Electronics Mfg. Co. (Natalie Kalmus TVS) ... James W. Kelso, ex-Stromberg-Carlson, recently United Nations artist-designer, joins Packard Bell as chief cabinet designer ... William C. Cole, ex-Admiral, named mgr. of Capehart-Farnsworth's Detroit sales region ... Fred A. Lyman promoted to mgr. of DuMont New York factory distributor branch, succeeding Rowland Guilford, resigned ... Charles P. Cusway, ex-executive v.p., Webster-Chicago, becomes v.p. of Crescent Industries Inc., Chicago, making phonos, record changers, wire recorders, etc.

**ATTENDING NPA color-TV conference** (see story, pp. 2-5) were these industry representatives: Richard Graver & Ray DeCola, Admiral; John W. Craig & L. M. Clement, Crosby; Barney Balaban & Paul Porter, Chromatic TV Labs; C. J. Burnside & Arthur Matthews, Color TV Inc.; Frank Stanton, Adrian Murphy & R. S. Salant, CBS; Dr. Allen B. DuMont & William Roberts, DuMont; Dornan D. Israel, Emerson; Dr. W. R. G. Baker & Robert M. Estes, GE; H. Barnett, General Precision Laboratories; R. W. Durst & H. J. Adler, Hallicrafters; Laurence B. Dodds & A. V. Loughren, Hazeltine; John Rankin, Magnavox; Paul Galvin, Motorola; Larry F. Hardy & David B. Smith, Philco; David Sarnoff & John T. Cahill, RCA; J. Friedman, Trav-Ler; H. A. Gumz, Webster-Chicago; Robert S. Alexander, Wells-Gardner; F. M. Sloan & Edmund T. Morris Jr., Westminster; G. E. Gustafson & Edward Wheeler, Zenith. Also, James Carey, president, IUE-CIO.

Govt. personnel included: Sen. Edwin C. Johnson, (D-Col.); Horace B. McCoy, asst. administrator, NPA (presiding); J. A. Milling, director of NPA Electronics Div., and chairman of Electronics Production Board; Donald S. Parris, deputy director, NPA Electronics Div.; Leon Golden, chief, radio & TV section, NPA Electronics Div.; Marvin Hobbs, electronics adviser to Munitions Board chairman and member Electronics Production Board; Joseph Kittner, asst. chief, FCC Broadcast Bureau.

**Some of backstage maneuvering** in recent color controversy—but by no means all—is recounted in "Lawyers and Lobbyists" article in February Fortune, which devotes whole issue to U.S. Govt. It relates how RCA counsel Clark Cliford, ex-Truman secretary, and George Allen, member of Aveo board, discussed problem with FCC Chairman Coy from industry standpoint; how ex-Democratic chairman Wm. Boyle and Sen. Anderson (D-N. M.), and even President Truman, got into the act from political viewpoint, though latter never asked Coy either to change or delay decision. Article charges no wrong-doing, cites case of "color lobby" to show that influence due to personal friendships and political relations doesn't always work. But article fails to indicate that FCC and the pro-CBS color forces also exerted considerable influence and were quite active on the Washington scene during the ill-starred color imbroglio.
MEANING OF INVENTORY & OUTPUT STATUS: It's fairly clear now that the industry went into 1952 with 1,500,000-plus TV sets in all trade pipelines, as suspected. Latest Dun & Bradstreet figures show 650-800,000 in hands of dealers as of Dec. 31, which can be added to RTMA's end-of-December distributor inventory of 600,346 and factory inventory of 206,741 to bring total to 1,457,000-plus if you accept minimum dealer figure. More probably, the true figure is something over 1,500,000.

That's much too much for "normal comfort," of course -- yet there were no signs of pessimism at this week's RTMA midwinter conference in New York. At least not among the larger manufacturers, who produce 75% or more of the industry's total. Quite the contrary, they were extremely optimistic about the immediate and long-term outlook, evidenced in statement by Emerson's Ben Abrams to us last week (Vol. 8:5).

Said RCA consumer products v.p. Joseph B. Elliott after RTMA meeting ended Thursday: "Business is pretty good, and I think it will be good throughout the year. -- particularly so in the second quarter. The political conventions and elections are going to create a lot of public interest in TV. In fact, I think they will be as good a stimulus to our trade as the crime investigations."

Among the smaller firms, not too many of whom were on hand, there may have been some apprehension occasioned by the Tele-tone bankruptcy (Vol. 8:5), but there was disposition to believe its management troubles weren't symptomatic. The little producers, no less than the big, are looking forward eagerly to end of FCC freeze to hypo set sales. Even a few new markets this year -- about all that's promised -- may cause TV sets to be in as great demand this year as last.

Though supply of receivers is plentiful right now, there are many who think -- and it would seem with good reason -- that "we ain't seen nothing yet" in TV set demand. That is, given new post-freeze markets, adding ever-growing replacement of sets now 4, 5 & 6 years old, and second sets in the home.

Clouding the trade's horizon at moment is fear that more color talk, actual talk about impending uhf, ever-changing prices -- all these may conduce to make the buyer hesitant about investing in TV. Indeed, rightly or wrongly, there are many who think that today's "price shopping" and currently predominant sales of not-so-profitable low-end models may be attributed to "smart public holding its investment to minimum" while waiting for the trade to settle down.

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The Dun & Bradstreet report for Dec. 31 estimated 660,000 dealer sales in December, of which 267,000 were table models, 393,000 others. Thus sales went up nearly 100,000 from November (Vol. 8:1). Of the 650-800,000 inventory, 250-300,000 were table models, 400-500,000 others. End-of-year dealer inventory figure compares with 800-950,000 at end of November.

Recapitulating the 6 months it has been compiling figures, D&B reports sale of 2,929,000 TVs July 1-Dec. 31, of which 1,188,000 were table, 1,741,000 others.

Estimate of December radio sales was 1,017,000 home sets, 175,000 portable -- leaving 1-1,200,000 home and 200-250,000 portable sets in inventory. In last 6 months of 1951, radio sales were 3,269,000 home and 679,000 portable sets.

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TV production for week ended Feb. 1, fifth week of this year, was 104,148 units (only 304 private label), according to RTMA. That's down slightly from the 111,101 of Jan. 25 week, the 105,673 Jan. 18, the 102,684 Jan. 11, 69,198 Jan. 4.

Factory inventory fell to 186,875 from 205,663 preceding week -- leading to prevailing conviction that sales are now outrunning production.

Radio output for Feb. 1 week was 170,768 (74,985 private) up from 160,764 as of Jan. 25. Radio inventory was 260,807, down from 294,339. Week's radios were 78,887 home sets, 20,643 clock, 16,627 portable, 54,611 auto.
Topics & Trends of TV Trade: RTMA's new Govt. Relations Section, which will handle problems arising from military procurement, was set up at midwinter conference in New York this week under Western Electric's Ben Edelman as chairman and with 69 members from 43 companies attending. Five task committees were named with following chairmen and tasks: A. L. Richardson, Sylvania, patents & copyrights; Q. T. Scharfenberger, Federal, accounting & cost principles; Valentine Beale, RCA, termination & renegotiation; Ernest Leatham, Raytheon, facilities & govt. property; L. A. Connolly, RCA, general.

Machlett Labs' H. J. Hoffman, chairman of Transmitter Division, reported on change to Technical Products Div. (Vol. 8:2), while Western Electric's Fred Lack, for Joint Electronics Industry Committee, and Indiana Steel Products' A. D. Flamondon, for Air Force Small Business Survey Committee, reported on other mobilization activities. Mr. Hoffman was elected an RTMA v.p., succeeding Collins Radio's W. J. Barkley, who resigned.

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Strong fight to repeal Regulation W consumer credit controls altogether is being planned by National Foundation for Consumer Credit at Senate Banking Committee hearings starting March 4 on Defense Production Act. Foundation is headed by Philco v.p. John M. Otter and will argue, among other things, that: (1) Consumer credit is one type that does not cause inflation. (2) Production of TV and other durables is high and there are no shortages. (3) Even with cutbacks, high inventories would prevent scarcities, so there's no reason to restrict sales by making credit hard to get. (4) Consumer credit controls discriminate against low-income group.

"Fair traded" merchandise is important to National Appliance & Radio Dealers' Assn., despite fact that it comprised less than 5% of dealers' dollar-volume at fair trade's peak before Supreme Court took teeth out of states' fair trade laws last May (Vol. 7:21-22). So testified NARDA's legislative representative J. Henderson Stock at Feb. 7 hearings of House Interstate & Foreign Commerce subcommittee on McGuire Bill (H.R. 5767) which would restore binding effect of fair trade contracts on nonsigners. He argued that fair trade enables small, independent dealer to promote product on basis of quality and service without fear of losing sales to competitors promoting on price and credit alone.

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Merchandising Notes: Consumer buying of TVs and radios in New York dept. stores during January was up 4 & 8% from January 1951 for 2 stores, down 39, 40, 47, 50, 54, 56, 56, 62 & 64% for other 9 reporting in Herald Tribune's monthly survey of retail trade ... December TV sales totaled 6,715 in Washington area, reports local Electric Institute, surprisingly close to Dec. 1950's 6,520; for year 1951, sales were 56,090 vs. 82,030 in 1950. Year's radio sales were 62,597 vs. 49,770 in 1950. Philco distributors selling their TV servicemen complete work uniform, comprising jacket and pants for $15.37; dark green jacket is patterned after famed Eisenhower wartime jacket ... Motorola holds "national radio convention" in Chicago's Palmer House Feb. 15, showing its distributors many lines of home, portable and auto radios only ... Philadelphia Electric Assn. reports total TV sales in area were 208,650 units in 1951 valued at $37,082,181 at retail (average $321 per set) vs. 364,233 valued at $104,942,761 (average $288) in 1950. Total TV sales of 17 top brands since V-J Day: $94,527.

Andrea is planning to extend distribution to more cities, announces new line comprising 17-in. Gorman table model at $250, Brewster console at $300, and 20-in. Stratford full-door console at $489.50, all including FM.

DuMont is keying sales pitch to market for second sets in home, in addition to urging larger picture sizes, in introducing new models now ready for delivery. In New York alone, it claims, more than 1,000,000 sets (of the 2,000,000 in use) have 14-in. or smaller screen sizes. DuMont's new price list, including warranty but not tax, includes one 17-in. tube model at $270 and four 17-in. consoles with FM ranging from $330 to $370; plus five 21-in. consoles ranging from $400 to $520; and one AM-FM-3 speed combination at top of line at $675.95 in mahogany, $695.05 in blonde.

New approach to projection TV is envisioned in patents applied for by veteran inventor Lee De Forest and Phoenix inventor Dr. William Rhodes. As described in Feb. 11 Newsweek, their receiver would employ 3-in. projection tube, simple magnifying lens and "special lightsensitive screen." Pictures thrown on big screen would be controlled by voltages on screen itself.

RCA is closing down Pulaski, Va., cabinet plant April 1 due to curtailed TV radio production, will rely mainly on Monticello, Ind., plant (nearer factory in Indianapolis now turning out its TVs); Pulaski property may be sold or leased, and RCA currently is seeking to relocate its 600 employees.

Sonora may return to field as TV producer under own name again shortly, according to Chicago reports.

Financial & Trade Notes: Telecasting became "a substantially profitable operation" in 1951 for Crosley Broadcasting Corp. (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus), says parent Avo Mfg. Corp. in annual report. Crosley's radio stations (WLW, Cincinnati, & WINS, New York), however, "sustained a decline in revenue ... due primarily to the conversion to TV of the advertising budgets of many large national sponsors." Avo report gives no breakdown of earnings or sales among its divisions or subsidiaries, but corporation as a whole reported record sales of $286,589,113 for fiscal year ended Nov. 30, vs. $256,966,971 for fiscal 1950. Fiscal 1951's profits, second largest in Avo's history, totaled $10,089,214 ($1.10 a share on 8,819,385 common shares), declining from preceding year's $12,635,633 ($1.65 on 8,231,236 shares).

Emerson stockholders this week approved plan giving officers and 160 key employees options to purchase 100,000 unissued shares of $5 par capital stock at price equal to market price at time options were granted. President Benj. Abrams reported that quarter ended Jan. 31 will be under that of year ago, when sales and earnings were at record heights; second quarter ending in April also will be under last year's, but prospects are encouraging, he stated. Currently, Emerson's output is about 75% civilian, 25% defense.

Dividends: Television-Electronics Fund Inc., 15¢ payable Feb. 27 to stockholders of record Feb. 15; Tung-Sol, 25¢ payable March 1 to holders Feb. 18; CBS, 40¢ payable March 7 to holders Feb. 21; Belden Mfg. Co., 40¢ payable March 3 to holders Feb. 18; Sparks-Withington, 10¢ payable Feb. 26 to holders Feb. 11; Aircraft Radio, 10¢ payable Feb. 15 to holders Feb. 5; Westinghouse, 50¢ payable March 4 to holders Feb. 11; General Tire & Rubber Co., $1 payable Feb. 29 to holders Feb. 19.

Raytheon's offering of 434,189 shares of its $5 common stock (Vol. 8:4) went out to stockholders Feb. 4, is at $8 per share on basis of one share for each 4 held, traded on New York Curb, Midwest Stock Exchange and over-the-counter. Rights expire Feb. 18.

General Instrument Corp. reports net loss of $471,831 for 3 months ended Nov. 30, 1951. For same quarter last year, firm reported profit of $328,800 (58¢ a share).
Mobilization Notes: There's a little more optimism at DPA-NPA these days over prospects for third-quarter materials allocations to civilian industries. Last December it appeared virtually certain there would be new cuts in materials allocations for third quarter on top of second-quarter cuts. Now, planners hope to hold the line, give out about same amount in third quarter as second.

It's much too early to be sure about this or plan on it—but their optimism for civilian goods stems from top-chelon decisions to extend defense program into 1955. This means, however, period of shortages will last longer—peak of rearmament program won't be reached in 1952, as mobilizers once planned.

As result of this stretching of defense target dates, aircraft program is expected to turn back to DPA about 20,000,000 lbs. of aluminum for first and second quarters. Small part of this aluminum—perhaps 5,000,000 lbs.—will be redistributed to civilian industry, but biggest share will be "kept in the CMP system" to take care of overallotment in previous quarters. This week, NPA mailed CMP-4B forms for third quarter to all manufacturers of Class B products. They were warned to file them by March 1 "or run the risk of delayed or reduced allotments."

Tax-aided expansion of new electronic production facilities to cost more than $8,000,000 was approved by DPA Dec. 22-Jan. 18. Receiving certificates of necessity for accelerated tax amortization were these 18 electronics projects (amortized at 65% except where noted): Specialties Inc., Charlottesville, Va., aircraft fire control systems, $3,473,886; Superior Tube Co., Wapakoneta, Ohio, $2,038,600; RCA, Camden, $708,733; RCA, Los Angeles, $140,758; GE, Syracuse, $384,440; Weston Electrical Instrument, Newark, aircraft navigation instruments, $379,332; Western Electric, Winston-Salem, N. C., $292,255 (70%); Pernoflux Corp., Chicago, $100,000 (70%); R. P. Bennett Co., Frederick, Md., $90,256 (75%); Litenscope Inc., Glenvale, Cal., Navy fire control equipment, $62,189 (75%); Brush Development Co., Cleveland, $58,906; Pix Mfg. Co., Newark, $32,421 (75%); A. B. Dick Co., Chicago, $30,432 (75%); Radiation Inc., Melbourne, Fla., research, development & production, $29,995; Daystrom Electric, Poughkeepsie, N. Y., $16,958 (75%); W. L. Maxson Corp., New York, $14,364 (70%); Magnavox, Fort Wayne, $3996 (75%); Loral Electronics, Bronx, N. Y., $3558.

Simple and complex new electronic weapons were displayed to Senators Feb. 5 by Defense Dept. as graphic illustrations of soaring cost of defense. Defense Secy. Lovett took wraps off Air Force's secret K-1 radar bombsighting system before joint session of Senate Appropriations defense subcommittee and Joint Congressional Economic Committee. K-1 system costs $250,000, weighs a ton, and its components were displayed alongside famous World War II Norden bombsight, weighing 50 lbs. and costing about $8000. Lawmakers were also shown models of Army's $275,000 radar-controlled "sky-sweeper" 90mm anti-aircraft gun and its $10,000 World War II manually operated 40mm counterpart.

Lear Inc. will begin construction of 70,000-sq. ft. plant addition in Los Angeles within 6 weeks, doubling its plant capacity there. Manufacturer of aircraft electronics and navigation equipment will add 300-350 employees to present 300 within year. New building will cost about $350,000, fixtures and equipment $200,000.

Beckman Instruments Inc. and associated Helipot Corp. and Arnold O. Beckman Inc., manufacturing precision instruments and electronic equipment in 14 small plants in South Pasadena area, combining them in 150,000-sq. ft. plant on 38-acre site near Fullerton, Cal.

Small Defense Plants Administration, under Gen. Telford Taylor, this week took over most of the functions, money and personnel of NPA's Office of Small Business by executive order of President Truman. Action climaxed tug-of-war between SDPA and Commerce Dept., which has jurisdiction over NPA. Among SDPA's new powers are: (1) Authority to assist small business in setting up "production pools" in which a number of small concerns could jointly handle a contract too big for any one of them alone; (2) Authority to advise small business on Govt. financial aid and inform Govt. on availability and capacity of small firms for defense work. SDPA already had authority to accept prime contracts from other Govt. agencies and farm out subcontracts, but no money was appropriated for this program. President Truman has asked $25,000,000 revolving fund for it.

U. S. dependence on foreign mica may be ended by new method of forming tiny mica particles into continuous strips, GE announced last week. Vital material in capacitors, most mica has been imported from India, where labor to hand-split mica is cheap. GE's new process treats ground-up mica so that an electric force holds particles together in sheets of .002 to .006 inch. Sheets are said to have better dielectric strength than machine and hand-laid mica. Capacitor manufacturers and mica fabricators told NPA last week that mica supplies currently are sufficient to meet military and civilian requirements, but quality is deteriorating and every effort must be made to use substitutes. They added that any sharp increase in military requirements for capacitors would impose severe strain on ability of manufacturers to meet them.

New $22,000,000 research and development center will be started outside Pt. Monmouth, N. J. this spring or summer by Signal Corps. Five-story 5-wing building will be constructed on site of former Watson Laboratories of Air Materiel Command at Eatontown, will house all scientific work now carried on in widely separated Evans, Coles, Squier and Watson Labs.

New process for coating selenium rectifier plates is being investigated by NPA. Developed by Schrack A.G. in Vienna, vacuum deposition process reportedly uses only 5-10% as much critically scarce selenium as is ordinarily required in rectifiers. Mutual Security Agency reports Schrack has completed installation of new equipment which increases its productive capacity tenfold.

"International television", starting with a western hemisphere hookup, was envisioned by Dr. T. T. Goldsmith, DuMont research director, in documentary program titled Television: A Passport to Peace presented Jan. 30 on WABD, New York, as part of third national conference of U. S. National Committee for UNESCO (United Nations Educational, Scientific and Cultural Organization). Also on program was Dr. Allen B. DuMont. Last week, DuMont plant in E. Paterson was subject of Voice of America radio broadcast beamed to Japan, where TV interest has been heightened by plans for TV network next autumn; on-the-spot broadcast was also recorded for rebroadcast over 114-station Japanese radio network.

Ellis Gibbs Arnall, attorney, ex-Governor of Georgia, will take leave of absence from presidency of Independent Motion Picture Producers Assn. to serve as Price Administrator, succeeding Michael V. DiSalle, resigning Feb. 15 to seek Democratic Senatorial nomination in Ohio.

DeForest Pioneers Inc., formed by veterans of radio fields who were associated with Dr. Lee DeForest, has elected E. N. Pickerill, president; Frank Hiners, v.p.; Emil J. Simon, treas.; J. Albert Stobbe, secy. Directors are officers and Dr. Allen B. DuMont and John V. L. Hogan.
Telecasting Notes: Big second-set-in-the-home campaign starts Feb. 11 in Cincinnati, sponsored by local Electric Assn. and Cincinnati Gas & Electric Co., using ads in local and 55 rural newspapers, spots on all local TV-radio stations, car cards, etc. . . . Technicians at CBS owned-&-managed stations voted 616 to continue IBEW-AFL as their union against 177 for NABET, 14 for no union; now IBEW says it will seek to wrest West Coast ABC & NBC representation away from NABET . . . Television Authority (AFL) picked by 1236 artists on all networks in NLRB election this week . . . Strike of WOW & WOW-TV engineers (Vol. 8:4) settled this week, and full staff returned to duty Feb. 7; TV station lost only 28 minutes sustaining time, radio none, though walkout occurred Jan. 15 . . . Screen Actors Guild, by 2-to-1 majority, won NLRB election this week upholding jurisdiction over all performers working on films produced for CBS-TV on West Coast; Guild got 32 votes to 16 for Television Authority . . . NLRB has ordered election at KTTV, Los Angeles, to determine whether employees want one or 2 unions, one comprising engineering people, other taking in program dept. stagehands, carpenters, scenic artists etc. . . . Ted Cott, gen. mgr. of NBC's WNBC & WNBT, New York, credited with master-minding signing of Jackie Robinson, Brooklyn Dodgers' great Negro second baseman, to 2-year contract as TV-radio "director of community activities" at "good deal more" than half his reported $40,000 baseball salary; he will continue in baseball, too . . . The 36-year-old, $35,000-a-year Mr. Cott, incidentally, is subject of some in sketch in Feb. 11 Time, with picture, relating some of his promotional gimmicks . . . Add high cost of TV talent: Hollywood reports have it that actress Joan Crawford is available for 26 half-hour films a year at $200,000 a year—plus 50% ownership of the films . . . Off to Winter Olympics in Oslo, Norway, went Sandy Spillman, program director, KPIX, San Francisco, Feb. 3 to film and tape-record for weekly series . . . New York Giants home games signed by WPIX, which also has contract for Yankees . . . CBS-TV sets up film sales as separate service to advertisers, agencies and stations . . . WPPT, Philadelphia (Philo) and WXEL, Cleveland (Herbert Mayer) join NARTB-TV, bringing total membership to 82 of the 108 on air . . . WFIL-TV, Philadelphia, raises Class A hourly rate from $1400 to $1500 on Feb. 15, one-min. from $250 to $300; KHJ-TV, Los Angeles, on March 1 raises Class A hour from $750 to $1000, one-min. from $135 to $180 . . .

Justice Dept. resumed probe of NCAAs' TV restrictions on college football games last week when asst. attorney general H. Graham Morrison wrote to TV networks requesting outline of their experiences with NCAAs' ban last fall. Morrison asked networks whether they could obtain rights to telescast all games they desired and what efforts were made to gain additional telecasting privileges. Justice Dept., now preparing for Feb. 22 answer of National Football League to anti-trust charges, has said it considers any group restriction on sale of TV rights illegal (Vol. 7:47). This week, NCAA named 1952 TV committee, with Yale's strong anti-TV spokesman Robert A. Hall as chairman. Other members: Shober Barr, Franklin & Marshall; Jeff Coleman, U of Alabama; K. L. Wilson, Big Ten; Reaves E. Peters, Big Seven; Howard Grubbs, Southwest Conference; E. L. Romney, Mountain States Conference; W. O. Hunter, USC; Asa Bushnell, ECAC; Walter Byers, NCAA executive director.

Three applications filed with FCC this week boosted total pending to 489, of which 29 are uhf. Port Arthur College (KPC) requested Channel No. 4 in Port Arthur, Tex.; KAUS, Austin, Minn., No. 6; American Television Co., Ft. Smith, Ark., No. 5. [For further details, see TV Addenda 14-D herewith; for listing of all applicants to date, see TV Factbook No. 14 and Addenda to date.]
ADD 6 CITIES FOR CONVENTION NETWORKS: Network service to 6 more cities by political convention time in July appears virtually certain — to be accomplished precisely along lines we reported last month (Vol. 8:4). This week's announcement by AT&T was carefully qualified, but there's little question these now non-interconnected cities will get conventions: Miami, New Orleans, Houston, Dallas, Ft. Worth, Oklahoma City. As expected, Tulsa and San Antonio won't make it. Said AT&T:

"Originally scheduled for the 'last half of 1952,' the network additions are being rushed to meet the earlier date. It was emphasized, however, that priority of construction for national defense and possible material shortages make it impracticable at this time to assure the advanced dates."

Method of making connection is through equipping existing Jackson-Dallas coaxial for TV, feeding signals north and south from Dallas. Alternative route, microwave south from Kansas City, couldn't be completed in time.

New cities will get only one circuit in July, so there's nothing to permit multi-network competitive service during conventions. But AT&T says cities with 2 stations (Dallas & San Antonio) will get 2 channels later in year.

LATEST FREEZE GUESS—NEARER APRIL: You'll get blue in the face if you're holding your breath waiting for end of freeze.

March 1 is now considered well nigh impossible, mid-March a possibility, and April 1 is mentioned occasionally.

There's no hidden reason behind constantly sliding date. Fact is job is big one, tremendous, and staff are proceeding carefully. Commissioners are learning the ropes far more expertly than they knew them when they issued last end-of-the-freeze proposal and allocations table just about a year ago (Vol. 7:12).

Commission met on allocations only 2 days this week, as staff checked and rechecked to make certain channel allocations are consistent throughout the country. Most of country has been allocated but complicating the job, says FCC, is fact that many conflicts have turned up in channel reallocation proposals overlooked by those making the proposals. But final draft of allocations table isn't far off.

Though local demands grow more intense by the clock, though speculation grows wilder and wilder as to what will happen after final freeze decision, FCC has not yet had a single session on basic policy questions: how to handle applications, whether cases will be heard channel-by-channel, which cities come first, etc.

Every hint or scrap of information from FCC is avidly seized upon. Example of what Commission is telling applicants and other inquirers was carried in recent issue of Tampa Tribune (WFLA).

Newspaper quoted letter from Chairman Coy, in which he doubted that a dozen stations will get on the air this year. He stated he expected decision around end
of February, that there would then be 60-90 days for applications, then processing, then hearings, finally CPs and actual construction.

Applied to Tampa, said WFLA manager George Harvey, this means telecasting might begin in fall of 1953. That's as good guess as any for any good market area in which there inevitably will be more applications than there are channels.

* * *

Commission has limited manpower, must decide its most equitable deployment. It has plenty of other tasks. In TV, the big question runs something like this:

Assuming first objective is to give TV to people now without service, what is quickest and fairest method? Suppose an existing station, through power increase, could serve an additional 100,000 people in mere few weeks or months after freeze. And suppose a new station in new area could serve equal number but must go through hearing first, or needs 6-12 months to build even if grant could be obtained without hearing. Which application should be processed first? Or should the 2 kinds of applications be mixed in specified proportions?

Estimate by RTMA task force (Vol. 8:6), that 130 CPs for new stations and 10 CPs for power increases would be granted this year, is sheer conjecture -- though former are possible in terms of smaller, non-contested areas.

Another question: Should Commission devote full time to getting service to non-TV areas -- ignoring present one-or-2-station areas indefinitely, even if it takes years? And most provocative question of all:

Will hearings lump all applications together, or should they take them up channel-by-channel? Choice may determine speed with which grants can be made.

Such subjects occupy full time of several FCC staff members, but Commission itself hasn't taken them up -- probably won't until everything else is nailed down.

Final decision will be "one package deal"; at least, that's the present FCC intention. Plan is to release one document that will tell everything -- what to apply for, where, when, how. We'll publish it when released (Vol. 8:6).

Commission's budget will have strong bearing on processing procedures. If Congress grants $200,000 extra requested for broadcast activities (Vol. 8:4), 3-4 examiners will be added to present 7, and TV staff will be bolstered. Coy appeared before House appropriations subcommittee Feb. 13, is said to have received favorable reception. But there's many a slip between testimony and final appropriation. Committee's report is due sometime in April, final Congressional vote during summer.

RCA SEMINAR—SHORT COURSE IN UHF: Riding end-of-freeze spirit in the Washington air, and mindful of chary attitude towards uhf, RCA this week uncorked dual pitch for TV transmission to 200-300 consulting engineers and attorneys attending Statler Hotel seminar -- offering both vhf & uhf data and equipment but accenting uhf transmission and reception. [For RCA receiver/converter plans, see p. 10.]

Rest of transmitter makers -- DuMont, Federal, GE (and Westinghouse in uhf) -- are also stepping up campaigns. Competition will be stiff at NARTB convention in Chicago, March 29-April 2, when all will strut their stuff.

Uhf propagation expert Dr. George Brown led off with summary of knowns and unknowns of uhf coverage. Net effect of his report: the flatter the terrain, the higher the power, the lower the frequency -- the better the service. He didn't try to gloss over uhf's disadvantages, pointing out, for example, that signal drops to almost nothing close behind high hills.

Experiments with antenna "tilting" (Vol. 7:19) and "beam-shaping", to improve service, were also reported. Dr. Brown illustrated how tilting beam down one or 2 degrees effects tremendous improvement in service for heavily populated areas, though signal drops in periphery. He intimated practice should be given serious consideration, at least until very high powers are available -- particularly since it permits use of higher powers while reducing tropospheric interference.

Among unknowns in uhf propagation, Dr. Brown said, is the effect of antenna height on coverage. He found little correlation when comparing different heights used in Washington, New York and Bridgeport experiments.

To resolve height questions, RCA is planning to transmit from new site "in
New York area" simultaneous uhf signals from 200, 400, 600 & 800-ft. levels. Said
Dr. Brown: "I'm rather thrilled, looking forward to the experiments. My wife says
it sounds kind of dull." He raised an understanding laugh from audience.

* * *

Availability of uhf transmitting equipment appears better than RCA has indi-
cated up to now (Vol. 8:5). A 1-kw transmitter will be ready this October, and
10-kw is due first quarter 1953.

Uhf slotted antenna now offered was termed "much simpler" than one employed
at Bridgeport. It has gain of 24-27, will be available in September. Transmission
lines will include 2 sizes of waveguides in addition to 3½-in. and 6½-in. coaxial.

Offset carrier operation in uhf, to reduce interference and widen station
service areas, is now as feasible as in vhf, according to RCA engineers. They re-
port that they have achieved more than adequate frequency stability -- something
that worried FCC no end year or 2 ago.

To assist consultants making uhf site tests, RCA plans to lease them field
truck and 100-watt transmitter -- giving actual picture for measurements. Company
is now equipping truck.

Full line of vhf and studio equipment was also described, including new
camera, new film projector, improved methods of telecasting film.

Applicants are placing orders for uhf as well as vhf, said T. A. Smith,
asm. mgr., engineering products dept. They usually "go the whole hog," he added,
specifying maximum powers contemplated by FCC up to now.

That most applicants are ready, willing and able to build, is indicated by
fact that to date only 5 prospective equipment purchasers have been turned down by
credit dept., said RCA officials.

NARTB-TV CODE 'READY FOR BUSINESS': NARTB's self-censorship TV code (Vol. 7:49) is
all set, ready to go into effect, and awaiting subscribers following appointment of
Code Review Board and approval of administrative details by association's TV board
meeting this week at Lost Valley Ranch, Bandera, Tex.

Majority of NARTB's 82 TV station members, and all 4 networks, are expected
to be charter subscribers to the code, which becomes effective March 1. It will be
administered and policed by 5-member Review Board, meeting 5 times a year. Many of
26 non-members of NARTB-TV are expected to adhere, use seal on screens (see p. 14).

Named to head Review Board by NARTB president Harold Fellows and confirmed
by TV board was veteran broadcaster and telecaster John E. Fetzer, owner of WKZO &
WKZO-TV, Kalamazoo. Other board members: J. Leonard Reinsch, WSB-TV, Atlanta, vice
chairman; Mrs. Scott Bullitt, KING-TV, Seattle; Walter J. Damm, WTMJ-TV, Milwaukee;
E. K. Jett, WMAR-TV, Baltimore, former FCC commissioner.

Code administration budget of $40,000 for first year was approved by the TV
board. NARTB said the 4 TV networks "will assist substantially in defraying admin-
istration cost," but didn't reveal amount they will contribute.

Initially, it will cost stations $520 a year to subscribe. If subscriber is
member of NARTB, $250 of this amount will be credited against his dues, making his
net code payment $270.

Subscription fees will be reduced in proportion to the number of subscribing
stations. When 90 have subscribed, for example, the fee will be cut to $405 per
station, with $250 of that amount credited toward dues of NARTB member-subscribers.

NARTB's enthusiasm for new code was matched by that of Sen. Johnson, who
this week told Baltimore's WAAM Seminar (see p. 14):

"If telecasters follow [the code] faithfully, this new and exciting medium
will prove to be the greatest influence for clean thinking and clean living since
Moses published the Ten Commandments on slabs of stone. Telecasters now join 'men
of the cloth', the school teacher and the parents in advancing the cause of high
moral standards. It should be inspiring to be associated with an industry which
thus promotes the better things of life."

Note: Full text of code, published Dec. 8 as our Supplement No. 76, is con-
tained in TV Factbook No. 14; separate reprints are available at $1 each.
GRAND JURY PROBE OF COLOR & PATENTS? Dept. of Justice attorneys, moving quietly and rather mysteriously, are understood to be preparing to lay evidence before a Federal grand jury purporting to show anti-trust activity in electronics field -- prompted either by (1) charges of industry collusion in connection with virtually unanimous opposition to CBS system of color TV, FCC approved but "frozen" by NPA order, or by (2) allegations of patent monopoly, most likely involving mainly RCA, with eye on expiration of its licensing agreements in 1954.

At least one subpoena is known to have been issued, presumably on RCA, asking for vast quantities of records, and several manufacturers have been questioned from time to time by Dept. of Justice agents. But nothing definite about nature and scope of inquiry is obtainable beyond these facts:

(1) RTMA and its officers haven't been served with subpoenas.

(2) No Dept. of Justice people were present at last week's NPA meeting on color (Vol. 8:8), where Paramount counsel Paul Porter evoked vehement denials when he remarked on an apparent "concert of action" against CBS color by manufacturers.

(3) Oft-initiated inquiries into RCA anti-trust charges lay quiescent in Dept. of Justice as recently as 3 weeks ago.

(4) FCC has officially designated its general counsel Benedict P. Cottone and chief engineer Edward W. Allen to "discuss" matter with Dept. of Justice, though it didn't assign attorney William Bauer despite fact he has for years been conducting a one-man inquiry into patent situation.

Best guess is that it's sort of preliminary probe, sanctioned if not urged by FCC, looking into the possibility of action against RCA and other companies for allegedly thwarting the Commission's will in failing to manufacture CBS-type color receivers. Whether NPA ban and RCA-NTSC current tests of compatible color systems will have bearing on case, it's impossible to say yet.

PENTAGON CONSULTED ON COLOR TV BAN: Prospects for production of color sets remain close to nil. Question is now largely matter of manpower -- and military, through the Munitions Board, is almost certain to rule that engineers just can't be spared.

But NPA's color TV Order M-90 will be amended, rewritten or supplanted by a new regulation to make its language more explicit and less restrictive. Best bet is that NPA will permit manufacture of color theatre-TV equipment, confine regulation to home receivers only. There's also slight possibility it will permit production of TV sets with built-in adapters to receive incompatible signals in black-&-white.

New or revised order won't be issued for 10-30 days. NPA officials are not yet at writing stage -- they're still investigating. Thus foregoing deductions are based on present stage of inquiry, represent best thinking as of today.

Some tentative decisions may be made next week. And it's entirely possible that further investigation will convince NPA that its purpose can best be accomplished by sending each TV manufacturer a letter "requesting" him not to divert any skilled personnel from defense work to color -- without any formal order.

"We're going to take our time on this, and consider every possibility in a purely objective light," one NPA official said. "There'll be no hasty action."

When smoke cleared after Feb. 8 industry-Govt. color conference (Vol. 8:8), NPA production controllers found they were faced with these facts:

(1) Majority of manufacturers favored retention of M-90.

(2) Three of the 4 who asked abolition of the order (Paramount's Chromatic, CBS, RCA) made strong cases by arguing that M-90 went further than Oct. 25 agreement between set manufacturers and defense mobilizer Charles E. Wilson (Vol. 7:43).

(3) No manufacturer spoke out explicitly against permitting production of color theatre-TV equipment.

(4) M-90 is not saving any materials; regardless of whether it stays on books, NPA won't allot extra materials for color set production.

(5) Revocation of M-90 might cause heavy drain on technically skilled manpower needed for military production.
This last factor is tipping the scales in favor of retention of M-90. Much more was made of manpower angle at Feb. 8 conference than at Oct. 25 meeting. Most manufacturers agreed that if M-90 were erased they would be forced to assign scarce engineers to color developmental work, if only to maintain their competitive positions in the industry. Minority of set makers denied this would be important factor.

* * *

Reviewing the situation, NPA planners decided that revocation of M-90 would increase civilian requirements for engineers specializing in development, production, design, process, quality control and application, plus draftsmen.

Then they asked Pentagon to conduct thorough inquiry to determine whether military production is being impeded by shortages of such personnel.

Defense Dept. made preliminary investigation, told NPA Feb. 13 that severe shortage of engineers and draftsmen is one of sore spots in defense production picture, that many military contracts have indeed been delayed by scarcity of the very type of talent required for research and development engineering in TV industry.

* * *

Burden of rewriting M-90 will fall on NPA administrator Henry Fowler, asst. administrator H. B. McCoy and Electronics Div. director J. A. Milling, assisted by NPA legal staff. Not unmindful of last week's statement by Paramount's Barney Balaban that his Chromatic TV set with Lawrence tube can receive color as easily as black-and-white and with "no other materials," Mr. McCoy told us:

"The public interest must be considered, too. If any company can make a set that will receive all color systems and protect the public's investment that way well, we'll have to consider that." [If NPA seeks to determine "public interest" as regards rival color systems, it may find itself in as lengthy and unhappy a controversy as did the FCC.]

Thus it now appears likely that Mr. Balaban's protests, which prompted NPA to call last week's color TV session, will succeed in forcing modification of M-90 -- but not enough to permit him to mass-produce Chromatic color TV receivers or to impel other manufacturers (including CBS-Columbia) to mass-produce for CBS system.

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Personal Notes: A. Davidson Dunton, 33-year-old ex-newsman, reappointed governor and chairman of board of Canadian Broadcasting Corp. for 10-year term ... Amon Carter Jr., 32, elected president of Carter Publications Inc., Fort Worth, publisher of Star-Telegram and licensee of WBAP & WBAT-TV; his father becomes chairman of board ... John H. Reber, sales mgr. of WNBT, New York, named NBC-TV national spot sales mgr., with Robert Leder leaving post of NBC Eastern radio sales mgr. to become national radio spot sales mgr.; Richard H. Close, Eastern spot sales mgr. for TV, becomes national mgr. for represented stations—all reporting to James V. McConnell, director, national spot sales dept. ... Terry Hamilton Lee, ex-Young & Rubicam, Chicago, at one time with KPRC-TV, Houston, joins WFAA-TV, Dallas, as sales mgr. ... Mort Weinbach, business mgr. of radio program dept., named ABC-TV national operations director ... Robert Hennig, ABC-TV production mgr., joins NBC-TV as mgr. of TV network building and studio operations ... Michael Dann, NBC trade editor recently named coordinator of program package sales, promoted to NBC-TV supervisor of special broadcasts, reporting to Davidson Taylor ... J. R. Poppele, engineering v.p. of WOR & WOR-TV, observes 30th anniversary with organization Feb. 16 ... C. T. (Swannee) Hagman resigns as executive v.p. of WLOL, Minneapolis (Atlass), to head group buying 50-kw WDGY there, succeeded by Marvin Roseme, from KIOA, Des Moines ... Edward J. Content, consulting engineer, back from Saudi Arabia where he worked on gov't. broadcasting installations at Jeddah and Mecca ... Alexander Klein named director of TV & films, J. D. Tarcher & Co.

Last stage of FCC's reorganization was accomplished this week when Commission set up Field Engineering and Monitoring Bureau (George S. Turner, chief), taking it from under wing of chief engineer, and realigned several other offices. Among other changes: (1) Office of the General Counsel—set up Litigation Div. and Legislation, Treaties & Rules Div., abolished Los Angeles field office. (2) Office of the Chief Engineer—now has 3 divisions, namely Frequency Allocation & Treaty, Technical Research, Laboratory. (3) Office of the Secretary new name for Bureau of the Secretary, with following divisions—Docket, Minute, Library, Technical Assistance. (4) Broadcast Bureau takes over broadcast license functions formerly under secretary. (5) Office of Administration—now 4 divisions, Budget & Fiscal, Organization & Methods, Personnel, Administrative Services, takes over number of secretary's duties.

Two more FCC lawyers resign—asst. gen. counsel Max Goldman to become director of Office of Industrial Tax Exemptions for Puerto Rican Govt., and George MacClain to become asst. gen. counsel, National Security Resources Board. Goldman will live in San Juan, reports there Feb. 25. A peak point in his career came when he argued color case before U.S. District Court in Chicago (Vol. 6:46). MacClain has been FCC counsel in Conelrad project designed to render U.S. stations useless for purposes of enemy plane and missile homing.

NEW PHASE in DuMont’s strategy to rid itself of stockholder Paramount Pictures (about 25%) became evident in this fourth week of FCC hearing—and case is still long way from consideration of ABC-United Paramount Theatres merger, subject of most interest to industry.

It’s apparent that DuMont counsel William Roberts is no longer trying merely to assure Commission that Paramount doesn’t control DuMont. He’s now bent on convincing FCC that it should force Paramount to divest itself of DuMont stock because of Paramount’s anti-trust history and its interest in developments presumably competitive to TV stations—such as subscription TV and theatre TV—as well as in movie production.

Hearing examiner Leo Resnick gave newsmen this estimate of time case will run: more testimony, with short recesses, until April 1; then 40-60 days for proposed findings; then at least 3 months, or until about Sept. 1, for his initial decision. After exceptions and oral argument, final FCC decision could come near year’s end. Slowness of hearing is attributable to fact Resnick is extremely lib¬eral in permitting extensive testimony and cross-examina¬tion, feeling case is truly basic and precedent-setting in determining future movie-TV relationships.

Most of week’s testimony was concerned with Para¬mount’s long anti-trust case. President Barney Balaban, v.p. Paul Raibourn and director Edwin Weisl spent most time buttressing Balaban’s previous testimony (Vol. 8:6): how now-outlawed movie practices of block-booking, pool¬ing, etc. grew in normal competitive scheme of things but were dropped when Supreme Court ruled them illegal.

Commission counsel probed witnesses in attempt to determine whether Paramount’s officers might be inclined to institute similar practices in TV.

Paramount’s reluctance to furnish movies for Zen¬ith’s Phonevision tests was also scrutinized. Correspondence between Zenith and Balaban showed latter didn’t agree to provide films until Justice Dept. became interested (see below).

TV has very little effect on top movies, Raibourn testified, but he reported boxoffice settlement to 20%-30% decrease in TV-saturated areas after TV novelty wears off. He estimated that average family spends $30 a year on movies, but $100-$200 on TV—including cost of set, installation, service, etc. Only $15-$20 of TV bill goes for entertainment, whereas much larger percentage should go directly to entertainment, he said.

Sessions became most acrimonious to date, with Rob¬erts and Paramount counsel Paul Porter frequently snapping at each other.

Heated correspondence between Zenith president E. F. McDonald Jr. and Paramount president Barney Balaban in 1956, concerning McDonald’s request for movies for Phonevision test (Vol. 7:50), was entered in record of Paramount hearing this week. Some choice excerpts: “I believe your test is being conducted under highly ab¬normal and unrealistic circumstances accentuated by the artificial light of intense publicity [and it] can have no value as a practical test,” wrote Balaban. To which Mc¬Donald replied: “I am surprised to see you decide to re¬main with the rest of the members of the Motion Picture Assn. of America in refusing to rent us films for this test.” Balaban: “You attempted to establish the false assumption that Paramount is supporting some ‘group’ in refusing to rent pictures for your ‘test’ and is acting in concert with other members of MPAA. This I deny flatly.”

McDonald: “We both cannot be right. I don’t think it will take too long to ascertain which one of us is going to give our advisers hell.” Balaban, after some correspondence with Dept. of Justice: “We have decided to cooperate with the FCC by making available to you a fair and representative sample of our pictures...”

WESTINGHOUSE plucked highly-prized Pittsburgh market, its home-town, for its presidential campaign coverage this week—but at heavy cost. Deal involved purchase of 4-station DuMont network—DuMont’s WABD, New York, WTTG, Washington and WDTV, Pittsburgh, and Chicago Tribune’s WGN-TV. DuMont, which was left without any political coverage plans when its joint venture with Life Magazine fell through (Vol. 8:4), apparently will pick up the Westinghouse telecast from CBS (Vol. 7:52). DuMont’s announced plans are identical with those of CBS, and include coverage of both political conventions in July, election night returns and 13 weekly “get-out-the-vote” programs.

So ended the spirited bidding for Pittsburgh’s only station, DuMont-owned WDTV, by rival networks and sponsors—CBS for Westinghouse, NBC for Philco, ABC for Admiral. New York, Washington and Chicago each will have identical Westinghouse coverage on 2 channels.

Meanwhile, networks continued battling for the one¬station markets that were left, each offering plenty of induc¬ments. All 3 networks now offer plenty of time for local news and commercials in their political schedules. And at least one sponsor reportedly is dangling bait of cash bonuses to stations in important markets. But one source says all major one-station markets are now sewed up—all of them by NBC-Philco except Pittsburgh, Bloom¬ington (WTTV), Kalamazoo (WKZO-TV), Charlotte (WBTV), Greensboro (WFMY-TV), Nashville (WSM-TV).

Edward Lamb, owner of WICI, Erie, and WTVN, Co¬lumbus, also of AMs WTOD, Toledo, and WHOO, Orlando, Fla., has purchased 5-kw WIKK, Erie, for reported $150,000, will tie it up with his Erie Dispatch and WICI.

IT’S A “PUZZLEMENT”—the NBC-TV 7-9 a.m. show Today, with Dave Garroway, now going into sixth week. Station commercial “returns” now range from $5000 a week worth of local cut-ins reportedly sold by NBC’s New York WNBT to scattered local spots by some other affiliates to zero on such a top-hole station as WWJ¬TV, Detroit. Of the 30 affiliates carrying it, 4 more have replied to our questionnaire since we last reported on what 19 stations think of such early-morning telecasting (Vol. 8:5). To a man, the managers are enthusiastic or at least favorably disposed—but this reaction from WWJ-TV’s Wm. Walbridge speaks volumes:

“We have not sold anything in Today. The advertiser’s attitude seems to be wait−see [but] the public likes it! Our letters are almost unanimous in praise... No measure¬ments of the audience are available, but the morning it was delayed here our switchboard became clogged after 298 calls... National timebuyers react the same way—reluc¬tant to make the first move. I’m certain that if Today gets one big score on an on-the-scene broadcast of a major news event, to demonstrate its potential, then the cool boys will quickly turn hot.

“There will be criticism of the vague format or patchwork quality of presentation. Crosby and others have ridi¬culed the show. They may live to eat their words if NBC continues to have the courage and the cash to keep it going.

“When we prove good audience, the format will adjust to take care of any lack of adaptability it might have com¬mercially. It’s a good deal for local stations. Any 2 hours of programming that gives us 10 one-minute spots, 10 twenty-second commercials and 20 five-minute newscasts (local) per week certainly gives us all the opportunity for sales that we will need.”
Station Accounts: Hughes Aircraft Co., sponsoring new type of sports program titled Here's How with Harmon, alt. Wed. on KNXT, Los Angeles, at about 7:40-8 p.m., following kine-recorded versions of Pabst prizefight; each show, Tom Harmon interviews sports luminary relating and demonstrating the "how" of respective sports . . . Esso Standard Oil Co. trying out TV version of Esso Reporter, 15-min. around dinner hour, on WPIX, New York; WBAL-TV, Baltimore; WTOP-TV, Washington; WTBR, Richmond; WDSU-TV, New Orleans; placed thru Marschalk & Pratt, feature doesn't mean reduction of 53-station radio news campaign, but TV will be expanded if it clicks . . . U. S. Ceclia Envelope Co. (Self-Seal Envelopes), thru S. R. Leon Co., and Locatelli Inc. (Provolino cheese, olive oil, salami), thru H. C. Rossi Adv., new participations in Kathi Norris Show on WABD, New York . . . Crawford Clothes has bought 13 weeks of The Cases of Eddie Drake and 26 weeks of The Files of Jeffrey Jones for placement on WABD, Thu. 9:30-10, starting March 6, thru Al Paul Lefot Co., N. Y. . . . Lutheran Church-Missouri Synod, Clayton, Mo., to spend $750,000 on 26 thirty-min. films titled This Is the Life, to be produced-distributed by Lutheran Television Productions (Rev. Herman W. Goebbels, religious director of project; Ian B. Smith, exec. producer, Hollywood) . . . Chicago Auto Show telecast for 2 hours on WGN-TV Feb. 16 had 20 auto manufacturers as cosponsors . . . Unaffiliated with any AM station, Miami's WTVJ has nevertheless joined with WBRD, Ft. Lauderdale, to present regular Wed. a.m. simulcast, 5 retail stores participating, titled McCauley Callin' and featuring disc jockey Elliott McCauley . . . Among other advertisers reported using or preparing to use TV: Venice Maid Co. Inc. (Chili Mac), thru Schoenfeld, Huber & Green, Chicago; Marie Designers Inc. (contour chairs), thru Walter McCreery Inc., Beverly Hills; Coleman Co. Inc. (gas & oil water heaters), direct; Genesee Brewing Co. (Genesee beer & 12 Horse ale), thru Rogers & Porter, Rochester, N. Y.; H. Hendrich Inc. (La Hendrich cigars), thru G. A. Saas & Co., Indianapolis; Senator Hotel Corp. (Senator Hotel, Atlantic City), thru Dorland Adv. Agency, Atlantic City; Taylor-Reed Corp. (Chin Lee Chinese diners), thru Tracy, Kent & Co., N. Y.; Sitroux Inc. (Sitrou facade), thru Franklin Bruch Adv. Corp., N. Y.; Lomour Hair Products Inc. (Color Comb & Shamp-o-Pads), thru Kenneth Rader Co., N. Y.; Bisceglia Bros. Wine Corp. (Paradise wine), thru St. Georges & Keyes, N. Y.; G. N. Coughlan Co. (Spandy disinfectant), thru Lewin, Williams & Saylor, Newark; Chin & Lee Inc. (canned & frozen food products), thru Kastor, Farrell, Chesley & Cliffond, N. Y.; Charles G. Summers Inc. (Superfine Limagrands canned lima beans), thru Kal, Ehrlich & Merrick, Washington; Walter Baimun Inc. (Mary Lowell lotions, creams, deodorants), thru Robert Acomb Inc., Cincinnati; Lejon Freres Inc. (Neckline beauty creams), thru Weightman Inc., Philadelphia; North American Sweets Corp. (Sweettop creamed frosting), thru Weiss & Geller, N. Y.; Texas Rice Promotion Assn. (Rice-Its preparation), thru Wilkinson-Schiewitz & Tips, Houston; Atlas Fence Co., thru Eoeff & James, Philadelphia.

Network Accounts: Westinghouse adds DuMont's 3 owned-&-managed stations (WABD, WTTG, WDVT) plus Chicago Tribune's WGN-TV for coverage of political conventions in July (Vol. 7:52 & 8:6), presumably will tie them into its CBS-TV network, thru Ketchum, McLeod & Grove, Pittsburgh (for further details, see story on p. 6) . . . Columbia Records, starting Feb. 26, sponsors Tue. & Thu. segments of Douglas Edwards and the News on CBS-TV, Mon.-thru-Fri. 7:30-7:45, thru McCann-Erickson, N. Y. . . . Procter & Gamble (Ivory Flakes) begins sponsorship Feb. 26 of Tue. & Thu. segments of The Egg & I on CBS-TV, Mon.-thru-Fri. noon-12:15, thru Compton Adv., N. Y.

Why Has Admiral, one of earliest and most consistent sponsors of network TV programs, decided to drop its Lights Out program on NBC-TV (Vol. 8:6) and turn to network radio—using CBS world news roundup Sun. 5:30-5:55 p.m. starting Feb. 17? Admiral president Ross Siragusa explains in press release Feb. 13 in which he says radio and newspapers need not fear TV inasmuch as those media have "a permanent place in the American way of life." He figures it this way:

"The total circulation of daily and Sunday newspapers has registered increases in each postwar year, and it is obvious that the newspaper can never be replaced. One cannot minimize, either, the power of the more than 2275 AM broadcast stations and the estimated 105,000,000 radios now in use in American homes, hotels, institutions and automobiles. These sets reach into practically every home in the U. S. and provide a powerful medium for carrying coverage of many election year features that cannot be telecast."

Admiral is sponsoring both TV and radio coverage of forthcoming political conventions via ABC (Vol. 8:4), also telecasts of special events, but hasn't used any radio except spot in recent years. Siragusa explained that "Admiral feels so strongly about the future of radio, it has provided a standard AM radio in 9 of its 1952 table model and console TV receivers . . ."

New obstacle to release of recent movies to TV is this week's agreement between Screen Actors Guild and Independent Motion Picture Producers Assn. Seven-year pact provides: (1) Each actor in list of 70 feature films made since Aug. 1, 1948 shall receive additional payment of 12½% of his original salary if film is sold to TV for less than $20,000, and 15% if film brings $20,000 or more. (2) None of the 70 films may be released to TV until at least 3 years after their first theatre showings. (3) Producers must negotiate with Guild before releasing to TV any other films made since Aug. 1, 1948. American Federation of Musicians also has standing demand that sound tracks of theatrical films released to TV be re-recorded and 5% of film's gross from TV be paid to AFM royalty fund (Vol. 7:17). Screen Writers Guild also plans to open negotiations with IMPPA for extra-pay arrangement, and Screen Directors Guild is contemplating similar move.

All 4 TV networks have filed appearances for theatretve-viewings, now scheduled to begin March 10. At deadline Feb. 15, ABC & NBC filed as result of FCC action enjoining issues to include questions of (1) competition between types of TV service and (2) whether home TV networks should be permitted to distribute theatre-TV programming (Vol. 8:5). ABC's petition says it will participate "inasmuch as [the added issues] may have a bearing on the proceeding concerning the merger of United Paramount Theatres and ABC."

CBS and DuMont filed Jan. 25 (Vol. 8:4). Motion Picture Assn. and National Exhibitors Theatre-TV Committee jointly filed list of 18 additional witnesses to their earlier star-studded array of 43 (Vol. 8:4). New list includes producers Cecil B. DeMille, Darryl Zanuck, Screen Actors Guild president Ronald Reagan, Theatre Owners of America director Gail Sullivan, other film industry notables.

Those Chicago theatre closings in 1951 (Vol. 8:6)—91 out of city's 336—aren't necessarily or primarily attributable to TV, says Chester B. Bahn in Feb. 11 Film Daily editorial. He points not only to growth of drive-ins, but to higher living costs and taxes, theatre obsolescence, population shifts, increased business of remaining theatres. Overall income of movie business is better index to theatres' health than individual closings, he argues, giving example of United Paramount Theatres, whose latest quarterly report shows $6,400,000 greater gross than same 1950 period.
“Road to top is through successful specialization,” says NARTB-TV brochure titled Station Management Takes a Look at Television Jobs, released this week at TV seminar conducted by WAAAM, Baltimore. Offered as preliminary survey, 17-page study analyzes present and prospective future employment in telecasting, notes only 7000 employees in nation’s 108 stations, many of them doubling in AM, plus 2800 fulltime employees in the 4 networks. Station payrolls should grow to 60,000 in 5 years, says report, assuming average of 50 persons in 1200 stations, and to 100,000 in 10 years if average is 40 persons in 2500 stations. Current employees are 36% in programming, 36% engineering, 16% general administration, 7% sales, 5% film depts. Study attempts to evaluate basic TV jobs in terms of aptitude, personality, education, experience.

Five of 7 Los Angeles TV stations have withdrawn support and membership from Academy of Television Arts & Sciences in protest against its “national” policy for “Emmy” awards. They announced they will support purely local Hollywood Society for Television Achievement. KLAC-TV, KTTV, KTLA, KECA-TV and KNH-TV said ATAS isn’t primarily interested in Hollywood-area TV and has “gone far afield of its original intent.” KNXT (CBS-TV) and KNBH (NBC-TV) will remain in ATAS, but both stations are also members of HSTA. “Emmy” awards are to be presented at Feb. 18 dinner after vote by 150 TV editors for best dramatic, comedy, variety shows, best actor, actresses, comedians.

Director of 1952 TV program for National Collegiate Athletic Assn. will be Eastern College Athletic Conference commissioner Ase S. Bushnell, named by NCAA executive committee Feb. 11 after mail vote by 17-member NCAA council. He succeeds Edwin Reynolds of New York, specialist hired last year to direct NCAA “experimental” TV football schedule. Executive committee held 2-day session in Chicago, set tentative budget for 1952 TV program. NCAA TV committee chairman, Yale’s Robert A. Hall, said no definite program will be offered for mail vote by full membership until April, following final report on 1951 survey.

Abolition of “squatter’s rights” on frequencies, both nationally and internationally, is objective of new policy statement issued this week through office of President’s Telecommunications Advisor Haraden Pratt. Mr. Pratt said idea is to eliminate old practice, by various foreign countries and domestic agencies, of claiming priority on frequencies simply because they “got there first”—whether frequencies are used or not. Statement is considered major step toward implementing 1947 international agreement reached in Atlantic City. First application is to 4-27.5 mc band.

Uhf site tests, such as those conducted in Scranton and New Brunswick (Vol. 6:31), are proposed by WROW, Alb., and KICD, Spencer, Ia., in requests filed with FCC last week. Former wants 6-month special temporary authority to test 515-mc airborne radar pulse transmitter (Model ASB-5, Type CRR 52 APL) from Helderberg Mt. site formerly used for microwave relay by WRGB, Schenectady. Latter, planning to file for uhf in town of 7000, asks permission for 10-day test of 5-watt oscillator on Channel 42 (668-674 mc).

TV would have been ideal for Lincoln, in opinion of poet Carl Sandburg, famed Lincoln biographer. Sandburg’s comment was in response to reporters’ questions after he appeared on CBS-TV’s Feb. 10 See It Now, originating from Lincoln Memorial. He also suggested that Lincoln-Douglas debates would have made excellent campaign fare on TV, but added with a laugh: “They ran 2 to 3 hours, you know, and I rather doubt that they could get a sponsor for that length.”

NARTB Broadcast Engineering Conference, to be held in connection with convention in Chicago’s Conrad Hilton Hotel, March 29-April 2, will feature symposium on uhf headed by Stuart Bailey, of Jansky & Bailey, with following on panel: Ralph N. Harmon, Westinghouse; James McNary, consulting engineer; John Battison, National Radio Institute; John Young, RCA; Robert P. Wakeman, DuMont. Symposium on small TV operations will be headed by John H. DeWitt, WSM-TV, includes Frank P. Bremer, WATV; Nevins Strahl, WJAC-TV; R. A. Isberg, KRON-TV; J. E. Mathiot, WGAL-TV & WDEL-TV. List of technical papers is dominantly TV, including among others DuMont’s Rodney Chipp discussing TV control room layouts; Federal’s H. Thomas, TV switchboard for studio & master control; NBC’s Allen A. Walsh, camera switching; RCA’s John Roe, new TV camera; CBS’s Wm. Lodge, lighting for TV.

Voice of America’s first seagoing station, commissioned Feb. 15 in Hoboken, is Coast Guard’s 5800-ton, 338-ft. cutter Courier. Ship is equipped with one 150-kw transmitter and two 35-kw transmitters, described by new Voice chief Dr. Willis Compton as “electronic weapons for combating Soviet jamming and [enabling] the Voice of America to cover areas beyond the reach of present broadcasts.” Cutter is manned by crew of 86, including 10 radio-trained officers, will serve chiefly as relay base, although small studio permits originations if necessary. State Dept. also announced it has under construction two $7,000,000 stations, at Wilmington, N. C. and Seattle, to be more powerful than any others in the world.

TV oddities: (1) Feb. 18 Time Magazine reports cases of “TV tummy” among Syracuse youngsters—stomach spasms produced by too much excitement, “often resulting in needless X-ray examinations for appendicitis.” (2) Time also recites ease of CBS-TV newscaster Walter Cronkite, who called his physician, was told he had tracheal bronchitis even before he described symptoms. Doctor said: “I’ve been watching you on TV... and was wondering how soon you’d call.” (3) TV bugs—the cockroach type as differentiated from electronic or human kinds—are a menace to TV set owners, according to National Pest Control Assn. Attracted by tube heat, roaches don’t harm receivers though they eat excess cabinet glue, thriving because laymen are fearful of dismantling sets to get at the pests.

Community-antenna system projected by Fred Allman, WSVA, Harrisonburg, Va., would pick up signals from Washington and Richmond, each 120 mi. away, pipe them to homes via $100,000 master TV system. He’s first broadcaster to undertake such project, thinks it won’t matter when Harrisonburg gets own TV outlet since subscribers may want to get choice of programs and may not be able to do so if, as seems likely, community has only one uhf station.

Article on color TV in January Princeton Engineer concludes: “The FCC will probably accept the recommendations of the NTSC, but color TV will be of minor importance to the public until the present emergency is over.” Author: George H. Brown Jr., class of 1955, son of the RCA color expert (twin brother, also of scientific bent, is Harvard freshman). George Sr. says: “I don’t endorse everything he says in the article.”

Feb. 1 sets-in-use reported since NBC Research’s census of Jan. 1 (Vol. 8:5): Dallas—Pt. Worth 154,228, up 5228; Norfolk 101,833, up 4233; Memphis 118,600, up 3600; Utica 67,000, up 3000; Richmond 108,878, up 3878; St. Louis 372,000, up 9000; Washington 335,715, up 11,715; Kansas City 189,161, up 8161; New Orleans 81,764, up 3364; Johnstown 138,454, up 5454.
Financial & Trade Notes: Among officers’ and directors’ stock transactions reported by SEC for Dec. 11, 1951 to Jan. 10: Maurice S. Despres bought 100 Admiral, gave 100 as gift, holds 3900; Irene O. Siragusa gave 2500 Admiral as gift, Ross D. Siragusa gave 1500 Admiral as gift, together hold 732,732 personally and through trusts and foundations; Irving B. Babcock exercised option to buy 10,000 Avco, holds 10,797 common, 25 pf.; W. A. Mogen- senn exercised option to buy 3446 Avco, holds 10,000; R. S. Pruitt exercised option to buy 10,000 Avco, holds 31,420 common, 781 pf.; Ralph F. Colin gave 28 CBS “A” as gift, holds 1000; Allen B. DuMont gave 600 DuMont “A” as gift, holds 54,400; Max & Helen Abrams Foundation bought 800 Emerson; Max Abrams holds 153,640 personally and through trusts and foundations; John H. Briggs bought 7200 Gabriel, holds 21,888 common, 2750 pf.; S. Sloan Cott inherited 90 GE (Oct.), holds 2290 personally and through trusts; J. Harry LaBrum bought 100 Hallcrafters, holds 100; Hickey & Co. sold 600 Motorola, holds none, M. J. Hickey Jr. holds 2500; William Balderston gave 500 Philco as gift, holds 6206; Harold W. Butler gave 70 Philco as gift, holds 11,145; Larry E. Gubb gave 145 Philco as gift, holds 28,775; Leslie J. Woods gave 300 Philco as gift, sold 1200 (Mar.-Sept. 1951), holds 8805; James T. Buckley gave 200 Philco as gift, holds 19,787; Robert L. Werner bought 100 RCA, holds 100; John J. Smith bought 500 Sparks-Withington, holds 4400; James O. Burke gave 200 Standard Coil as gift, holds 34,660; R. E. Peterson gave 2700 Standard Coil as gift, holds 197,880; Glen E. Swanson gave 5200 Standard Coil as gift, holds 414,210; John S. Learoyd sold 200 Sylvania, holds 387; Don G. Mitchell gave 70 Sylvania as gift, holds 3004; A. H. Blank gave 1500 United Paramount Theatres as gift, holds 3095 personally and through trusts; E. F. McDonald gave 77 Zenith as gift, holds 42,114 personally and through Seneca Security Corp. New York Stock Exchange reports Thomas A. Kennally sold 1832 Philco in January, holds 18,102.

Magnavox earned $587,795 (79¢ a share) on sales of $15,702,911 in the 6 months ended Dec. 31, 1951 vs. $1,814,500 ($2.53) on $25,788,921 same 1950 period. Second quarter net earnings after taxes were $567,428 on sales of $10,691,871 vs. $1,033,878 on sales of $15,575,083 same 1950 quarter. President Frank Freimann’s report noted that increasing portion of company’s capacity is being shifted to defense production, and forecast TV-radio business will improve in second half of current fiscal year.

Dividends: Magnavox, 37½¢ payable March 15 to stockholders of record Feb. 25; Cornell-Dubilier, 30¢ payable March 28 to holders Feb. 26; Electrical & Musical Industries Ltd., 4¢ from sale of subscription rights, payable March 4 to holders Feb. 19; Paramount Pictures, 50¢ payable March 28 to holders March 17; 20th Century Fox, 50¢ payable March 29 to holders March 14; Warner Bros., 25¢ payable April 4 to holders March 3.

Walt Disney Productions reports net profit of $429,840 ($56 a share) in year ended Sept. 29, 1951, vs. $717,542 ($1.06 a share) in previous fiscal year. Gross income was $6,287,593 vs. $7,293,350 in previous year.

Chatham Electronics Corp., Newark, N. J., has been awarded $988,460 five-year 5% RFC defense production loan to build plant for production of thyratron radar tubes. Army will provide some $2,500,000 worth of equipment for plant.

Federal Telephone & Radio Corp. (IT&T) sets up mobile radio communications dept. at Passaic plant to handle equipment in that field formerly made by Capehart-Parnsworth.

Mobilization Notes: Stretching out of defense target dates—especially aircraft production goals (Vol. 8:6)—has resulted in revised estimates of military electronics production for 1952. Roughly, the Pentagon estimates current going rate of defense electronics production at $1.5 billion on annual basis. By midyear rate should reach $2.5 billion, and by end of 1952 military output of electronics industry should be at annual rate of $3.5 billion.

These figures, passed on to the NPA, pose problem for materials planners. Electronics Div. is now working out schedules to balance materials allotments with anticipated military production for 1952. Toughest problem is to determine proper levels at which to support production of components, so that component output will mesh with military and product manufacturers’ requirements.

Electronics Div. faces similar problem in consumer goods field—coordinating allocations of materials for components with allocations of materials such as carbon steel and copper wire that go directly into TV-radios-phonos. Planning of this type heretofore has been hit-or-miss; in 1952 miscalculations could cause stoppages in military or civilian production.

* * * * * Important changes in NPA’s classification of electronic components and end products go into effect with third-quarter CMP applications. These will result in larger allotments of materials for some items, smaller allotments for others. Several new product class codes for electronics have been added to official list, and some products have been moved from one classification to another. For example, uhf converters are now in same class code with home TV-radio receivers—meaning that manufacturers will have to use materials allotted for receivers to make converters. They formerly were listed under “components.” Changes are listed in new Official CMP Class B Product List, available at Commerce Dept. field offices.

Defense Dept. has obligated about $4.5 billion for electronics-communications equipment in 18-month period from outbreak of Korean war through December 1951. This is estimate of govt. electronics experts based on Pentagon announcement that it obligated $45.2 billion for “hard goods” during that period—using “rule of thumb” that electronics-communications represents about 10% of hard goods procurement. Some $15.2 billion was obligated for hard goods during last half of 1951. During the 18-month period, total of $69.8 billion in obligatory authority for procurement of hard goods has been made available to Defense Dept.

* * * * * Tax amortization aid for expansion of electronics production facilities to cost some $3,700,000 was approved by DPA Jan. 19-25. Receiving certificates of necessity for 5-year tax writeoffs were these 12 electronics and related projects (amortized at 65% except where noted): Superior Tube Co., Evansburg, Pa., tubes, $1,100,055; Hughes Tool Co., Culver City, Cal., electronic research, $1,091,085; General Instruments Inc., Dallas, electronic equipment, $1,027,133 (70%); Aircraft-Marine Products Inc., Cumberland County, Pa., aircraft & electronic equipment, $160,137 (50%); Electro Craft Inc., Stamford, Conn., electronic communication devices, $101,965; Arma Corp., Brooklyn, electronic instruments, $40,828; Calnevar Co., Los Angeles, electronic equipment, $35,196 (60%); Bogart Mfg. Corp., Brooklyn, electronic equipment, $34,809 (80%); S. Sterling Co. & Sterling Instrument Co., Detroit, test equipment, $25,000 (45%); Raytheon, Boston, electronic equipment, $15,586; Edo Corp., College Point, N. Y., naval ordnance, $15,000 (70%); Magnavox of Ky., Paducah, ordnance, $14,230 (75%).
RCA GEARs FOR ALL UHF CONTINGENCIES: Full-scale disclosure of uhf receiver plans, first by major manufacturer, came from RCA this week during TV seminar for Washington engineers and attorneys. Since virtually every manufacturer of consequence has demonstrated uhf receivers and/or converters, it may be expected more will indicate production schedules -- now that freeze-end appears "imminent". We hope to have comprehensive all-industry uhf outlook report for you shortly.

With its NBC subsidiary hell-bent to build uhf stations (as are ABC, DuMont, presumably CBS, among the networks) -- if FCC relaxes its limit of 5 stations per entity -- RCA accompanied receiver announcement with description of its transmitting equipment, covering performance, prices and availabilities (see p. 2).

"Well in advance of any expected uhf transmissions" -- late August or early September, according to Allen Mills, merchandise mgr., home instrument dept. -- RCA will have available the following; prices are "targets" only, too early to be final:

1. One-channel converter, attachable to back of any set, feeding signal through unused vhf channel. Cost $10, to be installed by serviceman, "probably at his minimum charge for a call."

2. Two-channel converter to be placed on or near set, feeding through unused vhf channel. Self-powered, attachable by any layman in home. Price: $25-$30.

3. All-channel converter, continuous tuning, covering all 70 uhf channels. Self-powered, attachable by set owner, at $50.

4. Combination vhf-uhf sets, containing new 16-position turret tuner giving any desired combination of vhf & uhf stations through the use of strips. Prices: "slightly more than vhf-only." Sets to be "tailored" by dealer to local vhf & uhf stations. All RCA sets built since August 1951 contain vhf tuners electrically and mechanically replaceable by new vhf-uhf tuner.

If uhf antenna and transmission line are needed -- likely in most cases, at least until high powered stations get going -- cost of the complete installation is increased. Simple uhf antennas will run less than vhf, others about same as vhf.

2nd QUARTER METALS CUTS—ROCK BOTTOM? Rations of controlled materials to makers of civilian goods should reach lowest ebb next quarter.

That's the new theme song of mobilization chiefs -- notably NPA boss Henry Fowler and Munitions Board chairman John D. Small -- since decisions at Presidential level stretched military target dates 1-2 years beyond Pentagon's original plans.

Recent statements by both officials have been cautiously worded, full of "ifs" and "butts". Nevertheless, they've helped clear the air and, barring worsening of international situation, the Govt. probably won't go back on its word during this national election year.

Messrs. Fowler & Small have sketched materials prospects for rest of 1952, so that for first time it's possible to survey prospects for entire year. Based on these and other recent materials developments, here's how TV-radio picture looks:

Second-quarter CMP allotments will soon be in mail, and TV-radio producers will find their copper and aluminum rations cut more than 10% from the first-quarter level, steel held at about same as first quarter (Vol. 8:3). Unlike auto makers, TV-radio makers won't get any additional windfall of second-quarter materials.

Set makers might as well get used to living on such scanty dole; it will be a fact of life for some time. It's now anticipated that third and fourth quarter allotments will be at about same rate, but with perhaps some loosening of aluminum toward the end of the year.

In 1953, steel and aluminum should ease considerably as metals production capacity expands. But copper will continue to be very tight.
What does all this mean in terms of set production? First let's take a look at 1952 output to date:

During first 6 weeks of this year, TV production has averaged quite close to 100,000 sets a week, radio about 166,000. At this rate, first quarter production should total about 1,200,000 TVs, 1,900,000 radios.

"Guesstimate" of production averaging 1,000,000 TVs a quarter for remainder of year isn't outlandish — so long as there's a market for the sets. Thus reasonable estimate of potential 1952 TV output might be in neighborhood of 4,200,000.

There's been some puzzlement, both in Govt. and industry, about the current relatively high rate of TV production as indicated by RTMA statistics (see below). Here are some of the logical explanations:

1. Carryover of sub-assemblies and materials from fourth quarter by the set manufacturers. Many TV firms returned big amounts of materials to NPA last quarter.
2. Extremely productive conservation measures, developed throughout 1951 and now saving large quantities of scarce materials.
3. Consumer-dictated trend away from large combinations and console models to low-end table model sets, which use less materials.
4. Trend to concentration on TV production at the expense of radio.

Latter point is principal reason why it's difficult to make a very accurate forecast of TV production. Manufacturers' "mix" between TV and radio is changing. For example: First 6 weeks of 1952 saw approximately 40% fewer TVs produced than first 6 weeks of 1951. During same period, radio production dropped about 50%. Set makers have chosen to make radio bear heavier burden of materials cuts than TV.

Thus it's even conceivable that the industry, if it chooses, could turn out close to 6,000,000 TVs in 1952 — at sacrifice of large amount of radio production.

NPA is asking all civilian manufacturers not to reduce production of lower and medium-priced lines out of proportion to cuts in output of higher-priced items. Says form letter which went out this week: "NPA is anxious to avoid the necessity for the issuance of regulatory orders designed to achieve balanced production."

It goes without saying that TV manufacturers will gladly cooperate — what with market conditions now dictating unusually heavy emphasis on low-priced lines at the expense of higher-priced models.

Avalanche of conservation orders, originally expected in early 1952, won't be forthcoming, says NPA. Officials now say they're satisfied with manufacturers' conservation efforts, plan no "intense dictation" of how to use allotted materials.

Manufacturers now are turning out TVs at rate of slightly more than 98,000 per week, according to RTMA figures. Sixth 1952 week (ended Feb. 8) brought forth 97,130 sets (449 private label), down only slightly from 104,148 the week before (Vol. 8:6). First 6 weeks of this year, industry as whole produced 589,934 sets, which compares with 967,805 (average about 160,000) during same 6 weeks of 1951.

TV inventory went up to 198,319 as of Feb. 8 from 186,875 on Feb. 1, which may or may not reflect diminution of popular demand — it's too early to tell yet.

Radio production totaled 179,453 (51,192 private) for Feb. 8 week, up a bit from the 170,768 of preceding week and highest unit and private-label total for any week this year. Radios were 77,645 home, 11,774 portable, 22,232 clock, 67,802 auto.

In Buffalo, where Greater Western New York Taxpayers Assn. has been getting signatures to petitions demanding FCC authorize more TV stations in area, live-wire distributor-dealer group, cooperating with Niagara-Mohawk Power Corp., will hold Feb. 27 meeting along lines of RTMA's 1950 "town meetings." Some 1000 dealers will gather to hear facts about freeze, receivers, uhf, etc. from FCC Commr. George Sterling, Admiral's Richard Graver, GE's Dr. L. R. Fink, RCA's J. B. Elliott, plus report via closed circuit from Washington. One-station Buffalo (WBEN-TV) has been scene of much-publicized civic drives, in which unions have joined, indicating dissatisfaction with limited program choice and urging channel allocations that will give city at least 4 stations. Senator Ives' aide, Dwyer Shugrue, sought conference with FCC Chairman Coy on matter, but latter declined on grounds this would be "improper" while FCC is currently engaged in city-by-city allocations (still uncompleted, still secret.)
Topics & Trends of TV Trade: No shortage of TV antennas is likely this year—but some ingenious substitutes for aluminum may find acceptance toward end of 1952, if TV production is high. That's the word from 9 producers representing some 114 U.S. antenna manufacturers at meeting with NPA Feb. 12. They indicated that far from being scarce, TV antennas now are practically a drug on the market.

Dealers and the public have refused to accept antennas made from substitutes so long as conventional-type antennas are still available, antenna men explained. Some even suggested that NPA should issue conservation order limiting industry to certain standards to eliminate competitive disadvantage suffered by manufacturers who employ conservation. Substitutes which have been used include wood masts and crossbars, plastics, fiberglass and steel. NPA said no such order is contemplated.

Antenna manufacturers estimated 1952 demand for their product at 8-11,000,000, on basis of replacement antennas for built-ins. 4-5,000,000 sets installed before 1950 plus 6-8,000,000 antennas for new sets (although NPA estimates only 3-4,000,000 TV sets can be produced this year). They gave these statistics on TV antenna production: 60% are built for outside installation, 30% indoor, 10% for incorporation within TV sets.

Growing popularity of TV in fringe areas is complicating manufacturers' materials problems, they said, since 2-5 days generally are required for good reception.

Conservation measures discussed included limiting use of tubular aluminum to components (thus excluding masts); reduction of elements' diameter and wall thickness; 2%-lb. limit on aluminum per bay. Two manufacturers reported they are substituting plated-steel steelings for aluminum foundry castings. Another said that standardization of his product has cut his materials waste from 7% to 0.1% and cut his aluminum usage from an average 3.1 lbs. per antenna to less than one pound.


* * * *

Tele-tone plant in Elizabeth, N. J., now involved in bankruptcy proceedings (Vol. 8:5-6), reopened this week to permit completion of work on 300 TV sets for which there were firm orders. Counsel for Tele-tone, A. Halsey Cowan, of Wilzin & Halpern, said factors contributing to firm's troubles were general market conditions, labor problems and financial difficulties of West Coast distributor which he said owes Tele-tone some $400,000. Tele-tone lost $2,000,000 in 1951, at end of which its liabilities stood at $2,714,000, assets $2,206,000.

Regal Electronics Corp. offering 7 models, own brand, prices including tax, optional warranty extra: 17-in. sets are mahogany table $199.50, open-face console $217.50, blonde $229.50; 20-in. are mahogany table $240, open-face mahogany $260; other sets are 21-in. console $299.50 and 24-in. open-face $397.50.

Inclusion of tax and warranty in advertised TV set price is urged by 90.3% of dealers in partially completed NARDA survey. Of 550 responses, 4.5% want warranty only included, 3.1% tax only, 2.3% neither.

Crosley this week reduced prices $20 each on four 17-in. consoles, which now list for $270, $290, $300 and $320, tax included; warranty is $7 extra.

CURIously enough, there were shipments of some TV receivers last year into states (like Idaho, Montana, Nevada, North Dakota, Oregon, Wyoming) that still far removed from telecasting operations and remote from consistent TV signals. That's one of interesting facets of RTMA's all-industry estimate of TV set sales to dealers, state-by-state and county-by-county, released this week, covering the 52 weeks ended Dec. 28, 1951.

Report shows there were shipments to every state, total 5,095,563, compared with 7,096,000 in 1950. The 1951 production figure was 5,384,789 (Vol. 8:5). The difference, RTMA explains, is accounted for by the delay in distribution of sets by the manufacturers. County-by-county tabulation of shipments (35 pp.) is available from RTMA to bona fide inquirers; the state-by-state count follows:

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<tr>
<th>State</th>
<th>Total</th>
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<tr>
<td>Alaska</td>
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<td>Arizona</td>
<td>12,561</td>
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<td>Arkansas</td>
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<td>California</td>
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<td>Colorado</td>
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<td>Connecticut</td>
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<td>Delaware</td>
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<td>District of Columbia</td>
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<td>Louisiana</td>
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<td>Maryland</td>
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<td>Massachusetts</td>
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<td>Mississippi</td>
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<td>Missouri</td>
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<td>Montana</td>
<td>123</td>
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<tr>
<td>TOTAL</td>
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Five New York TV-radio-appliance dealers with 9 stores have merged to form Good Neighbor Stores Inc., 552 Fifth Ave., Brooklyn, which they claim will represent annual volume of $10,000,000, put them in fourth or fifth chain position, enable them to buy and sell more effectively. Officers, one from each company: Martin Schoenfeld, Schoenfeld Electric Co., president; Arthur Swire, Swire Bros. Inc., v.p.; Emmanuel Y. Perlman, Perlman Pianos Inc., secy.; Jules Brecher, Lincoln Co., treas.; Benjamin Zises, asst. treas.

Tighter TV set ad policy has been started by Louisville Courier-Journal & Times (WHAS-TV), similar to action taken by Milwaukee Journal and others (Vol. 7:43). New rules require that all ads must: (1) Contain accurate and explicit descriptions. (2) Carry price next to set illustration. (3) Use exact illustrations, year, model, brand with each set. (4) State whether equipment shown is standard. (5) State only actual price. (6) State any additional charges for warranty, tax, service contract, antenna, etc. (7) Refrain from "No Money Down" claims unless phrase is qualified "adjacent-ly" to mean trade-in equals down payment. (8) Make guarantees specific.

TV "$1 sales" case against Electrical Center, Washington retailer (Vol. 7:45, 51), was ended this week when Federal Trade Commission accepted consent settlement. Dealer agreed not to advertise falsely that purchase of TV, radio or appliance at regular price entitled customer to buy for $1, another article "of same kind and value."

TV receiver advertising in newspapers led radio ads by 11-1 last year, Advertising Checking Bureau reports in survey of 49 TV cities. Combined TV-radio newspaper lineage dropped slightly—from 78,762,000 in 1950 to 78,323,000 in 1951. Bureau says about 75% of TV-radio ads were inserted by dealers, 25% by manufacturers.

Standard Coil Products Co. acquisition of General Instrument Corp. (Vol. 8:5) due to be effected about May 1.
SHORTAGES OF TV-RADIO receiving tubes are not in prospect, barring further curtailments of materials. That's general opinion of tube makers, whom we queried for their opinions last week when trade reports were current that such shortages were in the offing. We asked for statements from all 12 makers of receiving tubes (TV Facebook No. 14). The 9 largest replied, of whom only one thought there might be a shortage. Gist of their comments:

Canadian Marconi Co. (S. M. Finlayson): "Although from our information there may be some shortage in the supply of tubes in this country in the latter half of this year, we do not at the moment consider that it will be a severe one and, in any event, the shortage is likely to be limited to a few types."

GE (J. M. Lang): "In my opinion, a shortage of TV and radio receiving tubes will result only if material is not available. I believe there is adequate manufacturing capacity in the country to take care of current needs."

Hytron (L. H. Coffin): "It is possible that there may be a shortage of the more popular TV and radio receiving types [because] some vital materials (such as nickel) used in tube manufacture are in short supply due to govt. restrictions [and] a growing demand for receiving tubes is predicted by the military... The tube industry is just beginning to feel the tremendous demand for replacement receiving tubes in TV receivers. Because of the relatively large number of tubes in the average TV receiver, this TV replacement demand is a much greater factor than radio tube replacements have been."

National Union (Kenneth C. Meinken): "I cannot foresee any tube shortage in the year 1952, thinking strictly of commercial radio and TV and not of military types." Mr. Meinken says there are enough productive facilities; that industry has developed conservation and substitution methods; that tube requirements for the military have been proceeding at such snail's pace that they've not curtailed commercial production.

RCA (L. S. Thees): "There is no general shortage in receiving tubes at this time. A certain few critical TV types may be in short supply from time to time, but based on average estimates of industry leaders of about 4,400,000 TV's and 10,000,000 radios in 1952, and current indications of material availability, there should be no shortage. However, if there is a substantial increase in TV-radio production, a real shortage could develop."

Sylvania (C. A. Haines): "We do not believe there will be any great shortage of any regular receiving tube types, providing industry continues to get its present allocation of critical materials. However, there is a shortage of special and odd type tubes that may continue for some time."

Tung-Sol (R. E. Carlson): "While the material situation for TV and radio receiving tubes varies from week to week, in general I think the industry is doing a pretty good job and it is my personal opinion that there will be no over-all shortage."

The one respondent who asked that his name and company's identity be not divulged simply wrote: "There could well be a shortage of a few types of receiving tubes as well as some of the larger tubes, but in general it appears there will be plenty of tubes for both new sets and for replacement, assuming no shortage of materials."

Much the same thought was contained in response from spokesman for Philco's Lansdale tube subsidiary: "It is our belief that there is plenty of tube capacity with more being added every month. We also believe that material shortages in the set industry will probably limit production at least equal to similar limitations in the tube industry. Therefore, perhaps these 2 items will be in balance so that set manufacturers will not have too serious trouble in obtaining the tubes they need." This respondent added, however, that there is "potential danger" in that "we are continually faced with shortages of tungsten, copper, nickel and nickel substitutes, particularly nickel and copper."

NPA polled distributors in January, found spot shortages of various tube types, principally little-used types (Vol. 7:50). Such shortages were said to be caused chiefly by fact there's not enough demand to require tube makers to produce them continually, so that they turn them out in batches according to demand. In recent months, manufacturers apparently have been more cautious about starting up runs of lesser-used types.

Most tubes considered "short" in NPA survey weren't TV tubes. They were principally metal tubes not used in TV to any great extent; also "loktals" or lock-in tubes used principally in portable radios, and various odd-fashioned types. One NPA executive said there's more likely to be shortage of CR tubes than receiving tubes, if manufacturers should continue producing sets at last year's 5,300,000-plus rate (Vol. 8:5).

Success of FM promotion campaign sponsored by NARTB and RTMA (Vol. 7:46, 50, 52) was indicated in Feb. 15 report of first results from North Carolina test. Figures showed 14 of 18 distributors shipped 2376 sets to dealers first 3 weeks of drive. NARTB's FM director J. H. Smith Jr. returned from 4-week survey of North Carolina and Wisconsin, reported best availability of FM sets for several years. Wisconsin figures are expected soon. FM promotion campaign in District of Columbia starts March 1.

Handy, compact economic reference material is contained in newly issued 11th edition of 663-page 'Economic Almanac', published by National Industrial Conference Board, 247 Park Ave., New York ($5). Subjects include communications (TV-set production and distribution, telephones, etc.), population, resources, labor force, prices, savings, national wealth, consumption and standard of living, manufacturing, trade, govt. agencies, glossary of business terms, etc.

Sonora, planning to resume own trade name (Vol. 8:6), now producing private-label sets for Montgomery Ward, Firestone, et al., at Chicago plant.

Telecasting Notes: “Guaranteed time” periods for national spot programs, available just as option time is available for network shows, is proposed in presentation by biggest rep firm, Katz, being laid before its 19 stations at Chicago meeting Feb. 16-17. Among its arguments favoring spot in TV—throwing gauntlet down to networks: advertiser need take no “must” stations; greater choice of stations; time safeguarded from network preemption; better picture quality [than kine]; better program production at lower cost, including use of Hollywood talent on films; advertiser control of own program properties; lower rates than network; higher payments to stations . . . If Katz idea clicks, networks, which already have own spot and film depts., seen certain to enter field competitive with reps, as they now do in representation field. Katz meanwhile servicing own stations with own catalog of film programs available for sponsorship by national spot advertisers . . . Baltimore’s WAAM, which recently granted $10,000 to Johns Hopkins to help its TV projects, including the Johns Hopkins Science Review on DuMont, has set up annual “WAAM Fellowship” amounting to $4500-$6000, providing that “one mature person of high standing and currently active in TV may have 9 months free from professional duties to pursue special studies which will add to his effectiveness when he returns to his regular work.” Application blanks are available from Johns Hopkins U., Baltimore, must be filed by May 15. . . Lots of barren— that talk of “microwaving” telecasts of Queen Elizabeth’s coronation to U. S.; transatlantic TV is still long way off, requiring elaborate, costly and untried system of relays via aircraft flying at “line-of-sight” intervals over ocean to do same kind of complicated job as AT&T transcontinental microwave system of 108 relay stations . . . CBS definitely revealed as stockholder in Bing Crosby Enterprises, percentage undisclosed . . . All home games of Los Angeles Angels and Hollywood Stars, 180 in all, signed by KHJ-TV for reported $150,000 . . . Harold Lloyd sues NBC for $250,000, KTTV for $50,000, in Los Angeles Federal court, claiming unauthorized use of old film Safety Last . . . Lord’s Day Alliance of Pennsylvania has complained to FCC against TV-radio advertising of Sunday sales in Philadelphia . . . WNB & WNB-TV, Binghamton, N. Y., buys 3-story, 21,000-sq. ft. building for $100,000, which will permit expansion and also be occupied by Clark Associates Inc., ad agency owning stations . . . Biltmore Theatre, on W. 47th St., N. Y., leased by CBS for 685-seat TV studio.

Seven applications for new TV stations this week, all for vhf, indicate eagerness of new enterprise to get going, for they may have to amend requested facilities (as will good share of the 496 applicants now pending) after FCC releases its proposed new channel allocations and rules. This week’s applicants: KLV, Oakland (Cal.) Tribune, owned by U. S. Senator Wm. F. Knowland and family, seeking Channel No. 2; WVJS, Owensboro, Ky., No. 10; Minnesota Television Public Service Corp., St. Paul, headed by builder Robert Butler, ex-Ambassador to Cuba and Australia, No. 11; WJHL, Johnson City, Tenn., No. 11; WCYB, Bristol, Va., No. 5; WBLK, Clarksburg, W. Va., No. 12; WSAU, Wausau, Wis., No. 7. [For further details, see Addenda 14-E herewith; for listing of all applicants to date, see TV Factbook No. 14 and Addenda.]

Urging lift of 5-station limit (Vol. 8:1-2), DuMont this week joined NBC, ABC and Fort Industry Co. (Storer stations). DuMont’s petition to FCC differs from others in that it proposes limit of 8 stations—rather than 7 or indefinite number—with vhf to be limited to 5. FCC reports that a few stations have filed informal objection to lifting ceiling.

Colorado’s Senator Johnson, chairman of powerful Committee on Interstate & Foreign Commerce, doesn’t like fact “this year for the first time networks are treating all candidates for office as clients and are not considering any public speeches as public service programs.” Though that isn’t exactly accurate estimate of situation—for public figures as distinguished from active candidates are still invited to appear on public service shows—Johnson told WAAM’s TV seminar in Baltimore this week: “This year the telecaster will hand the candidate the rate card and say, ‘If you want to make a speech, brother, get out your cheekbook.’” Hint that he may be thinking of introducing bill—or at least exerting “moral force” of his office—to require free time for candidates must be contained in his next remarks: “Voters like to know who their candidates. Other things being equal, the candidate financially able to use TV will have a distinct advantage over the non-user. It follows then that only the wealthy or persons financed by pressure groups or by special interests can afford to seek public office. An interesting question arises whether or not some time should not be made available to candidates free of charge in the public interest . . . ”

Only 26 of the 108 TV stations in U. S. aren’t yet members of NARTB-TV, yet many are expected to subscribe to Code of Practices for Television Broadcasters that goes into effect March 1 (see story, p. 3, for full text of code, see TV Factbook No. 14). With all networks and their own stations now enrolled, these are the members: WPIX, New York; WFIL-TV, Philadelphia; WMAI-TV & WTOP-TV, Washington; WKBK & WGN-TV, Chicago; WNAC-TV & WBZ-TV, Boston; WBEN-TV, Buffalo; KDYL-TV & KSL-TV, Salt Lake City; KHJ-TV & KLAC-TV, Los Angeles; KRON-TV, San Francisco; KOB-TV, Albuquerque; WAFM, Birmingham; WDAF-TV, Kansas City, WICU, Erie, WKTV, Utica; WHHC-TV, New Haven; WMHR-TV, Jacksonville; WOVI, Ames, Ia.; WOAL-TV, San Antonio; WLT, Atlanta; WOOD-TV, Grand Rapids; WTVM, Columbus.

Havana’s third outlet, being built on Channel 2 by Radiotelevision El Mundo, S.A. (see TV Factbook No. 14), should be ready to begin transmissions in May or June, using 20-kuw visual temporarily and later boosting to 70-kuw, according to Ventura Montes, technical director. Coincidentally, Channel 3 outlet is to be built in Santa Clara, which will also serve as relay to Santiago, linked by what Mr. Montes says will be first microwave system in Latin America, with outlets in Matanzas, Las Villas & Pinar del Rio. New firm includes Angel Cambo, auto distributor and a founder of Circuito CMQ, president; Amadeo Barletta, publisher of El Mundo; Amadeo Barletta Jr., publisher of English-language Havana Herald; Humara & Lastra, RCA distributor. Equipment is RCA.

Cincinnati Times-Star, controlled by Taft family and owner of WKEC & WKRC-TV, which in turn owns 20% of WBIR, Knoxville, has purchased Cincoita Enquirer for $7,500,000 from estate of late John R. McLean, subject to court approval. Sen. Taft and his brother, Charles P., along with cousin Hubert Taft (editor) and Hubert Taft Jr. (TV-radio mgr.), are major stockholders in Times-Star. At one time there were negotiations with Aveo Mfg. Corp. (Crosley) for purchase of the Enquirer, embarking plans to make FCC Chairman Wayne Coy the publisher, but they fell through.

Millionaire oilman Glenn H. McCarthy, owner of Houston’s KXYZ and of famed Shamrock Hotel and applicant for TV there, reports that Guatemala has granted him TV rights in that country. He plans to have first station operating in Guatemala City in about 8 months, initial investment running $1,500,000, equipment ordered from RCA. Concession also gives him rights to retail TV receivers.
MEANING OF RTMA POST-FREEZE FIGURES: You'll be able to see for yourself how RTMA's freeze "task force" came up with its estimates of station-market growth (Vol. 8:6) by perusing the full 55-page report titled 'The Impact of TV Expansion', now in mails to full-service subscribers (a few left for others, first-come-first-served).

What should be abundantly clear is that estimates involve no "inside dope"; that there's no "secret list" of stations "all set to go after freeze is over"; that estimates were derived solely by taking a set of assumptions and sticking to them despite fact they produce numbers of stations which appear disconcertingly precise.

Most uncertain element in report is rate at which CPs will be granted by FCC. Committee relied on Commission's estimates, was told CPs could be granted at rate of 80 per quarter once processing starts (60-90 days after actual freeze end) -- if Congress appropriates money for more staff. FCC's most pessimistic estimate was that total of 100 CPs would probably be turned out during second and third quarters of 1952, 20 per quarter thereafter.

Where committee is on firmer ground is in estimating amount of transmitting equipment to be available, and time it takes to get stations on air. Throwing all factors together, task force came up with those estimates of 22 new stations this year, in 21 new markets, then 64 next year in 59 additional new markets.

But no one has slightest idea where those stations will be, if indeed the "guesstimate" is even close -- except that it's fairly certain the earlier stations will go into those smaller cities where competition for channels is light.

QUESTIONS RAISED AS COY QUITS FCC: Who's going to succeed Wayne Coy as chairman of the FCC? Will his sudden resignation last Thursday (Feb. 21) and his departure from office the very same day, to join Time Inc. as of April 1 in "consultant capacity," further delay ending of the 41-month-old TV freeze?

Just about everyone in the industry is asking those questions -- and the best answers at week's end seemed to be that:

(1) Coy's successorship is in laps of the political gods, with the industry keeping its fingers crossed hoping someone of real stature and ability is appointed -- not a mere party hack.

(2) Coy's departure in midst of freeze-thaw deliberations may very well result in further delays, though possibly not too long ones, while Commission awaits new leadership; his intimate knowledge of plans and staff planners will be missed.

That's our size-up of situation at this writing, though on second point we could be wrong -- indeed, hope we are. Commission and staff, prodded by Congress and public opinion, may really be able to hold to schedule now calling for new allocations and rules by mid-March. (For latest on freeze, see p. 3.)

* * * * *

Coy presumably will have say on successorship, though he disavows this. He is taking job with the publishers of Time, Life, Fortune and other magazines, who avowedly seek to gain foothold in TV -- and he wants to stand aloof from any sem-
blance of influence. Henry Luce interests are planning applications for stations that will inevitably be affected by Commission's current allocations deliberations.

He was asked by President Truman, when he went to White House with letter of resignation, to suggest possible successor. Certain names were gone over, but it's a toss-up who will be selected -- except that it's reasonably certain the new person named will assume chairmanship, not a present member of Commission.

Among the men believed to be on President's list:

Robert T. Bartley, 43, Texan, nephew of Speaker Sam Rayburn, currently on uncle's Capitol Hill staff. He's former v.p. of old Yankee Network, was 1943-47 NAB director of war activities, then its govt. relations man, for a while on FM promotion. Speaker Rayburn has long eyed an FCC job for Bartley, is supposed to have had a commitment from the President.

Frank F. Graham, 65, ex-president of U of North Carolina, interim appointee to U.S. Senate who Failed of election, currently United Nations representative in India and Pakistan mediating Kashmir border -- a very highly regarded public figure.

Justin Miller, 63, ex-Federal appeals court judge, now chairman and general counsel of NARTB, recently offered post of Attorney General when it appeared McGrath would resign due to Dept. of Justice scandals -- a job he had accepted, only to see offer shelved. It's possible President Truman may feel beholden to him. He's currently serving part time as chairman of Salary Stabilization Board.

Neville Miller, 58, onetime mayor of Louisville, ex-president of broadcasters' association, now a Washington attorney -- and a close friend of Vice President Barkley. He's been approached before, and like Judge Miller would be decidedly persona grata to all segments of the industry for ability and integrity.

J. Leonard Reinsch, 43, TV-radio director of the Cox newspaper interests, heading its stations in Dayton, Atlanta & Miami. He was Mr. Truman's first "radio advisor," is credited with having taught President the techniques of radio -- but he left White House staff before TV became important factor. He knows industry well.

Any one of these or some hitherto unmentioned dark horse might get the job. Meanwhile, Republican member Rosel Hyde was designated acting chairman for the long Washington's Birthday weekend, veteran Paul A. Walker taking over next week.

President designates chairman from his party. He may have trouble finding someone to accept job in light of possibility Democrats may not be in power at end of this year. As things stand now, FCC's dominant personality is Robert F. Jones, ex-Ohio Congressman who, though a Republican, is far from being a conservative and who caused the industry plenty of headaches during recent color imbroglio.

Reported move to get Comr. Frieda Hennock the chairmanship isn't believed to stand much chance; she was nominated for Federal judge last winter, failed to get Senate approval, isn't likely to relish going through another Senate probe ordeal. It can be stated that her elevation would be far from popular not only with industry but also with certain members on Capitol Hill.

Suddenness of Coy's resignation took his colleagues and friends by surprise. Story came out at White House where he told newsmen, as he stated in letter of resignation, that he could not continue in $15,000 job because "my meager resources are much too close to the vanishing point for comfort" and that "it costs a lot of money" to have one son in college and another in prep school.

He asked to be relieved immediately "so I can negotiate for a good job in private life." He told newsmen he had good idea what job was, but didn't feel free to close negotiations while on FCC. He left for New York same day with his personal attorney, Philip G. Loucks, to sign contract with Time Inc. It's reported his job will pay $45,000 a year, plus other emoluments.

Story went rounds first that he was joining CBS, stemming probably from his close personal friendship with Frank Stanton. But rumor was quickly denied, understandably, for he could hardly join firm for whose color system he had plumped so hard against opposition of virtually entire TV industry -- an opposition that kept
his administration embroiled much of the time since he became chairman in 1947 and
FCC imposed freeze in 1948.

Though at odds with most of manufacturing industry, including TV-radio trade
at all levels, Coy was highly popular with FCC staff and made host of friends during
years in public office here that included wartime tour of duty at White House as one
of President Roosevelt's "young men with a passion for anonymity."

Letter from President Truman praised him warmly for acqutting his job with
"the patience of Job and the wisdom of Solomon, as well as judicial balance, tact,
discretion, integrity and common sense." And Colorado's Senator Johnson arose in
Senate Feb. 21 to regret his resignation and praise him in highest terms.

SHAPE OF TV ALLOCATIONS LEFT BY COY: Huge question mark was stamped on FCC's pro-
spective freeze-ending decision with Chairman Coy's startling resignation this week.
At Commission there's feeling Coy's absence won't have damaging effect on timing of
decision or on actual nature of decision itself.

It is concedsed nevertheless that delays and major changes can occur -- par-
ticularly if strong new chairman with novel ideas is installed immediately.

But if there's substantial hiatus until new man takes office, acting chair-
man Paul Walker might well move things faster than if Coy were there. Comr. Walker
is noted for his brusqueness, his readiness to slam down gavel and bring things to
vote -- as opposed to Coy's habit of letting people wear themselves out talking, a
frequently unrewarding practice.

Also lending some hope that no great delays may develop is fact that Comr.
Walker is more inclined to keep check-rein on general counsel Benedict Cottone, who
has number of misgivings regarding staff recommendations on procedures for handling
applications after the freeze. Coy has generally given Cottone sympathetic ear.
Procedures will be presented to Commission next week, could be decided quickly.

Coy hasn't held controlling vote on most allocations issues so far, and
Walker has generally voted with majority -- further evidence generating hope that
a reasonably quick decision may yet be forthcoming.

Where Coy's resignation does leave FCC in hole, on other hand, is in fact he
has kept everything "tentative" so far, never bringing matters to an ultimate vote.
This had virtue of keeping Commission moving, but it now leaves dangerous condition
wherein weak leadership might permit members to fly off in all directions when chips
are finally down.

As matters now stand, Commission has been through virtually everything but
procedures. When procedures are wrapped up, plan is to go through entire decision
from beginning, for last time. Before Coy left, thinking was that entire package
could be released "sometime in March" -- probably near end.

Coy estimated mid-March during speeches in Muncie and Ft. Wayne this week,
reiterating his belief that only 10-20 stations would actually get on air this year.

Coy also defended Commission for taking so long on freeze. "My opinion is,
he said, "that the 3½ years the Commission has devoted to laying the foundation for
our new, improved and expanded national system of TV has been well spent. I'm proud
of the gruelling work and long hours the Commission and its staff have devoted to
this task...It would have been craven, it would have been folly to have rigged up a
jerry-built plan and sacrificed integrity for speed."

Most important broad aspects of FCC's forthcoming plan are generally known.
Whether they will emerge in the final document, now that Coy's gone, remains to be
seen. The basic principles:

(1) Co-channel vhf spacings of 170 miles in Zone 1 (Eastern U.S. to about
Mississippi), 190 miles in Zone 2 (Mississippi to West Coast), 220 miles in Zone 3
(Gulf area including Florida and Southeast Texas). U.S. allocations near Mexican
border rejugled to our advantage, now that Mexico's consent has been obtained.

(2) Power ceilings of 100 kw for Channels 2-6, 316 kw for Channels 7-13,
1000 kw for uhf. Antenna ceiling near 2000 ft. in all zones, with few exceptions.

(3) Educational reservations to remain fairly close to those proposed in
plan issued last year (TV Allocations Report, Vol. 7:12), though Comr. Hennock has continued to kick up fuss in meetings to get more and more.

Applicants may calculate, with fair accuracy, what channels they may apply for, assuming these factors stick. Next burning questions -- procedures on how to apply for them & when, giving good indication as to nature of probable competition in each city -- may be decided next week.

**BAN ON HOME COLOR TV SETS TO CONTINUE:** Although final decision won't be made until early next week, it's now pretty sure that efforts by Chromatic TV Laboratories (Paramount Pictures) and Sen. Edwin C. Johnson to kill off NPA's color TV Order M-90 (Vol. 8:6-7) will not succeed.

Mood of NPA officials, plus the flat statement by Pentagon that electronic engineers just can't be spared for color work, indicate that M-90 will be amended or revised in this fashion:

1. It will ban commercial production of home color TV receivers and components designed especially for them. As before, it will permit research and development of color TV as well as production of color receivers for laboratory study.

2. Commercial production of non-home type color TV equipment will be permitted -- theatre, industrial, merchandising (dept. stores), etc.

3. To reassure Chromatic and any other companies wanting to produce home color sets, new order may specifically require that entire issue be reviewed at a certain future date -- possibly January 1953, but no later. If this provision isn't in order itself, same point will be stressed by NPA in statement accompanying order.

Three men will make final decisions on order this week. They are DPA chief Manly Fleischmann, NPA administrator Henry Fowler, asst. administrator Horace McCoy. Because of controversial nature of subject -- and in view of the acrimony at Feb. 8 TV manufacturers' meeting (Vol. 8:6) -- NPA Electronics Div., much of whose staff is from TV-radio industry, has voluntarily stepped out of policy-making picture.

Amended order can be expected week of March 2, if all goes smoothly. There is slight possibility it will be out by end of next week.

**STATION BUILDING--CRISIS MAY BE OVER:** All TV-radio broadcast station construction and alteration projects now under way can continue -- and get guarantee of enough materials to finish.

After freeze-end, sufficient steel probably will be available to permit TV station building at rate comparable to FCC's progress in grinding out CPs. But new stations will have to be modest, for there'll be no surplus materials for some time.

That's present outlook, based on actions and thinking of those who run govt. materials program. Supply of steel is steadily improving. It's even likely that NPA will permit starts on new civilian building in third quarter.

But no new starts on non-defense construction will be approved in the second quarter. However, there's this good news for broadcasters who already have begun construction or alteration of station buildings or towers with NPA's permission: They'll get materials next quarter and thereafter to finish the job.

Task of making allocations for TV-radio station construction has been turned over to NPA's Industrial Expansion Div. (IED), despite fact Construction Controls Div. (CCD) had already determined some of the second-quarter allocations. The advantages of this move are:

1. IED has far more materials to allot than CCD, handles the "more essential" type of construction.

2. IED is maintaining close liaison with NPA Electronics Div., which will examine every station construction application and make recommendations. The latter division has staff of electronics experts and is in contact with FCC. On the other hand, CCD and Electronics Div. are scarcely on speaking terms.

For first quarter, NPA through CCD allotted materials only for those jobs which were 20% or more complete. Beginning in second quarter, IED will dole out materials for all projects which are under way, regardless of percentage complete. And if builder states his requirements for entire project, he will be allotted the
materials he needs to complete it without having to come back to NPA each quarter for new allotment.

TV-radio station construction applications already processed by CCD for the second quarter will be sent to IED for revision.

Community antenna projects — unlike TV-radio stations — are still handled by CCD. But they, too, will probably get more liberal treatment next quarter. Again, there'll be no new starts; but all such projects now under way stand good chance of getting materials to finish. Community antennas may soon be reclassified as "industrial" construction, putting them on par with stations — and letting them reap benefits of larger self-authorization quotas (Vol. 7:43).

Why this sudden "easing up" on materials front — coming so close on heels of recent bearish statements by govt. authorities that "the worst is yet to come"?

Standard NPA explanation is that it's due to the "phasing out" of military production plans, stretching target dates far beyond original goals. Behind it all, it's not hard to speculate, was pressure by Congress and public — and Govt. seems particularly sensitive to this type of pressure in a Presidential election year.

MOST MINUTE DETAILS of Paramount’s 30-year business history were rehashed in this fifth week of FCC’s movie industry-in-TV hearing, as Paramount’s testimony slowly neared end. Witnesses were Y. Frank Freeman, Hollywood studio production chief, and v.p. Austin C. Keough, an attorney with intimate knowledge of Paramount’s anti-trust history.

Commission’s intense interest in Paramount case is more apparent than ever, as FCC counsel probed detail after tedious detail — all designed to determine basic question: Are Paramount officials likely to be upright “non-monopolistic” TV licensees?

Also indicative of Commission’s interest is fact that at least one staff member has recently spent considerable time on West Coast, reportedly looking into Paramount affairs.

It’s likely long-awaited United Paramount Theatres portion of hearing will begin next week. This phase should eventually get around to ABC-UPT merger. Paramount has only one more witness, Klaus Landsberg, manager of KTLA, Los Angeles. UPT will then open its 3-part case: (1) License renewal of WBKB, Chicago. (2) Transfer of WBKB to UPT from old Paramount Pictures Inc. (3) ABC-UPT merger (in conjunction with ABC witnesses). UPT will offer 22 witnesses, from president Leonard Goldenson on down. Adding these to ABC lineup, this phase will take minimum of 2 weeks — and possibly longer.

Freeman’s testimony this week related how Paramount bought up theatres in 1929’s to assure showing of its pictures. Like previous witnesses, he explained and defended block-booking, pooling, etc. as both legal and good business — at the time. As for TV, Freeman said he just doesn’t know much about it. He did say that Paramount movies would be sold to TV when stations could afford them, but pointed out that other factors would have to be considered — particularly restrictions by Screen Actors Guild and American Federation of Musicians.

Keough summarized all the 53 anti-trust cases against Paramount since 1926. Of these, 161 were won by Paramount or dismissed, 141 are pending, and 226 were lost or settled — for total of approximately $10,500,000.

Other developments: (1) Fred Ford, Commission counsel, filed motion opposing DuMont’s petition that it be severed from hearing and given quick FCC action (Vol. 8:6) — as was expected. Ford said record was incomplete in the case of 3 Paramount directors on DuMont board, and that DuMont proposal should first be given initial

Personal Notes: Randall Jessee, program director of WDAF-TV, Kansas City, honored for his part in aiding flood refugees last July by dedication of city’s new Randall Jessee Community Center this week. Karl Shullinger, TV supervisor, Young & Rubicam, joins American Tobacco Co. March 3 to head all TV-radio. Seymour L. Adler, from New York office, onetime with WLW and Ziv, named TV-radio representative in William Morris Agency Chicago office under mgr. Phil Lampkin ... Frank King, ex-KTTV, Los Angeles, named sales mgr., KECA-TV taking over former duties of Robert Laws, now heading ABC-TV western div. sales ... Judson Bailey, producer, promoted to CBS-TV director of sports ... Chester F. X. Burger, CBS-TV news dept., named temporary chairman of new Radio-TV Working Press Assn. of New York; Fred Dietrich, Teleneuws, vice chairman; Jack Fern, MBS, secy. ... Don Petty, ex-NAB gen. counsel, now member of firm of McClean, Salisbury, Petty & McClean, 650 So. Spring St., Los Angeles, formed as result of merger of McClean & Petty with Stuart M. Salisbury offices ... Minnie Sparks, confidential asst. to Comr. Rosel Hyde, with FCC 17 years, married Nov. 9 to John Blake, owner of KSNY, Snyder, Tex ... Willard Green leaves NPA Electronics Div. Feb. 25 for post with FCC Technical Assistance Activities Branch under Mrs. Irene Durgin.

Frederick L. Thompson, 76, onetime publisher of Mobile Register and Birmingham Age-Herald, died in Mobile Feb. 19. He served from April 1939 to June 1941 on FCC by appointment of President Roosevelt.


Educational TV Programs Institute will be conducted April 21-26 for some 60 college presidents and school superintendents at Pennsylvania State College, whose president is Milton Eisenhower.

decision by hearing examiner Leo Resnick. UPT and Balaban & Katz filed motion offering no objection to DuMont severance plea. (2) DuMont indicated that as long as its case isn’t severed, it wants right to delve into all phases of hearing, including qualifications of UPT and proposed merger with ABC. Most other parties, if not all, oppose DuMont’s continued participation. They feel that cross-examination by DuMont counsel would needlessly complicate hearing, add to its length.
Station Accounts: TV-radio being used, along with other media, in $500,000 “Winner Dinner” campaign during March-April, in which Associated Blue Lake Green Bean Canners Inc., California Tuna Industry and National Macaroni Institute have combined forces to promote related-product recipes using green beans, canned tuna and macaroni, requiring only 15 minutes to prepare and costing 18c per serving; campaign coordinator is merchandising dept., Can Manufacturers Institute . . . Two college professors discussing brews and brewing through the ages provide commercials for C. Schmidt & Sons (Schmidt’s beer & Tiger Head ale) on WPTZ & WFIL-TV, Philadelphia, thru Al Paul Lefton Co.; filmed anecdotes portray such episodes as ancient Egyptians offering beakers of beer as tokens of betrothal; how Queen Shu-bad of Mesopotamia sipped beer through a golden straw; drinking of English ale; George Washington’s recipe for “small beer,” etc. . . . Cott Beverage Co. (Cott’s Extra Dry Ginger Ale) using WBZ-TV, Boston, and WNHC-TV, New Haven, in promotion campaign for “less-sweet” ginger ale, plans expansion in New England-New York State areas, thru John C. Dowd Inc., Boston . . . Associated Distributors (RCA) sponsoring Saturday games of Indiana state high school basketball tournament on WFIRM-TV, Indianapolis, biggest sports event in state that’s traditionally “basketball-crazy” . . . Liebmann Breweries Inc. (Rheingold beer) signs Herbert Marshall to narrate The Unexpected, starting March 5 on WNBT, N. Y., Wed. 10:30 . . . Among other advertisers reported using or preparing to use TV: Fruehauf Trailer Corp., thru Allman Co., Detroit; Studebaker Corp., thru Hill & Knowlton, N. Y.; J. Ossola Co. (Pasta Fazool), thru Carlo Vinti, N. Y.; Milady Foods Co. (frozen foods), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Badger Paper Mills Inc. (Freshrap waxpaper), thru Richard H. Brady, Stevens Point, Wis. (WTMJ-TV); Clinton Clothing Mfg. Co. (men’s clothing), thru Milton Weinberg Adv. Co., Los Angeles; Weco Products Co. (Dr. West’s Flexite tooth brush), thru J. Walter Thompson, Chicago; Eskimo Pie Corp. (ice cream bars), thru Buchanan & Co., N. Y.; Amana Refrigeration Inc. (Amana home freezer), thru Maury, Lee & Marshall, N. Y. (KLAC-TV); Eno-Scott & Bowne (Bryleem hair tonic), thru Atherton & Currier, N. Y. (KNXT); Kota Products Inc. (aluminum screens & storm windows), thru Flint Adv. Associates, N. Y. (WOR-TV); Lee Pharmacal Co. (Shadow Wave home permanent), thru McCann-Erickson Co., Los Angeles; Schultze & Burch Biscuit Co. (Flavor-Kist crackers), thru Gordon Best Co., Chicago (WTMJ-TV);

TV is now shut out from Defense Dept. funds for recruitment advertising, and appears unlikely to receive any in 1952-53 budget. Lt. Col. Wm. Berkeley, publicity chief, Military Personnel Procurement Supply Div., gives as reasons that TV’s cost is too high, and TV stations don’t provide enough coverage for Dept.’s limited advertising program—currently aimed only at women and prospective aviation cadets. Although no breakdown is available for new budget, on which hearings will begin in House Appropriations Committee Feb. 28, inference is that same reasons will preclude purchase of TV time for next fiscal year. Army’s use of radio, which received $611,508, or 46% of funds spent from July 1, 1951 to March 1, 1952, will continue, NARTB says. The Feb. 18 conference with Defense Dept. officials. Col. Berkeley is preparing complete review of Army-Air Force ad plans for NARTB, to be available by March 1.

Freedom from “annoying TV commercials” is promised by TVX Co., 217 Riverdale Ave., Yonkers, N. Y., in ad announcing new device called “Com-muter,” designed to turn off TV sound by remote control. Gadget retails for $2, consists of off-on button connected to set by 20 ft. of wire, is claimed to be easily installed by consumer.


To conserve hard-won tax gains, all-industry (not NARTB-only) clinics for telecasters are being held by TV Broadcasters Tax Committee which wrested concessions from Congress last year (Vol. 7:37-38, 42). Until Bureau of Internal Revenue interprets new tax laws (expected in about 2 months), committee feels that good pattern for industry can be set only if telecasters are well informed. Total of 72 stations have been represented at conferences in San Antonio last week, Washington this week. Panel of experts at Washington meeting, chaired by NBC v.p. Frank Russell, comprised: John Poole, Fort Industry; Kenneth W. Hoehn, CBS; John Cotello, RCA; C. Rudolph Peterson, Washington attorney; Lovell Parker, legislative counsel for committee.

More support for lifting 5-station limit on TV ownership (Vol. 8:1, 2, 5, 7) was added this week when group of Idaho-Utah-Montana stations (KOPR, KLIX, KWI, KIFI, KUTA, KGEM) filed joint petition asking for 7-station limit, with no distinction between vhf and uhf. NBC filed original petition which has been endorsed, with minor variations, by ABC, Fort Industry, DuMont. Two oppositions have been received—from WVVW, Fairmont, W. Va., and KIEM, Eureka, Cal. Former is apprehensive of encroachment by Fort Industry’s WMNN. Latter’s president Wm. B. Smullins wrote FCC Chairman Coy: “We’re much less disturbed about another possible FM ‘fiasco’ [failure of uhf] than we are about the enlarging of control by a few in the field of TV.”

McFarland Bill to amend Communications Act may be hard to recognize when House Interstate & Foreign Commerce Committee finishes with it. From this week’s sessions on bill, it’s apparent committee is still impressed with some of FCC’s objections to bill—particularly on matter of commissioner’s consultation with staff on certain types of decisions. McFarland bill would preclude such consultation. House committee also considered station renewals this week, found considerable difference of opinion. Emergence of final bill from House still appears long way off.
Six TV stations became “first” subscribers to NARTB’s TV Code Feb. 21 (Vol. 7:49, 8:7)—just 2 days after NARTB put applications in the mail. Each obviously wanted distinction of being “No. 1”; some brought applications in personally; others wired Feb. 20 that their subscriptions were in mail. NARTB declared it a dead heat. The initial subscribers (alphabetically):

KING-TV, Seattle (whose owner, Mrs. Scott Bullitt, is member of Code Review Board); WDSU-TV, New Orleans (whose v.p-gen. mgr. Robert Swezey was chairman of committee which drafted code); WJAC-TV, Johnstown; WNBF-TV, Binghamton; WTMJ-TV, Milwaukee (whose v.p-gen. mgr. Walter Damm is member of Code Review Board); WWJ-TV, Detroit. These stations will be entitled to display NARTB seal of approval—but not until March 1, when code officially goes into effect.

As sort of sendoff to Code, Comr. Walker this week made speech before Cleveland’s Temple Men’s Club citing numerous complaints Commission has received on dubious TV-radio programming. Talk was similar to one he made last October (Special Report, Vol. 7:40), was especially concerned with surveys which show that some 70% of children’s programming depends mainly on crime and violence.

Comr. Hyde released to press letter from a San Francisco mothers’ club which said: “The gun, the gat, the rod, the six-shooter is the prime motivator of most ‘children’s’ TV programs... The programs say, in effect, look children, MURDER is the greatest thing in the world. It’s the most fun, the greatest excitement, the best game of all, little ones. The angels in Heaven must weep.”

Change of pace on this theme was contributed by the Rev. Edwin Broderick, TV-radio director for New York archdiocese, who asked Catholics not merely to scold when programs are offensive, but to drop a note of praise to producers of wholesome programs.

Channel numbers, rather than call letters, have become far and away most common means of TV station identification. NBC Research made study of Trendex program ratings, found 98.5% of New Yorkers know stations primarily by numbers, 97.4% in Washington, 75.2% in Los Angeles, 75.6% in Chicago, 60.3% in Cleveland. Probably contributing to public’s habit is fact that most TV sets are switch-type, non-continuous tuning, with dials marked in channel numbers; that channels have low numbers, easy to remember; that number of stations in each city is still small (though channel number means little in one-station city); that newspapers and program magazines emphasize channel numbers in logs. Very few people outside industry know what channels stand for in megacycles (see pp. 81-87 TV Factbook No. 14). Feb. 23 Billboard reports New York’s WCHR-TV, WJZ-TV & WNB TV are so impressed with findings that their forthcoming promotion will place far greater stress on channel numbers.

Those CBS raids on NBC’s radio talent—are they going to be repeated in TV? Variety notes attempts made, but reports NBC’s Joseph McConnell & Pat Weaver and RCA’s Manny Sacks on Pacific Coast this week in counter-moves to snare Jack Benny for TV, Red Skelton for radio (he’s already on NBC-TV for Procter & Gamble). Variety says CBS, which has Skelton on radio, unsponsored as yet, is pitching to get Skelton’s TV show away from NBC and to snare Phil Harris for both TV & AM. Jack Benny is under CBS contract, but trade journal quotes McConnell as saying there’s loophole that makes it possible for him and sponsor American Tobacco Co. to shift back to NBC. Significantly, Hollywood Daily Variety this week also headlined: “Crosby, Hope, Bergen, Benny, Skelton Fade Out AM as Sponsors Go TV.”

Investigation of TV-radio programming by 15-member House committee is proposed in resolution (H.Res. 520) introduced by Rep. Gathings (D-Ark.) and referred to Rules Committee. Proposed investigation would determine: (1) Extent of “immoral” programs; (2) availability of “offensive” pocket-size books; (3) adequacy of existing law to eliminate “undesirable” programs, promote higher standards, prevent publication of “offensive” books. Committee would be chosen from Commerce, Judiciary, Post Office & Civil Service committees, plus 3 members-at-large, with power of subpoena for hearings. Rep. Gathings said his staff worked on survey for several months, reported improvement in programming, commended NARTB Code. No hearing has been scheduled and Rep. Gathings feels election-year action will preclude action for “maybe 2 or 3 years.”

A $12,000,000 anti-trust suit against baseball’s major leagues and clubs, charging “continuing conspiracy to monopolize and restrain competition” in radio broadcasts of ball games, was filed in Chicago Feb. 21 by Liberty Broadcasting System president Gordon McLendon. He asks triple damages for $4,000,000 in losses he claims his network suffered due to major league restrictions which he says ban LBS Game of the Day broadcasts in Southwest and on Pacific Coast. TV is not directly involved, but outcome of case, like Justice Dept.’s suit against National Football League (Vol. 7:41, 44, 48,52), should set precedent with regard to league restrictions against TV and radio. Owner Fred Saigh of St. Louis Cardinals retorted that he’s considering counterclaim against LBS, which he accused of “misrepresentation, defamation and conducting unauthorized broadcasts.”

“It’s none of FCC’s business.” That, in effect, is NARTB’s comment filed this week in opposition to Commission’s proposal to require more detailed information on station employees. Proposal (Public Notice 52-26, Doc. 10107) was released Jan. 11, constituted revision of Annual Report Form 324 which all stations file. FCC had proposed that stations supply more data on employees’ titles, duties, working hours, compensation, etc. NARTB contended requirement is illegal, unnecessary, has no bearing on qualifications of licensees. Only other opposition, NBC’s, calls proposal unreasonable burden, points out that “Congress hasn’t seen fit to require it of any industry.” Upshot will probably be compromise, after informal discussions among FCC staff and industry representatives.

Warning TV networks they may be in for probe patterned after the perennial Hollywood Red-hunt, House Un-American Activities Committee says in report to Congress that “Communists will endeavor to infiltrate TV on a large scale because it is rapidly becoming an important entertainment medium in the United States.” Report deals principally with alleged Red “manipulation in the Hollywood motion picture industry,” drew charge from Motion Picture Assn. president Eric Johnston that it was “misleading and unfair.” Typical of TV networks’ response to committee’s warning is statement by CBS-TV Hollywood v.p. Harry Ackerman that TV industry is “clean as a whistle” and that there’s not much chance for even small-scale infiltration.

Although Britain got TV going as govt.-operated pub lic service before war, and well ahead of U.S., it reports total of only 1,095,559 sets-in-use as of last Nov. 30, mostly in London area—or about same number as in Los Angeles area (Vol. 8:5). British TV detectives are tracking down “bootleg” TV sets with new direction-finding trucks. Postmaster-General estimates that 100,000-200,000 of today’s British TV receiver owners haven’t paid their $5.60-a-year license. Disclosure started speculation that Britshers may be viewing favorite programs at local “peek-eries.”
RTMA's ESTIMATE OF NEW TV MARKETS: A belief long and widely held in TV industry -- that demand for sets jumps sharply as additional stations open in TV areas -- has been exploded by RTMA's report on "The Impact of TV Expansion" (see p. 1).

"Very thorough study" yields no evidence to support this theory, says RTMA. "Many areas of all types were studied, comparing the rates of receiver sales and total receiver sales," report declares. "In spite of these exhaustive studies, no conclusive evidence was developed which indicated a significant change in the rate of receiver sales as new stations were added."

* * * *

Predictions of potential post-freeze increase in demand for TV sets as the result of new stations and increased coverage by existing outlets make RTMA report good reading at all levels of TV trade -- as long as it's remembered that report is only a fair guess because of imponderables involved.

Increased demand for sets by mid-1953, RTMA estimates, will total between 750,000 and 1,660,000, with "most realistic" figure about 811,000. These forecasts are based on study's freeze-end timetable, as reported on p. 1.

Potential increased receiver demand by July 1, 1953 as result of grants in areas now unserved will total 717,972 to 1,441,080, with 750,834 a "realistic" estimate, RTMA says. Potential boost in set market as result of height and power hikes is estimated at 33,642 to 219,108, "realistic" estimate 60,078.

Here are RTMA's "realistic" estimates of total increased demand for TV sets on quarter-by-quarter basis:


Making sets to supply this extra demand shouldn't put too much strain on the limited supply of materials available for TV sets, RTMA believes. "Most optimistic" estimate of new potential demand for receivers in second half 1952, about 250,000, is but 11.3% of RTMA's "guesstimate" of second-half 1952 production (2,250,000), or 13.8% of NPA's prediction for second half (1,850,000), based on materials available.

"Realistic" estimate of new demand for sets in the second half of this year, about 130,000, is 5.8% of RTMA production estimate, 7% of NPA's. Concludes survey:

"Increased demand for TV receivers can be met in all areas, although not necessarily completely satisfied [assuming NPA's materials allotments for all of 1952 average about same as first quarter]."

TV TRADE APPEARS TO BE STEADYING: TV set production continues to hold its own -- now obviously geared to more calculable demand and steadily diminishing inventory.

Seventh week's RTMA output figure of 98,522 (1236 private label) runs only slightly higher than preceding week's 97,130. Cumulative for the 7 weeks to Feb. 15 is 688,456 (3278 private), so that average is holding at about 98,000 per week.

Factory inventory of TVs was 197,232 as of Feb. 15, down mere 1000 or so from 198,519 the week before.

Feb. 15 week's radios totaled 199,309 (85,540 private), factory inventory 288,930. Output went up in week from 179,453, inventory up from 239,700. Week's radios were 83,654 home models, 17,607 portables, 27,830 clock, 70,218 auto. Total radios for the 7 weeks is 1,135,348.

Thus it would seem output of 1,200,000 TVs & 1,900,000 radios in 13 weeks of first quarter, as predicted (Vol. 8:7), isn't out of line -- and even with new NPA "rock bottom" materials cuts for second quarter, it's still a fair guess that the 1,000,000 per quarter average can be maintained for rest of year.

Natural question, though, is how well will market absorb these -- plus what are still left in the all-trade inventories of 1,500,000 or so estimated as of be-
ginning of year (Vol. 8:6)? There's certainly very little pessimism in general run of trade, particularly among the major producers accounting for most sales, nearly all of whom claim their inventories in all pipelines are "normal".

If the big fellows claim normal inventories, where are the "overproduced" sets? They're private label in large part, say some -- pointing to RTMA's weekly output figures, which currently show extraordinarily few private-label TV sets.

Of the 688,456 units produced so far this year, mere 3278 were reported as private label, or average of about 440 per week. Low figures may well cause eyebrow lifting and some question whether RTMA is being given accurate reports on private-label TVs. One manufacturer opines that such big buyers as Sears Roebuck, Montgomery Ward and Western Auto have full warehouses and have stopped buying for own brand.

Some factories may be warehousing the private-label sets they make, said this usually very canny observer, who thinks these may account for sizable chunk of the weekly factory inventory reported by RTMA.

Private-label normally account for 10% of the industry's output, he states, but that seems high in light of 1951 RTMA figures -- 213,104 out of 5,384,798.

Topics & Trends of TV Trade: Involuntary petition in bankruptcy filed in Federal court in New York against Starrett Television Corp., coming so close on heels of Tele-tone bankruptcy (Vol. 8:5-7), raises natural question: Is it symptomatic? Surprising number of industry people think it is, including some who should know, like vendors and other types of creditors of manufacturing companies. Others say, "No, the TV-radio business is still quite good, and getting better." The reasoning, as stated by industry people whose names are withheld for obvious reasons:

"Every time there's a slump, it usually catches up with those who have let themselves go too far, usually those who are underfinanced for the scope of business they've set themselves up to do."

"The squeeze on some little companies has been too great during tough year or year-and-half of heavy inventories, intense price-cutting and severe competition."

"Casualties are to be expected in an industry like ours, subject to so many materials restrictions and market ups-&-downs."

"You have to be in good financial position to sweat out the period between now and the opening of new markets after the freeze; long-range prospects are excellent, especially if materials restrictions continue, that demand for TV sets will exceed production."

That's some of the comment you hear, with the big fellows hastening to assure you they're in no trouble because their financial positions are strong, their brand names and distributor organizations solidly entrenched. Also, they could add, they hold sizable defense contracts, which some companies didn't try, or weren't able, to get. Some think it's surprising more haven't gone through the wringer.

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Surprisingly few bankruptcies or liquidations have marked TV-radio industry since its postwar emergence. Scanning the records, we find Somora was first to fall on bad days, in January 1949 (Vol. 5:43, 23, 25), followed by Majestic in May of same year (Vol. 5:22). There were no other mentionings in 1950; then, last year, came Richmond Television Corp. (Vol. 7:17, 10, 17); Vidercraft Television Corp. (Vol. 7:7, 9); Freed Radio Corp. (Vol. 7:10); Commander Television Corp. (Vol. 7:26); and, now, of course, Tele-tone and Starrett. During early 1951, such minor TV producers as those also faded out of TV set manufacturing: Altex-Lansing, Natalie Kalmus, Mercury, Mitchell, Reeves Soundcraft, Rembrandt, S. M. A. Co., True-Vue, U. S. Television Mfg. Corp. Some of these brand names are being continued by other companies.

In the dealer and servicing fields, casualties have been more commonplace, especially lately, including last month's bankruptcy of Conlan Electric Corp., Brooklyn (Vol. 8:4), and the folding of Concord Radio last July (Vol. 7:28).

Starrett creditors filing the involuntary plea were: Croname, $5063; Aerovox, $1100; Barreca Products, $324.

Trade Miscellany: RCA's first cylindrical-faced all-glass tubes are 17-in. magnetic focus (17QP4) and 17-in. electrostatic (17LP4), announced this week; no plans indicated yet for 20 or 21-in. cylindricals ... Sentinel has completed 49,500-sq. ft. addition to plant at Evanston, Ill., president Ernest Alschuler stating production will exceed $30,000,000 this year, with present working force of 475 doubled ... Westinghouse leases plants at Lima, O. and Greenville, Pa. to produce cores for electronic transformers, releasing space at Sharon, Pa. plant ... Philips Laboratories Inc. has purchased 44-room mansion with 13 acres at Irvington-on-Hudson, N. Y., which it has occupied as lab since 1944 ... Brush Development Co. merging with Cleveland Graphite Bronze Co.

Merchandising Notes: Federal Reserve Board survey of 175 dept. stores shows 1951 TV-radio-phono sales were 15% below 1950, inventories 39% less at the end of 1951; December sales were 9% lower than same 1950 month ... Motorola forecasts its sales of home radios during first 6 months of 1952 will exceed same 1951 period by 30-35%; that portables will run 2-3 times more ... Belmont (Raytheon) has cut prices $10-$30 on table models, $20-$155 on consoles; prices still include tax and year's warranty ... Fada out this week with new line of eleven 17, 20 & 24-in. TV sets ranging from $200 to $400 ... Two dozen pairs of nylons with purchase of TV set or other major appliance is come-on tried by Westchester County (N. Y.) chain ... Cincinnati reports say drive touting "Best buy in TV—a second set" has proved fairly successful, stimulated by special section of Enquirer.

Zenith has introduced these 6 new 21-in. sets featuring cylindrical-face tubes: leatherette table $320, mahogany table $360, open-face leatherette console $390, open-face mahogany $420, blonde $450, full-door mahogany $470. Prices include year's warranty on picture tube and parts; tax is extra.

GE's new 1-kw uhf transmitting tube, ceramic-metal, will be shown at Waldorf-Astoria March 4, during IRE convention. It's air-cooled version of tube unveiled at last year's convention (Vol. 7:12).

First TV assembly factory in South America was opened in December by Industria e Comercio da Radio Infinitas Ltda., Sao Paulo, Brazil, first production run being 3000 sets with 17-in. screen.

More comments on patent-filing proposal of FCC (Vol. 8:2-4), received by Feb. 21 deadline, came from AT&T, inventor Edwin H. Armstrong, National Assn. of Manufacturers, American Petroleum Institute. AT&T reported it has 9109 U. S. patents, has right to license some 22,000 owned by others, said rule as written is “virtually impossible” to comply with, suggested amendment to require reports on patents only on “maters already known” by those reporting. Maj. Armstrong also suggested modification to specify uses “known to the patent holder.” And he said that requiring list of names of licensees “may operate in favor of corporate holders of large aggregations of patents.” NAM pointed to “the great difficulty, if not the impossibility, of finding out what patents are in use in commercial equipment at any particular time.” Petroleum Institute said it believed rule wouldn’t affect Petroleum Radio Service, but was “unalterably opposed” to it if FCC considers that it does. Proposal is “entirely unnecessary to the fulfillment of the mandate placed upon the Commission,” group said.

Record Industry Assn. of America, 270 Park Ave., New York, has chosen as executive secretary John W. Griffin, ex-Columbia Records and onetime RCA Victor eastern sales mgr. Directors of newly-formed organization: Paul A. Barksmeier, v.p., RCA Victor; James B. Conkling, president, Columbia Records; Irving B. Green, president, Mercury Records; Milton R. Rackmil, president, Decca Records; Dario Soria, Cetra-Soria; John Stevenson, Children’s Record Guild; Glenn E. Wallichs, president, Capitol.

Devices which transistor may make possible, according to RCA Labs v.p. Dr. E. W. Engstrom, are such remarkable developments as these: (1) Watch-size radio run by body heat, no batteries. (2) Transmitter-receiver size of telephone handset. (3) Vest-pocket radio, size of cigarette package, already produced experimentally by RCA engineers. (4) Portable computers which could do jobs now done by huge devices with thousands of tubes.

Philo International Corp. sponsoring weekly shortwave radio program, consisting of recorded interviews and designed to build goodwill abroad, via WRUL, Boston.

Mobilization Notes: NPA may give more sheet metal to consumer goods manufacturers if they can use it to boost their second-quarter output without requiring additional copper and aluminum. DPA chief Manly Fleischmann told newsmen this week that decision will be made soon whether to ask for applications for additional rations of this type of steel, supply of which is easing considerably. Most TV-radio manufacturers will probably find they don’t need the extra steel—since copper is limiting factor in their production—but it may be of help in certain individual cases.

NPA administrator Henry Fowler officially announced second-quarter materials allotments for civilian products. As previously reported (Vol. 8:2-3), TV-radio-phono manufacturers will receive these rations of controlled materials (in percentages of rate of use in first half 1950): steel 50% (vs. 50% during current quarter); wire mill products 35% (vs. 40%); brass mill products 30% (vs. 35%); copper foundry products—not used to any extent in TV-radio—12.5% (vs. 35%); aluminum 30% (vs. 35%).

Allotments for so-called “less essential” products have been increased. Jukeboxes, only electronic products coming under this heading, will receive same percentage allotments as TV-radio in second quarter—a considerable increase from their current 50% of steel, 14% copper, 20% aluminum (Vol. 7:45).

Mr. Fleischmann said he envisioned no shortages of consumer goods as result of second-quarter allotments, gave much of credit to manufacturers’ conservation and substitution of critical metals. Said he: “Radio is the best example, where cobalt has been practically eliminated and a high rate of production maintained.”

Engineers, draftsmen, skilled workers and components—not materials—are principal bottlenecks in production of defense and industrial communication equipment. Called to Washington for NPA industry advisory committee meeting, 8 manufacturers in this field said they’re having very little difficulty getting materials, but listed connectors, crystals, plugs, sockets, relays, transformers and special-purpose tubes as hard-to-get components. They gave conservation some credit for current high productivity, one manufacturer declaring he has substituted copper-plated steel wire for copper wire, thereby saving 85% of the copper he normally used in marine antenna cables.


NPA has revoked allocation controls over Teflon (poly tetra-fluor ethylene), used as insulation in coaxial cable, wire, cable connectors, electronic fittings, etc. It stated increased production made decontrol possible.

Canadian Assn. of Radio & Appliance Dealers holds annual convention and exhibit in Toronto’s Royal York Hotel, March 31-April 2.
Financial & Trade Notes: Thanks to TV income, especially of its highly successful 5 owned- & managed stations, ABC will show considerably better overall sales record for 1951 than its $45,000,000 of 1950 (Vol. 7:13) and its net profit will "exceed $300,000" when 1951 annual report is released in mid-March preparatory to stockholders meeting set for April 8. Any hope, however, that this will be the last financial report for ABC as a separate corporate entity, in light of its projected merger with United Paramount Theatres Inc. (Vol. 7:21), gets more shadowy each week as current FCC hearing on so-called "Paramount cases" proceeds at snail's pace (see p. 5). It's generally believed merger will eventually be authorized, but Washington proceedings are slow and tortuous and likely to last until end of year.

ABC's 1951 net sales were $45,879,660, net profit $84,065; in 1949, sales were $40,267,486, deficit $519,085; 1948, sales $37,110,726, profit $468,676; 1947, sales $35,955,004, profit $753,911. Last financial report from ABC covered first 9 months of 1951 (Vol 7:47) and merely revealed net profit of $77,000.

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RCA has arranged to borrow $50,000,000 from investing institutions on 3 1/2% notes maturing May 1, 1977, proceeds to be used for working capital and general purposes. Financing was arranged through Lehman Brothers. Upon issuance, RCA's long-term debt will total $150,000,000, of which $100,000,000 of 3% notes are due May 1, 1974.

Stromberg-Carlson has borrowed another $3,000,000 from Metropolitan Life Insurance Co., to go with $2,000,000 borrowed last November, for its program of financing small telephone companies to buy switchboards, phones, etc.; as result of firm's small financing, says v.p. Gordon G. Holt, some 200 companies have applied and Stromberg has built up 18-month backlog of orders.

Olympic Radio's net profit was $260,428 on sales of $11,456,359 for 9 months ended Sept. 30, 1951, compared with $805,920 on sales of $13,648,536 same period preceding year. Sales for year ended Dec. 31 are estimated at $15,500,000 for year ended Dec. 31, as against $21,037,000 for preceding year, in report filed with N. Y. Curb Exchange. TV units produced in 1951 totaled 42,714 vs. 138,785.

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Dividends: Philco, 40¢ payable March 12 to stockholders of record Feb. 28; Oak Mfg. Co., 35¢ payable March 15 to holders March 1; Webster-Chicago, 25¢ payable March 20 to holders March 10; Driver-Harris, 50¢ plus 10¢ extra payable March 12 to holders Feb. 29; Hazelbine, 25¢ payable March 15 to holders March 1; T-E Circuit Breaker, 50¢ payable March 5 to holders Feb. 26; Loew's Inc., 37 1/2¢ payable March 1 to holders March 12; Sperry, 50¢ payable March 10 to holders March 3; Wells-Gardner, 15¢ payable March 15 to holders March 3; Sprague Electric Co., 50¢ payable March 14 to holders Feb. 29.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Jan. 15 & Feb. 15: Admiral, 18,290 Jan. 15 to 19,345 Feb. 15; Aveo, 19,380 Jan. 15 to 18,280 Feb. 15; GE, 11,251 Jan. 15 to 10,463 Feb. 15; Magnavox, 12,446 Jan. 15 to 12,416 Feb. 15; Motorola, 13,355 Jan. 15 to 14,353 Feb. 15; Philco, 887 Jan. 15 to 839 Feb. 15; RCA, 29,260 Jan. 15 to 37,060 Feb. 15; Zenith, 29,816 Jan. 15 to 29,961 Feb. 15.

Gabriel Co. reports 1951 net profit of $591,992 ($1.07 a share on 521,792 shares) compared with $824,271 ($2.20 on 356,508 shares) in 1950. Net sales were $15,793,488 against $12,670,250.

Columbia Pictures Corp. and subsidiaries netted $437,- 000 (45¢ a share) in the 6 months ended Dec. 29, 1951 vs. $660,000 (77¢) same 1950 period.

FINANCIAL REPORT of CBS hasn't been released yet, but its 1951 billings totaled $69,000,000 in radio, $42,000,000 in TV—radio down about $1,000,000 from 1950, TV more than tripled. This was disclosed at San Francisco Press Club Feb. 18 by president Frank Stanton, who is also quoted in dispatches from that city as opining that lifting of freeze will bring 20-25 new stations by end of this year. Eventually, country will have 1500-2000 stations, he said.

Stanton forecast readjusted talent costs when more stations come on the air, also higher sponsorship costs for national TV coverage. Radio will regain a lot of its attractiveness as TV costs rise, he's quoted as saying; even now, there are 3 times as many radio homes as there are TV homes, not to forget 22,000,000 auto radios.

THEATRE TV hopes to present hit Broadway musical, Metropolitan Opera and Radio City Music Hall's Easter show this spring if enough of the nation's 60-plus TV-equipped theatres sign up. Nathan Halpern's Theatre Network TV reportedly has submitted this program to theatre owners: March 3—Two on the Aisle, Broadway musical starring Bert Lahr and Dolores Gray. March 17—Metropolitan Opera's Carmen with Rise Stevens. April 13 (Easter Sunday) & 14—Music Hall Easter show. For the musical and the opera, theatres would pay 75¢ per admission or 60% of gross; charge for Music Hall show would be 35¢ per seat, 45¢ per admission.

Sports scheduled for theatre TV include Sugar Ray Robinson-Bobo Olson middleweight championship from San Francisco March 6 (30¢ per seat for network charges plus 10¢ per admission), National Invitation Basketball Tournament semi-finals from Madison Square Garden March 13, finals March 15 (20¢ per seat plus 25¢ per admission); National Golden Gloves finals from Madison Square Garden March 24 (45¢ per seat total); Olympic Games basketball finals from Madison Square Garden April 1 (45¢ per seat).

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Republic Pictures' TV expansion plans disclosed in report to stockholders this week include Hollywood Television Service Inc. as wholly-owned subsidiary to distribute films to TV stations and acquisition of Major Film Laboratories Corp., New York, which will be equipped and expanded for quick service for TV. Republic also owns Consolidated Laboratories, Hollywood, expanded for TV. Said president Herbert Yates: "We believe that by making our pictures available to TV, by the expansion of our facilities at the studio and the laboratories, we are developing a new source of business and revenue which will enable us to participate on a profitable basis in the future expansion of the television industry."

Warner Bros. Pictures reports net profit of $2,605,000 (46¢ on 5,619,785 shares) on gross sales of $29,558,000 for first fiscal quarter ended Dec. 1, 1951. This compares with $1,813,000 (26¢ on 6,821,000 shares) on sales of $27,926,000 for same period in 1950. Included in 1951 profit figure is $933,000 profit from sales of capital assets. Company officials predicted net profit for second fiscal quarter, which ends March 1, will be substantially less than the $2,014,000 of second quarter year ago.

Companies which have made tri-color tubes with phos- phor dots on face, along lines of those made by RCA, include DuMont, GE, Zenith. DuMont reports that its tube (16-in. round) has 1,000,000 dots, produces resolution 70% greater than possible with earlier tri-color tubes. Sets capable of receiving NTSC color signals have been made, and used during current NTSC field tests, by GE, RCA, Philco, Zenith, Motorola, Westinghouse, Crosley, Hazel-
Telecasting Notes: More rate increases going into effect March 1: ABC-TV increasing network rates of 4 of its own stations—WJZ-TV, New York, from $4000 to $4250 per Class A hour; WENR-TV, Chicago, from $2000 to $2200; WXZY-TV, Detroit, from $1350 to $1500; KGO-TV, San Francisco, from $350 to $500; KECA-TV, Los Angeles, remains $2000. Local base rates of WXZY-TV go up March 1 from $1100 to $1250 per hour, from $200 to $225 per 1-min.; KGO-TV, up from $600 to $750 & $120 to $150—other ABC outlets' local rates remaining same as published in TV Factbook No. 11. No announcement from CBS-TV yet, but it's good guess its WCBS-TV, New York, will now up its $4000 per hour network rate, what with WNBT at $4500 and WJZ-TV at $4250. Other rate hikes as of March 1: WFBM-TV, Indianapolis, from $525 to $600 per Class A hour, $100 to $120 per 1-min.; WAVE-TV, Louisville, from $450 to $550 & $97 to $110; KPHO-TV, Phoenix, from $300 to $400 & $60 to $80; WKZO-TV, Kalamazoo, 1-min. up from $90 to $100. WNBQ, Chicago, now accepting only "live" spots from 7 a.m. sign-on to 5 p.m. henceforth; according to v.p. Harry Kopf, purpose is "to personalize the sales message and the station alike—highly desirable goals not always achieved by the slide and film method." "Outdoor studio" of about 4 acres, consisting mainly of 80x165-ft. area circled by cinder track, with plans eventually for bleacher, projected by WTMJ-TV, Milwaukee, adjoining present studio building; work due to start this spring...

New 53-p. CBS-TV sales presentation is devoted to showing how network TV can be bought economically by small-budget advertisers. Sylvania TV Awards will again be made this year; Deems Taylor again heads panel of 12 judges, who last November gave 12 prizes but could find no single program meriting grand award for "greatest contribution to creative TV technique, including social responsibility." Screen Gems, TV subsidiary of big Columbia Pictures, to have Hollywood offices adjoining Columbia lot; now represented in Hollywood by Jules Bricken, aide to Ralph Cohn, who heads Screen Gems in N. Y. Good program idea: Six Bells, bi-weekly on WMAR-TV, Baltimore, devoted to boating on the Chesapeake, conducted by Comdr. William B. Matthews; it has done big job in increasing enrollment in U. S. Power Squadron training classes... Well-earned award: Among the recipients of Freedoms Foundation top medal awards this week was WPIX, New York, for Branding Crime Report (Kefauver hearings)... Sarkes Tarzian's picture grace cover of Feb. 23 Business Week, with story on his WTTV, Bloomington, Ind., "How to Make Small-Town TV Pay Off."

Westinghouse Radio Stations Inc., operating WBZ & WBZ-TV, Boston, got on uhf bandwagon this week, filing for Channel No. 17 in Philadelphia, where it operates radio station KYW. It also has uhf applications pending for Pittsburgh, Ft. Wayne and Portland, where it has AM outlets, may possibly change channels sought in one or another of these to uhf after allocations are made known. Only other application filed this week was by WSLS, Roanoke, Va., seeking uhf Channel No. 10. Withdrawn was application of C. C. Woodson for Waco, Tex., thus leaving 497 now on file with FCC, 30 of them uhf. [For further details, see TV Addenda 14-F herewith; for listing of all applications to date, see TV Factbook No. 14 and Addenda.]

Planning to file for TV in Detroit (Vol. 7:23), United Auto Workers (CIO) this week disclosed intention to apply also for Toledo. In latter city, it invited AFL unions, Railway Brotherhoods and various civic organizations to participate through purchase of stock in corporation to be capitalized at $250,000. UAW operates WDET-FM in Detroit, used to own now-defunct WCUO (FM), Cleveland.

I'TS GUARANTEED TIME we're after—not option time, per network operation, as reported in Television Digest Feb. 16. When a specific program time is bought, we want the station to guarantee it against preemption up to 52 weeks. We have not asked, nor do we intend to ask, for blocks of time to be optioned to us. I trust this clarifies our stand.

Thus big Katz rep firm corrects our misinterpretation of proposal it laid before its 19 stations at Chicago last week (Vol. 8:7)—and we're glad to set the record straight. Katz plan is generally interpreted as effort to free TV stations from alleged network domination, and to win bigger place in sun for spot film sponsorships. At Katz "convention" these resolutions were unanimously adopted:

(1) That the greater flexibility of spot advertising be extended by encouraging the dual sponsorship of programs.

(2) That, consistent with current contractual obligations, all advertisers should have equal opportunity to use the facilities of their stations; and that national spot advertisers be protected against preemption up to 52 weeks.

Consensus of meeting was that "shared spot announcements by 2 or more advertisers is not in the interest of good programming [and] should be discouraged," and it was suggested that "universally acceptable yardstick of audience measurement" be established by Joint action of NATB (stations), NATSRS (reps), AAA (agencies), ANA (advertisers). Katz Agency also recommended stations consider giving rate guarantee for national spot schedules up to 52 weeks to enable advertisers to plan budgets for full year.

A novel satellite-community-antenna-subscription-TV combination for Palm Springs, Cal., is proposed in experimental application filed this week by Howard-Yale Inc. (Jules J. Howard). Company proposes to pick up signals from the Los Angeles stations, 104 miles away, amplify them to 1 watt, scramble them, retransmit them via directional antenna. Paramount has been planning to test its Telesystem meter of pay-as-you-look TV in Palm Springs via wired community antenna system, for which FCC approval is currently unnecessary. Commission has been viewing all satellite proposals cautiously, fearful of fostering TV set sales before guaranteeing commercialization of such systems—and all 3 facets of Howard's proposed system (satellite, community antenna, subscription) are due for long FCC scrutiny, probably including extended hearings.

Expansion of AT&T microwave network between Chicago and San Francisco to 3 channels westbound and 2 eastbound, by early 1953, is contemplated in application filed with FCC this week. Present service comprises one channel each way, plus one channel from Chicago only as far as Omaha. One of the additional westbound channels is due late this year, rest are scheduled sometime in 1953. Channels will be added by installation of more transmitters in existing microwave stations. Estimated cost, $3,500,000.

Copies of FCC's 'Freeze Report' Each subscriber to the full services of Television Digest will receive one copy of printed full text of FCC's TV Allocation Report ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in mid-March but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at $5 each.
DEPT. OF JUSTICE ANTI-TRUST PROBE: You have to read the "subpoena duces tecum" (meaning bring along the records), served by Dept. of Justice this week on RTMA and on undisclosed number of TV-radio manufacturers, to get an idea of all-inclusive scope of its hitherto mysterious grand jury probe (Vol. 8:7) scheduled to go into patents, color TV, suspected trade agreements, trade assn.-membership relations, even FM.

We've therefore published full text of the subpoenas as Supplement No. 77, enclosed herewith. Copy we obtained was obviously a duplicate form, for most part, with usual spaces left for filling in names, dates, etc., so that it can be assumed the subpoenas served were to all intents and purposes identical.

Curious calm pervaded the industry as word got around that this company and that one had been served. By week's end, we learned that besides RTMA, subpoenas had been served this week on these companies: Admiral, CBS-Columbia, DuMont, Emerson, General Electric, Hazeltine, Motorola, Philco, RCA, Sylvania, Westinghouse, Zenith.

There were doubtless others -- for RTMA, presumably the alleged focal point of any alleged collusion in connection with alleged efforts to foil the FCC's will regarding color, has some 70 set-manufacturer members. It's possible all were served, but so far as we can learn no components makers or vendors got subpoenas.

No company heads wanted to talk about the case, though counsel for some saw a "fishing expedition" in all-embracing demand for "all documents, correspondence, telegrams, reports, memoranda, records of telephone conversations, records of conferences, interoffice communications and all other writings of every kind..." pertaining to "domestic manufacture of radio, TV or related electronic transmission or receiving equipment or parts or components thereof..." and other information "from Jan. 1, 1934 to the date of service of this subpoena..."

Certainly, nobody was happy, not even the lawyers, who foresaw formidable if not virtually impossible job of gathering such an enormous mass of information in time for the grand jury summons on May 12.

Probability is that such a broad inquiry could drag on for years, because it will require as superhuman an effort on part of probers to study and cull and digest mass of data as it will require of companies to gather it out of dusty old files.

While grand jury action might mean criminal indictments, it's regarded more probable that civil action may be aim -- particularly against RCA patent pool. But whether patent monopolies can be basis for anti-trust actions, lawyers disagree; RCA patents, for example, are already in civil courts in Zenith suits and countersuits.

As for NFA-frozen color receiver production, natural impulse is to scoff at implication in subpoena that RTMA and members deliberately ganged up against the CBS
color system approved by FCC. Notably, Admiral isn't member of RTMA; CBS-Columbia, Zenith too, were served same as RCA, et al.

Dept. of Justice move has political undertones, in view of some, with hard-pressed dept., scandal-ridden, possibly seeking to prove to Congress it isn't withholding any anti-trust actions, as charged. At Dept. of Justice, they're completely mum; won't even say exactly what companies or how many companies are involved.

Master-minding the case is H. Graham Morison, recently placed in charge of anti-trust div. Handling it in New York court is Melville C. Williams, head of anti-trust office there. And, as reported few weeks ago, FCC designated its gen. counsel Ben Cottone and chief engineer Edward Allen (who also is patent attorney) to assist.

One thing is certain: Nothing could have been better calculated to arouse and embitter as ruggedly individualistic and intensely competitive an industry as there is in America -- and to provoke antagonisms in an election year.

Yet RTMA will say nothing, and its members don't dare to consult with one another -- same policy they assiduously pursued during FCC color hearings on advice of counsel, ex-U.S. Senator Burton K. Wheeler and his son Edward. They're just too puzzled, if not scared, to express themselves for publication, though the substance of some of their off-the-record remarks boils down to this:

"It's a pretty sad pass when our Govt., which profits even more than our stockholders do by our efforts, and which demands and gets such complete cooperation in all defense developments and production, should even inferentially brand us as criminals; should subject us to this kind of unreasonable demand on our time and our energy, when it's plain to see that this is as competitive an industry as the American system of free enterprise could possibly demand. This is sheer harassment and pettifoggery, and of course nothing will come of it in the last analysis except a waste of time and money -- the Government's as well as ours."

WALKER HEADS FCC, BARTLEY APPOINTED: FCC should continue working smoothly at both top and staff levels, maybe even without any appreciable delay in ending of the TV freeze, by reason of President Truman's speedy action in appointing Paul A. Walker to chairmanship to succeed Wayne Coy.

 Newly named to complete the more than 6 years remaining of Coy's 7-year term was Robert Taylor Bartley, 43, who led list of prospects when Coy resigned to join Time Inc. (Vol. 8:8) and who since 1948 has been administrative asst. to his uncle, Speaker of the House Sam Rayburn. His nomination was approved unanimously (13-0) by Senator Johnson's Interstate Commerce Committee after short hearing Feb. 29--marked by unusual interest of all Senators in progress of freeze-thaw (see p. 3).

Appointed to first FCC by President Roosevelt upon its formation in 1934, coming from Oklahoma State Corporation Commission, reputed as a crusading liberal, Paul Atlee Walker's primary interest has been telephone & telegraph regulation. He's generally rated as realistic and fair-minded -- a high type of public servant.

After calling at White House Feb. 27, it became evident he was going to get post, which came through next day and which he wanted, as he put it, "to round out my career of 17 years on the Commission." Now 71, he was due for retirement last year, but President's executive order of Dec. 21, 1950 exempted him from compulsory retirement until end of his regular term expiring June 30, 1953.

Thus he's expected to serve as chairman for year or so, after which Commission is certain to get new chairman. He's ex-schoolmaster, active churchman, elder of Presbyterian Church, ardent TV fan, highly popular with colleagues and staff. He seldom makes speeches, but when he does they usually pack a moral punch. Example was address last Oct. 2 before board of National Council of Churches of Christ in the U.S., warning TV it had better clean own house and set up own code of program regulation or face trouble (for text, see our Special Report, Oct. 6, 1951).

Comr. Walker, like his colleagues, welcomed NARTB-TV Code which came soon thereafter, disavowing any desire to crack down on the industry. His aide, who remains with him, is able attorney Walter B. Emery, 44.

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New Comr. "Rob" Bartley is native of Ladonia, Tex., member of the Christian Church, married since 1936, has 3 children -- Robert T. Jr., 13; Jane, 10; Thomas
Rayburn, 4. He studied business administration at Southern Methodist U, worked in Dallas for a time before coming to Washington as executive secy. of public utility holding company investigation in 1932.

Personable, mild-mannered, experienced in both radio and FCC, Bartley was with FCC in 1934 as director of its telegraph div., went after 4 years to SEC as senior securities analyst, in 1949 joined Yankee Network as asst. to its president, the late John Shepard III. He became v.p. in 1942, and from 1943-47 was with the National Assn. of Broadcasters as director of war activities and govt. relations.

His career has largely been in Govt., but Bartley is essentially conservative, and those who know him think he will acquit his office well -- certainly he won't belong to the "crackdown" school of regulation that prevailed through much of the New Deal and Fair Deal.

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Wayne Coy's new job as "consultant" to Time Inc. (Vol. 8:8) is one step in plans of big publishing firm to get into TV -- via acquisition of old or new stations, production & syndication of films, etc. Coy was due to leave this week end for Albuquerque, where deal is cooking for purchase of KOB-TV & its 50-kw AM counterpart KOB for $1,000,000, which includes about $300,000 in net quick assets.

Coy will run the stations, hold 50% ownership, Time Inc. backing him and owning other half. New Mexico climate is ideal for his chronic sinus condition, so he will reside there. His 3-year contract with Time Inc. calls for $24,000 a year salary, with probability of interest in other stations it may acquire.

KOB & KOB-TV are owned by T.M. Pepperday, publisher of Albuquerque Journal and onetime Rocky Mountain executive for Scripps-Howard, publishing its Denver Rocky Mountain News. He is 66, ailing, has no children, has indicated his willingness to sell the properties to someone who would build them up and operate them for the good of the community. He has turned down better offers for the stations.

KOB-TV has not achieved much of a record, as TV stations go, although it has been on air since November 1948. It has had succession of executives, serves fewest number of sets of any of the 108 U.S. stations, has lowest rates (see TV Factbook No. 14) -- is regarded in trade as ripe for new and vigorous management. AM station is NBC-affiliated, TV is non-interconnected and gets kine service from all networks.

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**PUSHING TO END FREEZE, SENATORS SORRY:** FCC held no sessions on freeze this week, thus increasing chances that final allocations decision won't emerge until April. First thing next week, Commission under new chairman Paul A. Walker takes up question of how to handle applications after floodgates are opened.

Whether procedures are wrapped up quickly or not is anyone's guess, since commissioners may have differences of opinion manifest among its staff (Vol. 8:8). After procedures, plan is to go over entire 600 pages or more of freeze report from Page One, then come to final vote.

Congressional goading may keep FCC on its toes (see below), but it can't be reiterated too often that the "great expansion" of TV will be a very gradual thing -- even if Commission's final decision issues shortly.

As we recapitulated unavoidable post-freeze steps, in talk to Buffalo TV distributor-dealers "Town Meeting" this week:

1. Hiatus of 60-90 days, while FCC accepts applications, beginning at end of freeze or very shortly thereafter.

2. Then FCC will examine all applications, start granting those which have no competition. But these won't be numerous, and you can bet they'll be in very small, economically less attractive markets.

3. All competitive applications will be set for hearing. Some hearings may start fairly quickly, but the majority will have to wait several months at least. Hearings themselves will take 2-3 weeks and more -- sometimes much more.

4. Hearing examiner will issue his decision on a particular city some 3-4 months after hearing ends.

5. FCC will then consider examiner's decision, make its own final determination. This takes several additional months.

6. Applicants who lose out in decisions will then take advantage of every
legality in attempt to change FCC's decision. If this involves court litigation, which is quite possible in view of high stakes, more months will drift by.

(7) Winners of hearings will then build, requiring anywhere from a couple of months to year or so.

Some possible exceptions to that lugubrious schedule:
(a) UHF channels in some sizable cities may not be so ardently contested, producing some grants without hearings.

(b) FCC may choose to consider applications on channel-by-channel basis in each city - instead of lumping them all together in single hearing. In this event, a few standout applicants whom others fear to tackle may find themselves alone on a channel, eligible for quick grant.

Fed up with FCC delays, members of Senate Interstate & Foreign Commerce Committee raked Commission over coals this week. Senators unburdened themselves during hearing on appointment of Robert Bartley to FCC.

"It's an intolerable situation," said Sen. Edwin Johnson (D-Colo.). FCC's belated request for greater appropriations to augment TV staff (Vol. 8:4), he said, "stands as a monument to the stupidity of the Commission itself. It has just rocked along all this time without coming to Congress and asking for help. I don't know whether I dare go home. The people of my State don't like to be considered second class citizens. Their patience is exhausted."

Sen. Kem (R-Wi.) complained: "Chairman Coy led us to believe the freeze would end last September, then January, and so on. But when we asked the FCC if it needed any remedial legislation to speed things up, they didn't come to us."

"The FCC has only 7 examiners," said Majority Leader McFarland (D-Ariz.). "I think members of this committee should get in there and fight for more money for the Commission."

Statements in much the same vein were made by most of other Senators present: Bricker (R-Ohio), Tobey (R-N.H.), Lyndon Johnson (D-Tex.), Hunt (D-Wyo.), Magnuson (D-Wash.), McMahon (D-Conn.), Capehart (R-Ind.).

Bartley wasn't left much to say in all the cross-fire. "I'll pitch in as hard as I can," he said. "If they're hung up on some problem, I'll try to get to the bottom of it, but it may take time. Rather than delay things, however, I hope to speed things up. But I don't know how involved some of these problems are."

MORE & BIGGER CONSTRUCTION ALLOTMENTS: Some 10 good-sized TV-radio station building and alteration projects are now under way -- and they'll all be guaranteed enough materials to finish, beginning next quarter.

Some 30 new projects will have to wait until third quarter to get started. These estimates come from NPA's Industrial Expansion Div. (IED), which last week took over from Construction Controls Div. (CCD) the job of allotting materials for TV-radio station construction (Vol. 8:8).

Station builders will get better break from IED -- that's definite. Some second-quarter material allotments already had been sent out by CCD when IED took over. IED is now reviewing these cases and is making supplementary allotments.

CBS's big "Television City" in Los Angeles is case in point. Scheduled for completion in October, it had been allotted second-quarter materials by CCD. IED re-examined application in light of its more liberal criteria, approved extra allotment for second quarter, as well as future allotments of materials to complete job.

IED is reviewing every application for station construction or alteration filed with the NPA since construction came under controls in third quarter 1951. It expects to complete its initial allocation of materials in about 10 days.

There may be another round of material rations to TV-radio stations early in April, after IED receives "returns" of second-quarter materials tickets allotted to builders who find they can't use them. These "returns" are redistributed.

These TV projects, which received allotments for first quarter (in addition to CBS Los Angeles studios), are scheduled to get bigger allotments next quarter:
WCAU-TV, $2,740,000, studios in Lower Merion township, Philadelphia suburb, 60% complete; DuMont, $1,750,000 studio at 205 E. 67th St., New York, 23% complete. NBC's application to build huge TV center in Burbank, Cal., will be deferred -- probably until third quarter -- because project hasn't been started. But another NBC application which was rejected for first quarter -- to remodel leased Colonial Theatre, 62nd & Broadway, New York -- is slated for approval, because remodeling is listed as "2% complete."

"We're going to try to stretch a point with jobs that are pretty close to completion -- be a little more liberal -- and try to get them finished in the second quarter," an NFA official told us.

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TV construction & alteration applications pending, but which probably won't get go-ahead until third quarter because they apparently haven't begun, include:

CBS, New York studio, $250,000; WJBK-TV, Detroit, studio, $169,000; four NBC studio remodeling jobs in New York, total cost $365,000, one in Hollywood, $67,000; WNBF-TV, Binghamton, office & studio, $300,000; WTMJ-TV, Milwaukee, tower, $307,836; ABC, $600,000 San Francisco studio, which got allotment for fourth quarter 1951 but none for first quarter 1952 because there was "no evidence of start."

Builders of smaller projects need not apply to NFA for materials. They may use their self-authorization quotas of 25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum per quarter.

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Post-freeze prospects now look pretty good for new station construction on a modest scale. But even if materials don't continue to ease as expected, there's very little doubt that stations will get on air by sheer ingenuity.

RTMA task force report on 'Impact of TV Expansion' (Vol. 8:8) acknowledges that towers will be bottleneck in post-freeze construction, but predicts "critical material requirement for towers will be reduced to a level which can be supported, and deferred to a time when materials will be more readily available...

"For example, stations could install their TV antennas on tall buildings and the need for a high tower would, therefore, be eliminated. Some stations could utilize existing towers [and] others could improvise a minimum tower which would greatly minimize the structural steel requirements." As to station buildings:

"The relatively limited amount of essential construction could go forward on a self-authorized basis under existing NFA regulations. It is believed reasonable to conclude that station construction requirements, during [1952], will pose no significant material impact."

Govt. allotted an additional 70,000 tons of structural steel this week for commercial and industrial construction in second quarter. Announcing this, NFA boss Henry Fowler warned: "The structural steel situation is still tight for the present and the immediate future."

But optimism for post-freeze construction is raised by Mr. Fowler's further statement that "there are definite indications that it will ease later this year."

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Builders of community antenna systems will benefit, too, from new NFA policy of assuring materials to complete projects now under way. But TV antenna distribution systems are classified as "commercial" construction -- not "industrial" as are broadcasting stations -- and their applications are handled by CCD and come under its lower allocation quotas. Nor are "commercial" self-authorization quotas nearly as liberal as those for "industrial" projects.

But community antennas may get special relief. As result of conference with the National Community TV Assn. (Vol. 8:3), NFA is now seriously considering the inclusion of community antenna projects in its communications Order M-77, which provides special priorities for communications services (telephone, telegraph, etc.) for "operating construction" as well as maintenance, repair and operation.

At least 2 antenna projects are assured of receiving allotments next quarter: Eastern Pennsylvania Relay Stations Inc., Shamokin, to cost $73,000; Tele Service Co., Wilkes-Barre, Pa., $75,000. Both are now nearing completion.
INDUSTRIAL TV's UNFATHOMED POTENTIAL: Industrial TV obviously hasn't the glamour of its home-TV sister -- but it's more exciting in some ways because of sheer unpredictability. Listing ITV's possible uses is fruitless. As one company puts it, ITV is good for operations which can't be observed directly because they're:

"Too dangerous, too difficult, too inconvenient, too tiring, too far, too hot, too cold, too high, too low, too dark, too small."

List of "too's" was compiled by Diamond Power Specialty Co., Lancaster, O., a company previously unheard of in TV. Diamond has probably sold as many installations as rest of industry combined. Most of its 140-odd chains have been used for prosaic job of watching boiler gauges and combustion chambers of electric power companies. Only other ITV makers as yet are DuMont, RCA, Remington Rand.

Others seem to turn noses at such pedestrian uses, preferring to concentrate on fields requiring higher resolution. Key to Diamond's success, and weaknesses, is Philo Farnsworth's image dissector camera tube. Of low resolution (250-300 lines, compared with others' 525), it's rugged as all getout -- guaranteed for 8000 hours, whereas life of other tubes is numbered in hundreds of hours.

"Back in 1945, I got down on my knees and begged RCA and DuMont to make equipment for us," says J. A. Good, mgr. of Diamond's electronics dept. "But they turned me down flat. They were interested in entertainment, not industry. So I stuck my neck out, to the tune of $1,000,000 -- and it's still stuck out. We aren't in the black on this yet."

DuMont has been moving rather quietly, will jump into field with both feet when it unveils brand new compact chain at IRE convention. Up to now, it has tailor made special installations, such as dual-chain stereoscopic setup for Atomic Energy Commission, to handle radioactive materials at safe distance, and high-definition color chain ($19,985) for Paramount, to test Lawrence tri-color tube. It's expected new gear will be competitive with Diamond's $4235 chain, and with RCA's $5500 unit built around tiny (6-in. long, 1-in. diameter) "vidicon" tube.

New DuMont equipment features 10-lb. camera, 525 lines, 50 frames, non-interlaced, 1:1 aspect ratio, 450 lines of resolution horizontally and vertically.

RCA has been moving very conservatively, at same time hoping to lay broadest foundation. One reason for caution appears to be the fact vidicon is still under development. Only recently, company took "developmental" label off its ITV, termed it "semi-commercial." Life of tube hasn't yet been guaranteed.

Vidicon has considerable attraction for all in ITV field. Diamond says it's already building equipment with it, will use any available camera tube that will serve purpose. Company has "played" with field-sequential color, using vidicon, hasn't placed it on market yet.

To play up virtues of compactness, RCA points to such things as last week's demonstration of how camera inspects entire length of 400-ft. pipe, 16-in. in diameter, while gas flows through it. Diamond is dickering for sale of 10 chains to be used for inspection of well casings.

Remington Rand is pushing CBS-designed color chain for all it's worth. It has installed it in hospitals of Kansas U and Chicago U, is preparing chains for Pennsylvania U and Children's Hospital in Houston, plus 2 for classified govt. use.

Minimum cost of equipment is $29,500, but additional requirements generally run price up. Remington Rand is now considering producing another batch. Company has also produced $9500 black-and-white chains, hasn't decided whether to make more. It's also interested in vidicon, and plans may depend on its availability.

RCA doesn't seem fazed by color gear offered by DuMont and Remington Rand. Its engineers admit frankly that color is the only answer in a few cases. But they claim monochrome is satisfactory, or even better than color (also much cheaper) for most uses. For example, one company wanted to detect brown fumes. RCA employed tube with proper spectral response, got fumes to show up black -- and visible on TV screen even before naked eye could see them.
DuMont pioneered another application which falls in ITV category: the "closed circuit convention." It offered 21-city hookup for conferences, stockholders meetings, etc. (Vol. 6:5,12). Variation of closed-circuit theme will be use of DuMont equipment at March 10-May 13 International Beauty Show in New York's Hotel Statler. Demonstrations by hairdressers, in Skytop Room, will be observed by some 1000 beauty shop operators in Keystone Room, 18 floors below.

RCA took another tack on stockholders angle last week at Foote Mineral Co., Exton, Pa. While some 200 stockholders sat comfortably in cafeteria, 4 cameras took them on tour of 81-acre plant grounds, watched processing of rare metals, such as lithium and zirconium. Foote's sales v. p. was narrator. Also televised was 16mm film of company's Kings Mountain (N.C.) operations.

Other logical contenders for ITV business haven't spoken up yet. GE feels it has more important fish to fry at the moment. Federal offers TV station equipment, but doesn't make own cameras, thus may not be so likely to enter the field. Others just haven't said anything. One big reason is that field is still one for pioneers, and you don't do this kind of research with peanuts.

**TRANSISTOR BANDWAGON** has begun to roll in earnest, with manufacturers stumbling over each other in eagerness to be first—first with predictions, at any rate. Unfortunately, rush of publicity without attendant availability—about even so promising a development as the transistor—may well have tendency to disillusion both industry and public.

Fact of transistor situation is that mass production of the remarkable substitute for vacuum tubes has not yet been achieved. And if some manufacturer has secretly mastered the techniques of mass production, he hasn't told anyone about it. Furthermore, transistor is good only up to 3 mc at present, thus is somewhat limited as far as uses for home TV are concerned. Potential of transistors and its relatives shouldn't be minimized. Justifiably, it has stirred such responsible men as GE's I. J. Kaar and RCA's E. W. Engstrom into visions of battery-less wrist radios operated by body heat and desk-top computers performing tasks now accomplished by devices with thousands of tubes.

Transistor is simply a speck of germanium metal, touched by 2 or 3 wires, imbedded in bead of protective plastic. Its principal advantages over vacuum tubes are these: (1) Extremely small power requirements, perhaps one-millionth that needed to operate tubes. (2) Tiny size—.002-cu.in., compared with ¼-cu.in. for smallest tubes. (3) Incredible longevity—nothing to burn or wear out. (4) Great ruggedness—whole device is solid.

Principal development since our status report of last year (Vol. 7:39) has been fair progress towards automatic production. But estimates of probable production rate by summer and fall make it clear that output will be merest token, compared with hundreds of millions of receiving tubes produced annually.

Bell Labs, which developed the transistor, is the leader in production plans. Its pilot plant at Allentown, Pa. is first of kind. Others gaining speed are GE, RCA, Sylvania, Raytheon, Philco, IBM, Westinghouse. Some 20 college laboratories are also hot on transistor research. Most companies' "production" today comprises handful of girls soldering cat's-whiskers under magnifying loupes.

Two promising techniques for greater production are the "diffusion" method, pioneered by GE, and the "growth" system. Latter is good for junction transistors, is believed likely to produce layers of germanium exactly as desired.

Bell Labs has done most to educate industry. It has already distributed *The Transistor*, volume thick as a big-city phone book. In April, it will conduct symposia for patent licensees at Allentown plant. An important session on device comes May 6, when "An Evening With Transistors" will feature papers by very top men in field during second industry-wide meeting on components held in Washington under sponsorship of IRE, AIEE, RTMA, Bureau of Standards and Defense Dept.

Since transistor was first described by Bell Labs scientists in 1948, it has moved from austere pages of the *Physical Review*, to *Proceedings of the IRE*, to technical trade press, to *Scientific American* and, now, to newspapers and to such a general magazine as *Harper's*.

Forthcoming *Harper's* article by Leonard Engel summarizes transistor's potential: "The inherent simplicity and convenience of the transistor *will* be exploited to construct devices much more complex than can now be attempted, and therefore much more competent, more versatile, and more useful... Beyond this, the transistor will doubtless lead to instruments and machines that cannot presently be imagined."

True, but not "tomorrow".

Increased college football TV next fall is in the wind, judging from Feb. 26 New York meeting of National Collegiate Athletic Assn's TV committee with industry officials. Chairman Robert A. Hall said "NCAA wants to have as much college TV as possible next season" under association rules. He reiterated NCAA's stand that TV be spread among as many colleges as possible, and received suggestions from DuMont director Chris J. Witting and CBS-TV public affairs chief Sig Mickelson that all 4 networks be permitted to handle games. NCAA's TV restrictions may hinge on outcome of Justice Dept.'s suit against National Football League which filed Feb. 23 answer in Federal district court, Philadelphia, to Gov't.'s charges that League's TV-radio restrictions violate Sherman Antitrust Act (Vol. 7:41, 44, 48, 52, 8:2). NFL countered it's not engaged in interstate commerce, its principal business is staging football games and TV-radio broadcasting is merely incidental.

Use of TV Channels 5 & 6 for telephone in Hawaii, proposed by FCC and opposed by NARTB (Vol. 8:3), remains a "must," Mutual Telephone Co. of Hawaii told Commission this week. Phone company attacked NARTB arguments one by one, insisted remaining channels will provide plenty of service, that uhf can be used if needed, that vhf is only portion of spectrum satisfactory for inter-island phone use.

Permission to test uhf sites was granted by FCC this week to WROW, Albany, N. Y., and KICD, Spencer, Ia. (Vol. 8:7). Former was given 60-day period to experiment with 5-kw peak power pulsed transmitted on 512-518 mc; latter will use 5-watt transmitter for 10 days.

Jaime Yankelevich, 58, operator of chain of Argentine broadcasting stations and builder of country's only TV station in Buenos Aires, all Peron govt.-administered, died Feb. 25 after long illness. He was credited with having hired Eva Peron as a singer, during which time she first met the Argentine dictator.

American Women in Radio & Television holds second annual convention in Detroit April 4-6, arrangements being made by Edythe Fern Melrose, WXYZ; president is Edythe Meserand, WOR, New York.

One More Paramount Pictures Corp. witness—Klaus Landsberg, mgr. of KTLa, Los Angeles—and FCC's self-initiated “anti-trust” probe into motion picture industry's fitness to hold TV licenses will turn to United Paramount Theatres' phase of hearings that thus far have ground through 6 weeks and occupied 25 volumes of testimony (about 3900 pages).

UPT phase will embrace projected merger with ABC (Vol. 7:21), proposed $6,000,000 sale to CBS of WBKB, Chicago, and anti-trust angles. OPS chief Ellis Arnall, president of Society of Independent Motion Picture Producers, now on leave, recently wrote Dept. of Justice urging no delay in forcing UPT to divest itself of 198 theatres—and that may spark some of FCC counsel's questioning.

Grueling 7-day examination of Paramount Pictures v.p. Austin C. Keough came to end Friday, devoted largely to exhaustive inquiry into Paramount's 531 anti-trust involvements (Vol. 8:8). Hearing proceeding dully, enlivened Tuesday by heated wrangle between counsel when Commission attorney Max Paglin sought to determine whether there had been anything improper in actions of some trustees in bankruptcy when Paramount went through wringer in the '30s.

Implication was that some of the trustees, supposed to protect creditors, improperly became partners with Paramount in subsidiary organizations. Name of Midwest chain operator A. H. Blank, now a UPT director, was brought up, but matter was postponed until he testifies.

DuMont counsel continued to badger Paramount witnesses by seeking to point up analogy between selling film to “theatre chain” and to “network chain.” If it was in public interest for Paramount to get rid of its big chain of theatres under consent decree, he posed, would it be in public interest for Paramount some day to own or control a chain of TV stations?

A question when TV would be able to buy fairly new movies again came up. Keough said it would consider selling such films now to TV-saturated areas like New York, except that this would bring complaints of discrimination from other areas.

DuMont this week also filed reply to FCC Broadcast Bureau's motion against plea for severance from rest of hearing, again insisting too long delay in freeing DuMont would militate against it in seeking additional TV channels on equals terms with other applicants.

FCC hit TV stations for first time this week in its campaign against broadcasts of horse racing results, setting down for hearing 3 stations—WJZ-TV and WPIX, New York, and KLAC-TV, Los Angeles—in addition to 12 AM-FM stations. TV stations have generally steered clear of carrying complete racing results, though number carry direct pickups of occasional event. FCC hasn't been concerned with latter. Chances are that stations will simply drop programs, if they haven't already, get taken off FCC hook immediately. In another action this week, Commission accepted explanations of 4 of the 26 stations cited for lack of educational or religious programs, gave them regular license renewals (Vol. 8:5-6). Stations are: WBNS-TV, Columbus; WJBK-TV, Detroit; WJAC-TV, Johnstown; WSPD-TV, Toledo. WKRC-TV was also given regular renewal, FCC reversing itself on question of "functional music" broadcasts. Commission will act on other stations as fast as they come in with explanations, and it's expected all will be cleared shortly.
T HE TV CODE went into effect March 1, with 82 of nation's 108 TV stations and all 4 networks as charter subscribers. Judging by initial response of telecasters, it appeared probable that industry's support of NARTB's document may soon be very close to unanimous.

An incidental effect of the code is that it's winning new TV members for NARTB—among them Buitoni Sterling Hansen, live filter-tip smokers (Vol. 8:7) held first meeting in Washington Feb. 28. Among its members are: (1) Visited FCC chairman Paul A. Walker, chairman Edwin C. Johnson (D-Colo.) of Senate Interstate & Foreign Commerce Committee, Senate Majority Leader Ernest W. McFarland (D-Ariz.), to acquaint them with progress.

(2) Approved proposals to issue monthly newsletter report on code observance to all code subscribers, and periodic reports to public.

(3) Set up job specifications for full-time NARTB-TV staff executive to assist Board.

(4) Voted to meet in 30 days in Chicago, prior to NARTB convention, to take up any proposals or complaints filed in first month of code's operation.

Board sent to subscribing stations a memorandum on usage of code "seal of good practice" (Vol. 8:1), urging display to "greatest possible audience, not only at sign-on, but also at sign-off and station-break time, but within participating shows when time is available..." In response to frequently asked question, Board's memorandum cautions that networks' adherence to code doesn't give non-subscribing affiliated stations right to display seal on local basis. "The seal may be displayed as part of the network programming," memorandum states, but "caution must be exercised [by network to assure] that seal usage is delimited aurally and/or visually to identification with that network."

Network Accounts: Time Inc. signs for 13 weeks of spots on NBC-TV's Today, Thur. 8:20-8:25 a.m., thru Young & Rubicam; on Feb 21 it bought one-shot offering its Current Events Quiz, was so pleased with 10,800 responses that it extended... Sterling Drug Inc. moves Mystery Theatre April 10 from Fri. 8-8:30 to Thur. 9-9:30 on ABC-TV, thru Dancer-Fitzgerald-Sample, N. Y. Schitlz Playhouse of Stars, being cut to half hour April 4 on CBS-TV, also being filmed in Hollywood for spot placement; Schitlz has appointed 3 new agencies—Lennen & Mitchell for TV-radio, Leo Burnett for publication & outdoor, Irwin Vladimir & Co. for export advertising... Lever Bros. (Rinso) switches Big Town on CBS-TV from live to film starting April 3, Thur. 9:30-10... Kaiser-Frazer, having bought alt. week half hours of NBC-TV Show of Shows (Vol. 8:4), after March 9 drops Adventures of Ellery Queen on ABC-TV, Sun. 7-7:30.

Station Accounts: Joint sponsorship of programs as one way to meet high costs of TV has advocate in George Hansen, president of National Retail Dry Goods Assn., who heads Boston's Chandler & Co. For dept. stores, he says, TV costs are "still too high," though he thinks it may soon replace the newspaper as the retailer's "major promotional prop"... Herzr Driv-Ur-Self System Inc. will use TV with other media in $1,950,000 advertising drive this year, of which $650,000 goes to national media, thru Campbell-Ewald, Chicago (Earl Clements, v.p., supervisor) ... Stephano Brothers, Philadelphia, launching new filter-tip cigarette called "Gems" in March, made for "smokers who feel they are smoking too much"; newspapers and TV will be used, thru Aitkin-Kynett, Philadelphia... Buitoni Macaroni Corp., starting April 6, presents Joe DiMaggio's Dugout on WNB, New York, Sun. 11:45-noon, thru Harold J. Siesel Co., N. Y. with retired Yankee star teaching fundamentals of baseball... Chesterfield and Hamm Brewing Co. to share sponsorships of 77 Chicago Cub home games, 57 White Sox daytime home games, all on WGN-TV, each taking 4½ innings... Weston Biscuit Co. (cookies) releasing TV film spots in 6 languages, thru McNell & McCleery, Los Angeles... DuPont contracts for 7 Cavalcade of America half-hour films to Screen Gems, TV subsidiary of Columbia Pictures... Among other advertisers reported using or preparing to use TV: Quality Biscuit Co., div. of United Biscuit Co. of America; Town House crackers, thru Hoffman & York, Milwaukee (WTMJ-TV); Winslow Chip Co. Inc. (potato chips, canned potato sticks), thru Harry M. Frost, Boston (WNAV-TV); L. L. D. Chemical Co. (Liqua-Leather & Toper leather refinisher), thru Rand Adv. Agency, N. Y.; Cargill Inc. (Green Treated lawn seed), thru Bruce B. Brewer & Co., Minneapolis; House of Westmore Inc. (Tru-Glo liquid make-up), thru Harry B. Cohen Adv. Co., N. Y.; Italian Swiss Colony Wine Co., div. of National Distillers Products Corp., thru Hong-Cooper Co., San Francisco; Krey Packing Co. (Kri-pi one-package meal), thru Ruthrauff & Ryan, St. Louis; Roman Ravioli Inc. (ravioli, tomato sauce), thru Kasten, Farrell, Chesley & Clifford, N. Y.; Comstock Canning Co. (pie sliced apples), thru Leo Burnett Co., N. Y.; R. B. Davis Co. (Swede fudge & frosting mix), thru Samuel Croot Co., N. Y.; Avoset Co. (Quip pressurized dairy cream), thru Harrington-Richards, San Francisco.

ZENITH finally filed long-anticipated petition asking FCC to start ball rolling toward commercial establishment of its Phonevision system of pay-as-you-look TV. But with FCC's extremely heavy agenda of higher-priority matters, and with Zenith's competitors ( Paramount, Skiltron, probably RCA and others) admittedly not through experimenting, beginning of hearing on subscription TV appears many months off.

Zenith petition includes brief resume of Phonevision history, says in effect, "We're ready." Particularly worth noting in petition is allusion to fact that its system doesn't rely solely on telephone lines, that versions are available for non-telephone homes. Some Zenith competitors regard dependence on telephone as Phonevision's Achilles' heel.

When hearing does come, it will be big battle of engineering, as well as economic, social and political struggle (Vol. 7:34). "Security" will be the watchword, with each proponent seeking to show how its system can't be "broken", or that it can be broken only with great trouble or expense.

Another reason why hearing is still good way off is that Zenith's opponents aren't ready. Paramount v. p. p. Paul Raibourn, during FCC's current "anti-trust" hearing, admitted company "still has technical difficulties" with its Telemeter coin-box system. Paramount also plans to test economics of system via community antenna setup in Palm Springs, Cal. (Vol. 7:32)—starting some time this fall. Four-hour demonstration of Telemeter was given press in Hollywood this week, using Paramount's KTLA facilities.

Skiltron has yet to ask FCC for permission to make home tests with its Subscriber-Vision system. Since it has no station of its own to work with, it has been depending on facilities of New York's WOR-TV. It may prove difficult to get station to scramble pictures during the good viewing time which presumably is necessary for accurate test.

Skiltron has dropped its punch-card method of decoding scrambled signal, now has translucent card containing printed circuit. Change is regarded as admission that punch-card is extremely weak in "security".
BAN ON TV-RADIO at House committee hearings is likely to stand for rest of current session, despite anguished screams of Republicans and protests by a few Democrats. At week's end, little Congressional support was apparent for resolution (H. Res. 538) by Rep. Patrick J. Hillings (R-Cal.) to let committees decide how their hearings are to be covered. Nor were there any signs of backing for measure (H. Res. 62) introduced last April by Rep. Jacob Javits (R-N.Y.) to permit TV-radio coverage of all House proceedings, including sessions of House itself (Vol. 7:12, 18). Even Minority Leader Joseph W. Martin Jr. (R-Mass.) said anti-TV-radio ruling of House Speaker Sam Rayburn (D-Tex.) was unlikely to be displaced by House vote this session.

Charges of "politics" began flying shortly after Rayburn ruled Feb. 25 that House rules give no authority for coverage of hearings by TV, radio, movies or tape recording. Directly affected was Un-American Activities Committee's current Detroit investigation. Some Republicans charged ban was designed to prevent Rep. Charles E. Potter (R-Mich.), member of subcommittee holding Detroit hearings, from building up popularity in Michigan via TV. He has been mentioned as potential opponent of Sen. Blair Moody (D-Mich.) in this year's election. TV-radio networks and stations protested the ban; big newspapers were almost unanimously against it.

Protests and accusations rose to crescendo Feb. 28 when President Truman told news conference that Speaker Rayburn had decided on ban while with him at White House—but Mr. Truman insisted he had nothing to do with decision. He explained that Rayburn took emergency phone call from Sen. Moody while at White House. Sen. Moody urged Speaker to permit televising of Detroit hearings, and Rayburn then told him how he would rule. Asked how he felt about matter, Mr. Truman said question was one for Congress itself to settle.

Similar ruling in Senate seems unlikely, especially in view of adverse publicity following Speaker Rayburn's action. Senate Majority Leader Ernest W. McFarland (D-Ariz.), member of Interstate & Foreign Commerce Committee, says he personally feels Congress should operate under same rules as courts, which don't permit broadcasts or picture-taking, but has no intention of pushing such a rule in Senate.

Senate Interstate & Foreign Commerce Committee, before endorsing Robert T. Bartley for FCC post Feb. 29 (see p. 2), queried him on subject of televised hearings—undoubtedly bearing in mind that he's Speaker Rayburn's nephew and assistant. He said Rayburn hadn't consulted him on matter. Pressed for own opinion, he said he thought televised hearings might be good idea if stations are "completely fair." But he said it was hard to see how stations could be fair without carrying complete hearings.

More facts about TV audiences, culled from recent surveys: WTMJ-TV, Milwaukee's sole TV station, in co-occidental telephone survey (30,546 completed calls) found that 75.16% (195,410) of Milwaukee county homes have one set or more; 3.66% (7152) have 2 sets; .64% (78) have 3 sets; percentage of sets turned on after 10:30 p.m. varies from 24% on Tuesday to 50% on Saturday. Survey by WSYR & WSYR-TV, Syracuse, (1467 completed calls) indicates that members of average TV household view TV 4.52 hours a day, listen to radio 3.07 hours; TV homes have average of 2.4 radios vs. 2.1 in non-TV homes. TV's selling power, as indicated in Columbus area survey by Dr. Kenneth Dameron, Ohio State U: Some 44% of TV families bought new product or brand within one month; of these, 87% had seen it advertised on TV, 76.8% said purchase was influenced by TV advertising.

Telecasting Notes: NBC Research, only reporter of city-by-city sets-in-use count each month (see p. 16), is henceforth combining figures for Indianapolis-Bloomington and Grand Rapids-Kalamazoo areas due to overlap, at same time announcing new network rates for those cities: WFBM-TV, Indianapolis, went from $700 to $800 as of Jan. 1, and WTVT, Bloomington, goes from $200 to $500 as of March 1; WOOD-TV, Grand Rapids, went from $500 to $600 on Feb. 1, and WKZK-TV, Kalamazoo, goes from $500 to $600 March 1... More station rate increases effective March 1, to add to those reported last week (Vol. 8:8): WGN-TV, Chicago, from $1000 to $1200 per Class A hour, $200 to $250 per 1-min.; KPIX, San Francisco, $600 to $750 & $120 to $150; WGAN-TV, Lancaster, $600 to $650 & $90 to $125 ... WTTW, Bloomington, adopts network rate as its national rate, ups 1-min. from $30 to $80 ... TV sponsors, agencies, networks up in arms over bill proposing to let New York City tax sponsors 5% of cost of TV-radio programs originating there, introduced in Albany by State Sen. Mario DeOptatris ... A.P.'s TV newsreel service, designed to compete with INS and UP services, reported readying for mid-March debut ... "Package rental" of 1200 TV films for $250,000 from Motion Pictures for Television Inc. is reported by WXYZ-TV, Detroit, said to be one of biggest such deals ever made ... Mallard Inc., 120 Wall St., New York, reported organized by S. Mukamal to acquire films for TV stations ... Amusing article about guests on TV programs, togetherness with tips on how to behave as a TV guest, by TV writer-contact Sally Iselin, is feature of March Atlantic Monthly ... Tex McCrary goes on leave of absence from his WNBC & WNBT programs to work on Eisenhower presidential candidacy until elections, leaving his wife Jinx Falkenburg to carry on; he got lots of publicity (not very favorable) for his Author Meets Critics debate with Sen. Taft on DuMont, during which Taft alleged he was called liar ... Phil Harris signs long-term TV-radio contract with NBC, thus setting at rest rumors Phil Harris-Alice Faye Show (radio) might switch to CBS.

Another House resolution (H. Res. 541) proposing TV-radio program investigation was introduced this week by Rep. Rees (R-Kan.), similar to one introduced Feb. 7 by Rep. Gathings (Vol. 8:8). Only difference is in membership of proposed select committee to make investigation, Rees suggesting 9 members vs. 15 in Gathings' measure. Rees said he has received complaints on TV programming, most of them aimed at beer advertising and crime shows, feels that public hearings on resolution would determine just how much viewers are opposed to programs and whether investigatory body is really needed.

Amended version of Horan Bill (H. R. 5470), relieving broadcasters of liability in suits arising from political speeches (Vol. 8:5), was submitted to Rep. Horan (R-Wash.) by NARTB, may be introduced next week. NARTB recommended wording be changed from "licensee shall have no power to censor, alter, or ... control material broadcast" to "licensee shall have no power to censor the material broadcast."

Report on McFarland Bill to amend Communications Act (Vol. 8:8) should be issued by House Interstate & Foreign Commerce Committee in week or so, according to Chairman Crosser (D-Ohio). He says consideration of "toughest part", license renewals, is about over. Though he says committee's amendments will make House-Senate conference necessary, he believes "the Senate will like our amendments."

Ohio State U's Institute for Education by Radio & Television is scheduled for April 17-20 in Columbus, again headed by Dr. I. Keith Tyler.
STANDARD COIL'S NEW 82-CHANNEL TUNER: Another solution to combination vhf-uhf sets, unwrapped by Standard Coil Products in New York's St. Regis Hotel Feb. 28, is particularly worth noting since company reports it supplies 40% of all TV tuners built, has turned out 6,000,000 to date. Among its 70 customers: Admiral, Philco, Emerson.

Device unveiled to press showed ingenious approach, is designed for new sets. Standard's answer for converting existing sets containing its turret tuner -- replacement of vhf strips with uhf -- was demonstrated last June (Vol. 7:23).

New tuner has 3 concentric knobs instead of vhf's conventional 2 -- one calibrated in "10s", another in units, third for fine tuning. "Window" shows number of channel tuned. Tuner is "detent" type, clicking into position for each channel.

Tuner demonstrated was mounted in current-model Admiral set, got acceptable (though snowy) picture from Bridgeport uhf station 54 miles away and below line-of-sight, and got excellent test pattern from DuMont's New York uhf outlet. Company claims uhf performance as good as vhf with same signal level.

Price to manufacturers is about $25, slightly over twice Standard's vhf unit. Retail price of combination vhf-uhf set, as compared with vhf-only, will be entirely up to set makers.

Deliveries are scheduled for August, though it's reported that some customers, notably Admiral, were champing at bit to get them in April or May.

With patents at stake, Standard was reluctant to give complete technical details. However, tuner uses 3 tubes and a crystal mixer, employs coils for tuning elements. Use of coils for frequencies at top of uhf band (890 mc) is considered unusual, but company claims excellent stability, sensitivity, etc.

Standard's demonstration, close on heels of RCA's disclosure of its uhf reception plans (Vol. 8:7), points up quickening competition in anticipation of FCC's end-of-freeze decision which will give uhf final go-ahead.

We're getting excellent responses to our survey of set makers' uhf plans, will round them up shortly in what we believe will be most authoritative and most up-to-the-minute report on uhf receiver and converter prospects to date.

TRADE IS STEADY, SOOTHSAVERS BULLISH: "Not too good, not too bad -- sales fairly steady." That's about best thumbnail description we get of current TV-radio trade.

Fact is many think TV has returned to "normal selling patterns," along with other consumer goods. Survey by New York Journal of Commerce, for example, shows improvement in inventory & sales situation in consumer durables generally. It says:

"Dealer and distributor inventories have been sharply reduced from the peak levels of last year, reached in July and August. But appliance inventories at the factory have held at relatively high levels in recent months. Factory & distributor inventories together average about 90 days' supply.

"In nearly every field, sales at the retail level are running well in excess of the current reduced rates of production, pointing to shortages later in the year. In some cases -- as in autos -- the shortages may come within 45 days..." As for TV:

"Television, too, has experienced an upturn in consumer buying while inventories have been sharply reduced from the levels of last summer. Retail sales are running only 10-15% behind last year; output has been cut much more than that."

If you want an "on high" opinion about the larger economic picture, we give you the assurances of Secretary of Commerce Sawyer, speaking before the Tallahassee Chamber of Commerce this week, that 1952 will see "no large recession." As in 1949, said he, we're in the midst of an inventory adjustment, "a normal process which the economy undergoes now and then..."

"There are, of course, certain soft spots in the economy and some business men are loaded down with [consumer] goods which they find hard to sell -- at current
prices...We cannot afford to forget that some of the present sales resistance on the part of consumers is the result of buying waves which occurred after Korea, during which consumers bunched up purchases which would otherwise have been spread over a longer period of time. A great many of these purchases were financed on credit; it is highly improbable that a man who bought a washing machine or a TV set during the days of scare buying will be in the market for the same items today, particularly if he has not finished paying for his original purchases."

Secretary Sawyer goes on to say that the defense program is stimulating the high rate of business activity that's still on upgrade. "The strength of both govt. buying and business buying will assure a continuing high level of business activity and employment this year," he stated.

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Dun & Bradstreet estimate of January dealer sales and dealer inventory at the end of that month had not been released up to press time -- but RTMA production figure for week ending Feb. 22 was 100,846 TV sets (2000 private label) as compared with 98,522 week before (Vol. 8:8). It was year's 8th production week.

TV inventories at factory rose to 208,669 from 197,232 week before, highest of month -- though there was one week end in January when peak was 239,700 (Vol.8:3).

RTMA also reported 189,321 radios produced (76,469 private label) during week ended Feb. 22. Inventories rose to 324,092 from 288,950 preceding week. Radio output comprised 77,474 home units, 22,407 portables, 26,711 clock, 62,729 auto.

**Topics & Trends of TV Trade:** Next—TV receivers with 27-in. tubes? Corning Glass Works evidently thinks so, for it has scheduled volume production for May of the 27-in. rectangular all-glass bulb first displayed at IRE convention last year. And Thomas Electroncics Inc. is reported preparing to display several tubes of this size at current IRE convention.

Corning says bulb is "largest piece of molded glass manufactured anywhere in the world on automatic production equipment." It weighs about 40 lbs., affords 375-sq. in. picture, or about 50% more area than 21-in. size which in glass weighs about 27 lbs. It utilizes new cylindrical-face design to minimize light reflections (Vol. 7:47, 50). Samples were being delivered to the industry this week at $35 each, though volume price hasn't been set yet; DuMont's 21-in. all-glass are sold at $28.50, RCA's 21-in. metal at $28.

Rauland announced 27-in. tube in January (Vol. 8:3), claiming 300-sq. in. picture area, but there has been little activity announced among manufacturers except that Admiral said it would put tube in set when volume is available and demand appears (Vol. 8:1). GE has been offering 24-in. metal-cone tube at 50. RCA, Lansdale, Rauland and DuMont are known to have been experimenting with 27-in. metal rectangulars, but have not yet indicated progress made.

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Starrett creditors were due to meet at week's end in connection with its involuntary petition in bankruptcy (Vol. 8:8), petitioning law firm of Goldwater & Flynn, proposing to pay 2% in cash and balance of 50% settlement in monthly installments of 1% starting 90 days after confirmation. Liabilities are listed at $1,204,326, consisting of $685,360 in unsecured claims, $101,747 accommodation paper, $120,940 tax sales, $70,931 secured claims, $7444 wage claims. Assets are $1,248,011, including $863,418 stock in trade, $298,078 accounts receivable, $49,491 cash in bank, $36,292 machinery & fixtures.

Total of some 120 creditors includes these of $10,000 or over: 601 West 26th Corp., (rent), $129,060; RCA ($2,000); Royalties, $7,011; Techniflex, Port Jervis, N. Y., $42,025; Downs House of Miracles, Los Angeles, $35,753; Sarkes Tarzian (tubes), $33,609; Crest Transformer Co., Chicago, $24,645; Sarkes Tarzian (tuners), $24,517; Pyramid Elec-

trie Co., Paterson, N. J., $23,830; Standard Coil Products, $20,989; Spear & Co., Pittsburgh, $18,362; Tele-Ray Tube Co., $17,998; Rogers Electroncics, $17,288; Lansdale Tube, $15,847; Scruggs-Vandervoort-Barney Inc., St. Louis, $15,569; Sylvania, $14,413; New England Transformer Co., $12,511; Cronane Inc., Chicago, $11,678; Ram Electroncics, Paterson, N. J., $11,240; RCA $11,046; Master Equipment, Washington, Pa., $11,023; National Union Radio, $10,305; Quam-Nichols, $10,227; Nuns Better Cabinet Co., Marietta, Ga., $10,056.

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Employment is on upgrade in TV-radio and other metal-using industries despite heavy cutbacks in materials during current quarter. Telegram survey of 11,000 manufacturers made by Bureau of Labor Statistics for NPA indicates: (1) Over-all employment in consumer durable goods industries is higher than any time since Spring 1949. (2) Employment in TV-radio industry is now 4% above December 1951 level, while appliance industry employment rose 0.7%. As interpreted by NPA chief Henry Fowler, survey "shows that American industry, even in the consumer durable goods field where material cutbacks were most severe, has generally been able to find a means of maintaining and even increasing employment through substitution and conservation of scarce materials, and the placing of defense contracts in spite of the impact of sharply reduced allocations of metal for their normal products."

Against some 30,000 TV sets sold in Canada in 1950 and 40,000 in 1951, there should be 80,000 sold this year, assuming CBC's Montreal and Toronto stations, Dominion's first, get on air in Aug. or Sept., as promised. This is opinion of F. R. Deakins, president, RCA Victor Ltd. Sales of radios totaled 731,000 in 1950, 550,000 in 1951, should run 500,000 this year, Mr. Deakins thinks. Combined TV-radio sales in 1951 were $65,000,000 vs. 70,000,000 in 1950.

"Mercury" brand TV is "alive and kicking"—and we regret the inadvertance which led us to include it among recapitulation of those that have faded out of trade picture during last few years (Vol. 8:8). We meant, of course, Mercury Record Corp., Chicago, once a set maker, not Pacific Mercury Television Mfg. Corp., Van Nuys, Cal., still very much in the set business.
ANTI-TRUST SUIT against 11 New York distributors, asking triple damages totaling $2,100,000, was filed this week by Monarch-Saphin Co., Inc., big New York retailer now trying to reorganize under bankruptcy laws. It charges conspiracy to drive it out of business with "unfair business practices" and "price discrimination" in retaliation for its inventory-unloading auction sales of last May (Vol. 7:20-21, 25).

Named in suit: Bruno-New York Inc. (RCA & Bendix); Admiral Corp. New York Distributing Div. Inc.; General Electric Supply Corp.; Gross Distributors Inc. (Stromberg-Carlson); Maytag Atlantic Co., Inc.; Motorola-New York Inc.; Crosley Distributing Corp.; Warren-Connolly Co. Inc. (Hallicrafters & Norge); Weiss & Besserman Co. Inc. (Youngstown sinks); Westinghouse Electric Supply Co.; Zenith Radio Corp. of New York.

Monarch charges these concerns refused to ship merchandise during reorganization even though Monarch has capital of at least $250,000 to protect shipments; also, that firm was put at disadvantage because of preferential treatment of competitors, and that tie-in sales were imposed.

Bruno-New York also is accused of running misleading ads discrediting its auction sales and of trying to block sale with complaint to city Comr. of Licenses. Amount of damages to be demanded from each defendant will be determined later.


Fair trade backers had hopes boosted twice this week by 2 House committees when Interstate & Foreign Commerce Committee approved McGuire Bill (H. R. 5767), as expected, and Celler Judiciary subcommittee surprisingly approved similar measure after studying 4 versions. At hearings on McGuire Bill, National Appliance & Radio Dealers Assn. had testified that fair traded merchandise was important to appliance dealers despite fact it comprised less than 5% of dollar volume (Vol. 8:6).

New optical system for its theatre-TV equipment has been developed by General Precision Laboratory which terms it "a major advance in optics over the classical Schmidt design." Company says system is based on formula which was evolved by GPL scientist Louis Pierre Raitiere after 14 months of work.


U. S.-Canada radio treaty, permitting pilots, mobile radio transmitter operators and amateurs of each country to operate equipment in territory of other, was reported favorably Feb. 27 by Senate Foreign Relations Committee. Non-controversial convention, negotiated by State Dept. and FCC, grew out of incidents affecting AT&T mobile systems, U. S. Park Service cars, Interior Dept. launches, Atomic Energy Commission conveyors.

Next FM promotion campaign, in series sparked by NARTB and RTMA, is tentatively scheduled for upper New York State "sometime after April." NARTB reports that New York demand was prompted by success in first area, North Carolina (Vol. 8:7). NARTB estimates some 5000 FM sets were sold in North Carolina Jan. 21-Feb. 25, believes figure substantially above "normal"; study hasn't been completed. No results are yet in from current Wisconsin campaign. In connection with District of Columbia drive that began March 1, special Monday morning "Sales Clinics of the Air" for retailers have been started on FM station WASH.

Voluntary system of curbing false TV-appliance ads in New York City (Vol. 8:3) has resulted in excellent cooperation during first 2 weeks. Of 21 letters written by Better Business Bureau complaining of violations, replies have been received to all but one, and in that case the violation hasn't been repeated. Most frequent complaint was over failure to describe warranties and guarantees adequately. Other violations included misuse of words "custom-built" and "fully guaranteed", and instances of advertised merchandise not being available.

Societa Siemens, radio manufacturer of Milan, Italy, planning to go into TV set production. GE reports complete studio & transmitting equipment for Italy's second station has been shipped to govt.-owned Radio Audizione Italiano; GE built first for 1952 Milan Fair in April, reports 11 Italian-built transmitters scheduled for completion end of 1953, first going to Rome end of this year.
Financial & Trade Notes: RCA 1951 annual report released this week reveals industry’s dominant company for second time enjoyed better than half-billion-dollar year, gross sales achieving all-time record high of $988,955,000, or 21% more than the $856,935,000 of 1950. Net profits were $31,193,000 ($2.02 per common share) compared with $40,250,000 ($3.10) in 1950—the reduction largely attributed to leveling off of consumer demand for TV receivers, fewer TV transmitter sales, and taxes. Total taxes for year were $62,389,000, or $4.49 per share, about double year’s net profit; of this amount, $30,840,000 was Federal income tax compared with $50,743,000 in 1950.

Breakdown of revenue sources discloses RCA Victor, RCA Laboratories, RCA International Div. combined to account for 73.5% of company’s revenues, or $440,135,000, down from 1950’s $476,091,000. NBC revenues went up to $137,155,000 from $92,091,000 in 1950, gain being attributed entirely to TV network and station operations. NBC accounted for 22.9% of firm’s revenues as against 15.8% in 1950.

Note: NBC revenues are not broken down as between TV and AM, nor as between networks and stations, but it’s common knowledge all its TV & AM stations are operating profitably, and it has been reported network TV is now slightly profitable but network radio is losing (Vol. 7:46, 48). NBC-TV network revenues now exceed its network radio by considerable margin (see PIB figures for 1951, Vol. 8:4).

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Admiral’s earnings dropped to $9,586,833 ($4.97 a share) on sales of $18,955,958 in 1951 from preceding year’s record of $18,767,554 ($9.73) on sales of $230,397,661. Despite decline, 1951 sales and earnings are second highest in company’s history. Company paid income taxes of $9,138,788, or $4.78 a share, last year. Net worth increased to $40,409,844 ($20.96 a share) as of end of 1951, from $32,751,011 ($16.99) end of 1950. Net working capital increased to $27,361,637 in 1951 from $21,931,846. Annual statement says company invested more than $2,500,000 in additions and improvements last year.

Stromberg-Carlson reports net earnings of $685,777 for 1951 on total sales of $33,633,495 from all divisions, including broadcasting. This compares with $974,731 profit on sales of $37,672,385 for 1950. In letter to stockholders preliminary to annual report, president Robert C. Tait said broadcasting (WHAM & WHAM-TV, Rochester), sound equipment and telephone divisions enjoyed best year in firm’s history. “The TV market,” said Mr. Tait, “is somewhat improved at present, and the lifting of the freeze on new stations... plus the political conventions this summer [and] the national elections next fall should stimulate demand for TV receivers.”

Tung-Sol Electric reports record sales of $31,484,760 for 1951, profit of $2,049,458 ($4.23 each on 477,815 shares) vs. $9,092,951 profit ($6.88 on 455,422) vs. $29,425,-002 sales for 1950 (Vol. 7:10). Firm announced in annual report that stockholders will be asked at March 25 meeting to authorize 100,000 shares of $50 par cumulative preferred stock. Plan is to sell publicly series of 60,000 shares or less at first through underwriting group headed by Harriman, Ripley & Co. Stockholders also will vote on increasing authorized common shares from 500,000 to 1,000,000.

Cornell-Dubilier showed net profit of $354,969 (79c a share) on sales of $8,468,202 for 3 months ended Dec. 31, 1951 vs. $333,710 (74c) on $8,247,982 same 1950 period.

Emerson Radio reports net income of $351,850 (18c a share) for 13 weeks ended Feb. 2 vs. $1,518,856 (78c) for corresponding 1951 period.

General Tire & Rubber Co.’s net profit of $7,790,469 ($12.48 per share) on sales of $170,771,521 for year ended Nov. 30, 1951, included $773,827 realized from its TV activities, according to annual report. Profit for 1950 was $8,557,616 ($13.88) on sales of $125,378,837. Big tire firm’s TV holdings then were WNBC-TV, Boston, and KJH-TV, Los Angeles, now include WOR-TV, New York; its radio properties were Yankee and Don Lee networks with 3 AM stations each, to which was added WOR, New York, in latter January (Vol. 8:3).

Television-Electronics Fund Inc., in report for quarter ended Jan. 31, shows assets of $12,292,925 ($13.01 per share) as against $9,792,691 ($12.91) at end of fiscal year Oct. 31, 1951. Added to portfolio since last listed in these columns (Vol. 7:28) were these stocks: 1200 shares American Bosch (conv. pf.), 2000 Burroughs Adding Machine, 8000 Photon Inc., 3000 Vitro Mfg. Co., 2000 Weston Electrical Instrument, 1000 Owens-Illinois.

Collins Radio, now averaging about $5,000,000 sales per month, is expected to show sales of $28,000,000 for 6 months ended Jan. 31, says Feb. 28 Wall Street Journal. This would compare with $5,853,000 for first half of fiscal 1951. Earnings are expected to run $2 a share for Jan. 31 half, which would compare with 33c for like period year earlier and with $2.23 for all fiscal 1951. Current backlog of orders is about $150,000,000.

Oak Mfg. Co. reports profit of $598,930 ($1.14 a share) on sales of $7,644,627 for 7 months ended Dec. 31, 1951. Comparative figures for last year are not available since company changed fiscal year from May 31 to calendar year, but report for fiscal year ended May 31, 1951 showed $1,188,037 ($2.27) on sales of $13,145,807 (Vol. 7:33).

P. R. Mallory & Co. reports net profit for year ended Dec. 31, 1951 of $1,923,314 ($3.98 a share) vs. $2,553,758 ($5.29) in preceding year; net sales were $45,438,000 vs. $39,158,000.

* * * * * * * * * * *

Westinghouse reports record sales of $1,240,801,000 in 1951, increase of 22% over previous high of $1,019,928,000 in 1950. Net earnings slipped 17% to $64,578,000 ($4.03 a share on 15,549,977 shares) from $77,922,000 ($5.36 on 14,190,054) in 1950. Consumer products vp. John M. McKibbin said Westinghouse ended year without excessive inventories of “most home appliances.” President Gwylum Price said there are indications “scarce buying of materials is ending [and] I would not be surprised if we were able to turn out even more consumer durables this year than last.” Defense business accounted for 16% of firm’s total sales in 1951, and Mr. Price predicted this may be doubled in 1952.

Bendix Aviation president M. P. Ferguson reported to stockholders meeting in South Bend Feb. 27 that sales for first quarter of 1952 fiscal year ended Dec. 30 were $111,522,000, representing annual rate of about $440,000,-000, compared with sales of $340,000,000 for 1951 fiscal year. As of Feb. 1, he stated, backlog of orders approximated $705,000,000, compared with $698,000,000 at end of last fiscal year Sept. 30, 1951. January, biggest month yet, showed about 80% defense shipments. Earnings were $1.37 a share on first quarter sales vs. $1.21 for same quarter last year.

Dividends: Sylvania, 50c payable April 1 to holders of record March 20; Bendix Aviation, 75c payable March 31 to holders March 10; Standard Radio Ltd., 10c payable April 10 to holders March 20; WJR, The Good Will Station Inc., 10c payable March 11 to holders March 4; Stromberg-Carlson, 25c payable April 1 to holders March 10; Aerovox, 15c payable March 15 to holders March 15.
Mobilization Notes: Extra allotments of all 3 controlled materials—steel, copper and aluminum—may go out to manufacturers of civilian products, TV-radio included, during second quarter. It's far too early to say definitely, but DPA materials controllers are closely watching signs of mysteriously slackening demand for the metals, and looking toward future effects of military production "stretch-out."

Current aluminum situation particularly baffles govt. planners. They anticipated wild scramble at mills to get CMP tickets cashed during first quarter. Instead, demand for aluminum appears smaller than supply. Aluminum producers already have advised NPA to revise second-quarter civilian allotments of the metal upward from the announced 90% of base-period use to 35% or 40%. And Aircraft builders are now beginning to cancel and postpone thousands of orders placed before plane building program was slowed down. This will free steel, copper and aluminum—but not immediately. If civilian goods receive extra allotments, announcement probably won't come for at least a month—possibly 2 or 3.

In TV-radio, copper is governing material. Industry can't use extra steel and/or aluminum without more copper. This week NPA released extra sheet and strip steel to manufacturers of many consumer products. TV-radio producers won't get any because they can't use it—copper is their bottleneck. Announcing this 10% dividend in first-quarter steel allotments, NPA said it would go to manufacturers who can use it without requiring more aluminum or copper. Auto industry was offered extra steel, turned it down because it would be worthless without more copper and aluminum.

* * * * *

CMP headaches aren't confined to manufacturers. NPA's Electronics Div. has its share. It may have to return most third quarter controlled materials applications to manufacturers for revision. Of first 34 applications received, only 2 were filled out in accordance with newly-revised Class B Product Directory (Feb. 1 edition) which contains changes affecting practically every manufacturer of electronics equipment.

Division this week urged all manufacturers who have submitted third quarter applications based on old directory to make out new forms using new classifications—and to read carefully the instruction sheet which accompanies the new CMP-B application blank before filling it out. Some of the more important changes in NPA classification of electronic equipment:

These product classifications have been discontinued:
Radio & electronics hardware (class code 342694);
commercial radio communication & navigation aids (36033);

telephone type components for communications (36141).
These new classifications have been added:
Towers, radio, prefabricated, except special design, for military and commercial broadcast (34416); other radio & related products, N.E.C. (30616); intercommunication equipment, electronically amplified (5000101).

These classifications have been changed:
TV sets, household radio receivers, etc. (36012)—booster and uhf & color adapters & converters have been added, unassembled sets deleted; transmitting & industrial type tubes (36622); radio receiving type tube (36023)—transistors added.

* * * * *


Bigger rations of selenium have been promised by NPA this month to rectifier manufacturers, who were on verge of shutdown in February because of shortage (Vol. 8:4). March allocation will total about 25,000 lbs. February supply was 15,500, augmented by emergency allotments to avert plant closures. In March, rectifier manufacturers will be permitted to increase their supplies by imports and recovery of scrap, without inventory control. NPA is allocating selenium for military rectifiers at rate of 100% of requirements, for civilian and indirect defense uses at 90% of use during first half 1950.

U. S. will buy 50,000,000 lbs. of Canadian nickel over next 9 years under terms of agreement with Falconbridge Nickel Mines of Toronto. This country advanced Falconbridge $6,000,000 to expand mining capacity. Contract also provides for U. S. purchase of 1,500,000 lbs. of Canadian cobalt, option to buy 25,000,000 lbs. of copper and additional 25,000,000 lbs. of nickel.

George A. Landry, president of Sandia Corp., and Donald A. Quarles, Bell Labs v.p., named vice presidents of Western Electric, the former handling purchasing and traffic, latter succeeding Mr. Landry on Sandia work for Atomic Energy Commission.

Top IRE awards to be presented at March 5 convention banquet in New York's Waldorf-Astoria: Medal of Honor, to Dr. W. R. G. Baker, GE, for "outstanding direction of scientific and engineering project" and for "his statesmanship in reconciling conflicting viewpoints and obtaining cooperative effort" (notably in color field); Morris Liebmann Memorial Prize, to H. W. Welch Jr., U. of Michigan Research Institute, for paper on magnetrons; Harry Diamond Memorial Award, to Newborn Smith, Bureau of Standards, for "fundamental work on radio wave propagation"; Editor's Award, to Jerome Freedman, Watson Labs of Griffis Air Force Base, for paper on "Resolution in Radar Systems"; Vladimir K. Zwoyrkin TV Prize, to B. D. Loughlin, Hazeltine, for "outstanding contribution to electronic TV."

Symposium on improvement of components—sponsored by IRE, AIEE, RTMA, Bureau of Standards and Defense Dept.—will be conducted in Washington's Interior Dept. Auditorium May 5-7. First symposium was held May, 1950 (Vol. 6:28). Some 40 papers will be featured, plus talks by RTMA president Glen McDaniel, NPA's J. A. Milling, Navy's Capt. Rawson Bennett, Research & Development Board's Edwin A. Speakman, and discussion of components in continental Europe, Great Britain, Soviet Russia. Also on agenda is "An Evening With Transistors" (see p. 7).
BECAUSE OF OVERLAPS, NBC Research in its monthly sets-in-use reports is now combining Indianapolis-Bloomington and Grand Rapids-Kalamazoo totals—footnotes to table below explaining the total sets in service areas of each but allowing for overlap in totaling them together. For whole country, Feb. 1 count rose 352,300 sets from Jan. 1 (Vol. 8:5) to bring estimated total to 10,129,300. Readjustments of some totals have been made (viz., Chicago's 1,090,000 of Jan. 1 is upped to only 1,093,000 for Feb. 1) in order to squeeze suspected "water" in some area counts. And NBC "census" for first time notes 44,000 sets in Canadian area served by Buffalo, 30,000 by Detroit, plus 2500 on Mexican side of border served by Matamoros—but these are not included in U.S. total. Following is Feb. 1, 1952 count (consult individual stations for their estimates of number of families within respective service ranges):

<table>
<thead>
<tr>
<th>Area</th>
<th>No. Interconnected Cities</th>
<th>No. Stations Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams (Des Moines)</td>
<td>1</td>
<td>78,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>2</td>
<td>137,000</td>
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<tr>
<td>Baltimore</td>
<td>3</td>
<td>397,000</td>
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<tr>
<td>Birmingham</td>
<td>2</td>
<td>91,200</td>
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<tr>
<td>Bloomington</td>
<td>1</td>
<td>125,000</td>
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<tr>
<td>(Indianapolis)</td>
<td>(a)</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>2</td>
<td>850,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>1 (b)</td>
<td>124,000</td>
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<tr>
<td>Chicago</td>
<td>1</td>
<td>1,093,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>3</td>
<td>310,000</td>
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<tr>
<td>Cleveland</td>
<td>3</td>
<td>583,000</td>
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<tr>
<td>Columbus</td>
<td>3</td>
<td>197,000</td>
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<tr>
<td>Detroit</td>
<td>3 (c)</td>
<td>620,000</td>
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<tr>
<td>El Paso</td>
<td>3</td>
<td>61,000</td>
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<tr>
<td>Grand Rapids</td>
<td>1 (d)</td>
<td>155,000</td>
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<tr>
<td>&amp; Kalamazoo</td>
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<tr>
<td>Greenboro</td>
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<td>76,000</td>
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<tr>
<td>Huntington</td>
<td>1</td>
<td>69,000</td>
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<tr>
<td>Indianapolis</td>
<td>1 (a)</td>
<td>221,000</td>
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<tr>
<td>Jacksonville</td>
<td>1</td>
<td>55,000</td>
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<tr>
<td>Johnstown</td>
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<td>136,000</td>
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<tr>
<td>Kalamazoo</td>
<td>1 (d)</td>
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<tr>
<td>(also Grand Rapids)</td>
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<tr>
<td>Kansas City</td>
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<td>189,000</td>
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<tr>
<td>Lancaster</td>
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<td>136,000</td>
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<tr>
<td>Lansing</td>
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<td>82,000</td>
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<tr>
<td>Los Angeles</td>
<td>7</td>
<td>1,190,000</td>
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<tr>
<td>Louisville</td>
<td>5</td>
<td>92,000</td>
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<tr>
<td>Memphis</td>
<td>1</td>
<td>310,000</td>
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<tr>
<td>Milwaukee</td>
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<td>315,000</td>
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<tr>
<td>Minneapolis-St. Paul</td>
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<td>230,000</td>
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<tr>
<td>Nashville</td>
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<td>230,000</td>
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<tr>
<td>New Haven</td>
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</table>
|                   | (a) Bloomington separately 142,000, Indianapolis separately 202,000. (b) Does not include estimated 44,000 sets in Canadian area reached by Buffalo station. (c) Does not include estimated 30,000 sets in Canadian area reached by Detroit stations. (d) Grand Rapids separately 125,000. Kalamazoo separately 132,000. (e) Estimate for total area. Estimated 2000 additional sets in Mexican area of Matamoros station.

Note: TV sets sold in Canada totaled 78,438 up to Dec. 31, 1951, according to Canadian RTMA (Vol. 8:3). Since Canada has no stations of its own and nearly all of these sets are in border areas, they add appreciatively to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Dec. 31, Windsor 30,063, Toronto-Hamilton 29,728, Niagara Peninsula 14,139, other areas 4596.

Want proof that a Russian invented radio—and not the "despicable Italian" Guglielmo Marconi? AP reports that Radio Moscow used those words this week, and offered in person "the aged Prof. Chatelain" who said he was present when Comrade Popov invented radio in 1900. Of course, notes AP, Marconi was credited with discovering wireless in 1896, but the Russians, in latest attempt to rewrite history, must have mislaid their inventions-claims script. Four years ago they claimed radio was discovered by Ivan Popov "five years ago" which would have made the date 1895.

Mutual Broadcasting System stockholders, meeting in Florida this week, lifted ban on any one stockholder voting more than 90% of the Class B shares in permitting Chairman Thomas F. O'Neill, representing General Tire's 55% stockholdings since recent acquisition (Vol. 8:3) of Marine stations (WOR, WOR-TV, etc.), to gain what is for all practical purposes control of the network. No official statement was forthcoming from meeting, except to call attention to directors meeting in April at which, it was said, it can be assumed all officers and directors will be reelected. That is construed to mean renewal also of president Frank White's contract.

New-station applications went over 500-mark this week, with filing of 6 vhf and one uhf this week to bring total to 504 (including 31 uhf). Applicants: KVOA, Tucson, Ariz., seeking Channel No. 4; WDBO, Orlando, Fla., No. 6; WCOA, Pensacola, No. 3; KALB, Alexandria, La., No. 11; WJXM, Jackson, Miss., No. 12; WVNY, Watertown, N.Y., No. 11; WLBC, Laurens, S.C., No. 45. Also filed but returned by FCC as incomplete was application of WEUE, Rome, Ga., seeking No. 4. [For further details, see TV Addenda 11-6 herewith; for listing of all applications to date, see TV Factbook No. 14 and Addenda.]

Theatre-TV hearings were postponed for fourth time—to May 5—because of FCC's lag in meeting freeze-end target date. Principal theatre-TV proponents recently held conference with Commission representatives, expressed fear that postponement was becoming a habit, requested "realistic" date be set for hearings. However, there's some feeling at FCC that even May 5 may be too early and still another postponement might be necessary. Hearings originally were scheduled to begin Sept. 17, 1951, postponed to Nov. 25, then to Feb. 25, 1952, and March 16. Postponement to May 5 was announced Feb. 20.

Action on NPA color ban Order M-90 (Vol. 8:6-8) was deferred this week because of administrator Henry Fowler's preoccupation with "higher priority matters." Odds still are heavily in favor of continued ban on mass production of home color TV receivers, go-ahead for manufacture of other types of color equipment, including color theatre TV (Vol. 8:8). Meanwhile, 20th-Century-Fox said it hopes to begin installation of pilot model of its Eidophor-CBS color Theatre-TV gear in New York the week of March 16. Its departure by air from Zurich, Switzerland (Vol. 8:6) has been postponed until March 14.

FCC's patent-reporting proposal (Vol. 8:2-4) drew more criticism this week. Special committee of American Patent Law Assn. examined provisions of Communications Act cited by Commission as authority for proposal, claimed authority was lacking, termed proposal "illegal, unwarranted and improperly drawn . . . impossible to comply with." Automatic Electric Co. stated belief that it isn't affected.—Sylvana said same, but opposed proposal if Commission decides company is affected.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of Television Digest will receive one copy of printed full text of FCC's TV Allocation Report ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in latter March but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at $5 each.
Identical Full Texts of

Subpoenas Served on RTMA and
Various TV-Radio Manufacturers in Anti-Trust Probe

Indicating Scope of Grand Jury Inquiry Instituted by Dept. of Justice and Set for May 12, 1952
In U. S. District Court for the Southern District of New York (Judge Knox)

(For story, see Television Digest, Vol. 8:9)

Form No. 68—Grand Jury Subpoena Duces Tecum

THE PRESIDENT OF THE UNITED STATES
OF AMERICA

TO THE BLANK CO.

GREETING:

WE COMMAND YOU that all business and excuses being laid aside, you appear and attend before the GRAND INQUIRY of the body of the people of the United States of America for the Southern District of New York, at a District Court to be held at Room 513 in the United States Courthouse, Foley Square, in the Borough of Manhattan, City of New York, on the 12th day of May 1952, at ten o'clock in the forenoon, to testify and give evidence in regard to an alleged violation of the federal antitrust laws, and not to depart the Court without leave thereof, or of the District Attorney, and that you produce at the time and place aforesaid the following:

I

Certificate of incorporation of your company, its predecessors, subsidiaries, and affiliates, all of which are hereinafter referred to as your company.

II

Copies of by-laws and all other corporate rules and regulations governing the activities of your company in effect at any time within the period from January 1, 1934 to the date of service of this subpoena.

III

All documents, correspondence, telegrams, reports, memoranda, records of telephone conversations, records of conferences, interoffice communications, and all other writings of every kind in the possession or control of your company, its officers, directors, agents, representatives or employees, prepared by and passing between your company, its officers, directors, agents, representatives or employees on the one hand, and

a. domestic manufacturers of radio, television or related electronic transmission or receiving equipment or parts or components thereof;

b. persons or companies owning patents or patent rights or licensed under patents for the domestic manufacture, use or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof;

c. any association of radio, television, or electronics manufacturers;

d. any other officer, director, agent, representative or employee of your company,

on the other hand, from January 1, 1934 to the date of service of this subpoena, except as different dates are indicated, in any way relating to or referring to the domestic manufacture or sale of radio, television or related electronic transmission or receiving equipment, or the parts, circuits or components thereof, or to the purchase, sale, assignment or holding of patents, patent rights or licenses, technology or know-how for the manufacture, use or sale of radio, television or related electronic transmission or receiving equipment, or the parts, circuits or components thereof within the United States, and limited to the following:

1. Refusals of your company to purchase patents or patent rights or to accept licenses or sublicenses under patents, and the reasons therefor;

2. Refusals by your company to grant licenses to others, and the reasons therefor;

3. Refusals by the Radio Corporation of America to grant patent licenses to your company;

4. The negotiations of domestic patent cross-license agreements presently in effect to which your company is a party;

5. Infringement or contributory infringement claims or suits against your company or against any distributor or customer thereof, including any patent licensing agreements resulting therefrom;

6. Actual or potential manufacture, or non-manufacture, by your company or by other companies of the so-called field sequential and all-electronic systems of color television transmission and reception, or parts or components thereof, including all determinations and expressions of policy, subsequent to January 1, 1939 (documents limited to technical and engineering data are excluded from the scope of this subparagraph);

7. Dominance, control or influence of the Radio Corporation of America over any association, body or group of manufacturers of television transmitting or receiving equipment, subsequent to January 1, 1939;

8. Proposals for, and concerted, joint or agreed-upon actions between your company and:

(a) any association, body or group of manufacturers of television transmitting or receiving equipment;

(b) any one or more manufacturers of such equipment in support of, or in opposition to, standards proposed to the Federal Communications Commission for the transmission and reception of television, or to the production of any kind of color television equipment, subsequent to January 1, 1936;

9. Exchanging of information among domestic manufacturers of vacuum tubes or cathode ray tubes with regard to the computation, increase or reduction of prices for such tubes; and fixing and maintaining prices of such tubes with other domestic manufacturers;
10. Allocations of different types of vacuum tubes or cathode ray tubes to be produced by domestic manufacturers;

11. Limitations of quantities of vacuum tubes or cathode ray tubes of different types to be produced by domestic manufacturers;

12. The stamping or marking of the names of domestic manufacturers of vacuum or cathode ray tubes upon said tubes and their boxes, cartons and containers;

13. Determinations as to quantities of vacuum or cathode ray tubes to be produced by domestic manufacturers of such tubes;

14. Limitations or restrictions on quantities or types of television, AM radio or FM radio receivers, or parts or components thereof, to be produced by domestic manufacturers;

15. Withholding of any products from the market, subsequent to January 1, 1939;

16. Activities by your company to delay, hinder or prevent the manufacture for commercial use of FM transmission and receiving equipment;

17. Reasons for, and effects of, the raising or lowering of royalty rates or license fees under any and all agreements to which your company and the Radio Corporation of America are parties;

18. All determinations and expressions of policy of your company or any other company in the fields of radio, television, related electronic transmission or receiving equipment, or of parts, circuits or components thereof, concerning a position to be taken before any government agency, with respect to the production or non-production of color television equipment of any kind, subsequent to January 1, 1940.

19. Cooperation with other companies in the fields of radio, television, related electronic transmitting or receiving equipment, or of parts, circuits or components thereof, in the promotion or standardization of products, or in research.

IV

Minutes of meetings, reports, summaries, analyses, studies, and recommendations of boards of directors, executive committees, and any and all other committees, subcommittees, and groups of your company, prepared during the period from January 1, 1934 to the date of service of this subpoena, in any way relating or referring to the domestic manufacture or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof, or to the purchase, sale, assignment or holding of patents, patent rights or licenses, technology or know-how for the manufacture, use or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof within the United States, and limited to the subject matters set forth in subparagraphs 1 to 19 of paragraph III hereof.

V

Such books, records, statistical tables, data, reports or analyses (or summaries prepared therefrom) in the possession or control of your company as will show for the calendar year 1939 and for the period from January 1, 1947 to the date of service of this subpoena, except as different dates are indicated:

1. All products, by major product groupings, that are manufactured or sold by your company in the fields of radio, television, related electronic transmission and receiving equipment, and parts, circuits and components thereof;

2. Production and sales of your company for each calendar year in dollar and unit volume, separately indicating domestic and export production and sales, for each of the following:
   (a) AM radio receiving sets;
   (b) FM radio receiving sets;
   (c) AM radio transmitting equipment;
   (d) FM radio transmitting equipment;
   (e) monochrome television receiving sets;
   (f) monochrome television transmitting equipment;
   (g) color television receiving sets;
   (h) color television transmitting equipment;
   (i) vacuum tubes;
   (j) monochrome television picture-receiving tubes;
   (k) color television picture-receiving tubes;

3. Amounts of royalties collected by your company in each calendar year from each of your licensees, both domestic and foreign, for each of the following:
   (a) AM radio receiving sets;
   (b) FM radio receiving sets;
   (c) AM radio transmitting equipment;
   (d) FM radio transmitting equipment;
   (e) television receiving sets;
   (f) television transmitting equipment;
   (g) color television receiving sets;
   (h) color television transmitting equipment;
   (i) vacuum tubes;
   (j) monochrome television picture-receiving tubes;
   (k) color television picture-receiving tubes;

4. Total amounts of royalties paid by your company to all patent licensors in each calendar year; and royalty payments made by your company in each calendar year to each of the following:
   (a) Radio Corporation of America, and its merged or consolidated companies;
   (b) General Electric Company, and its subsidiary companies;
   (c) Westinghouse Electric Corporation, and its subsidiary companies;
   (d) International Telephone & Telegraph Company and its subsidiary and affiliated companies;
   (e) Philco Corporation, and its subsidiary companies;
   (f) Zenith Radio Corporation, and its subsidiary companies;
   (g) Hazeltine Corporation, and its subsidiary companies

5. Each sum paid by your company since January 1, 1940 for the acquisition of a patent, exclusive patent license, or invention relating to radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof; the United States Patent Office number and name of the inventor of each such patent or patent application; the nature of each such invention; and the date of each such acquisition.

6. The quantities of vacuum tubes purchased by your company in units and dollars, segregated by serial number and manufacturer, for the calendar year 1951 only;

7. The relative position of your company in terms of production, sales, research, technology, patents, patent rights, know-how, financial resources, earnings, plant capacities, distribution facilities or promotional efforts, in the fields of radio, television, related electronic transmission or receiving equipment, or of parts, circuits or components thereof;
8. Total expenditures by your company in each specified calendar year for research and development relating to the manufacture or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof:

9. Names, addresses, and terms of office of each officer and director of your company since January 1, 1939.

VI
Copies of all domestic patent license agreements presently in effect under which your company obtains licenses from others to make, use or sell radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof.

VII
Copies of all agreements presently in effect with companies in the United States under which your company receives or transmits engineering information, blueprints, know-how or other manufacturing data in any way relating to the manufacture or sale of radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof.

VIII
Copies of all agreements presently in effect with foreign companies under which your company receives rights to manufacture or sell radio, television or related electronic transmission or receiving equipment, or parts, circuits or components thereof, or rights to engineering information, blueprints, know-how or other manufacturing data relating to the foregoing, in the United States under United States patents or patent applications owned or controlled by such foreign companies.

IX
The annual reports to stockholders of your company from January 1, 1934 to the date of service of this subpoena.

And for failure to attend and produce the said documents you will be deemed guilty of contempt of Court and liable to penalties of the law.

WITNESS, the Honorable John C. Knox, Judge of the District Court of the United States for the Southern District of New York, in the City of New York, on the twenty-first day of February in the year of our Lord, One Thousand Nine Hundred and Fifty-two.

WILLIAM V. CONNELL
Clerk
United States Attorney for the
Southern District of New York.

Note: Report at Room 235. In order to secure your witness fees and mileage, it is necessary that you retain this Subpoena and present the same at the United States Attorney’s Office, Room 235, upon each day on which you attend Court as a witness.

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In this Issue:

FCC's Ideas on Processing Applications, page 1.
CBS Swaps Into WTCN-TV; WSAZ-TV Sale, page 2.
Stations' First Jackpot Year, page 2.
How to Make Small-Town TV Pay Off, page 3.

FCC's ideas on processing applications: FCC's procedures for handling TV applications after freeze -- those most critical factors determining speed with which stations are granted CPs and get on air -- were roughed out by Commission this week. But the procedures are "tentative", as are all other phases of allocations at this stage, and Commission plans to plunge back into job March 10 in hopes of nailing something down with final vote -- perhaps winding up everything by April 1.

Procedures agreed upon this week won't necessarily survive final nose-counting, but chances of their adoption are at least "probable", some "certain":

(1) Applications to be handled on a channel-by-channel basis in each city. By 4-2 vote, commissioners decided this is best method to speed grants, particularly uhf. They rejected other 2 possibilities -- "one lump" and "two lump". Former would treat all applications alike, throwing them into single hearing in each city if the total outnumbered available vhf & uhf channels; this is how FCC handled TV and FM hearings before freeze. Latter would be to consider vhf & uhf separately.

(2) Period of 90 days to be given for filing applications after freeze-end.

(3) First priority in processing and granting will be given to applications from cities with no TV service now, in descending order of population. This to continue straight down the line to very smallest communities before applications in presently served areas will be handled. Non-TV cities to be defined as those more than 40 or 50 miles (FCC hasn't decided which) from stations. No higher priority to be given uhf in processing procedures.

(4) Hearings to be held in accordance with existing rules regarding deadlines for participation in hearings, filing of amendments, etc.

(5) No "dawdling" to be permitted -- CP-holders get on air "or else".

When it comes to actual hearings, there's big question whether FCC can do much to rush final decisions. One of its 7 examiners appeared "hors de combat" for indefinite period, as Commission this week assigned examiner Basil Cooper to hear complex 8-year-old Western Union case starting June 3. Comr. Sterling dissented:

"I am of the view that this hearing should not be set for a date certain until the Commission can analyze its capabilities of conducting the hearing in the light of its appropriations for the next fiscal year and the number of TV hearings that will be necessary after the time for filing applications has closed..."

* * * *

Much of rest of freeze "package", such as engineering standards and allocation table itself, appear fairly well in hand, though commissioners have yet to consider for first time channel assignments to some parts of the country. No change is anticipated in vhf co-channel station spacing in the 3 zones (170, 190 & 220 miles; see Vol. 8:8), nor in the 155-mile spacing for uhf over whole U.S.

Decision on whether to lift 5-station limit on multiple owners -- permitting them to add 2-3 uhf outlets -- won't come simultaneously with end of freeze.
of fact, there's doubt at Commission that decision will be rendered by end of 90-day filing period following freeze.

Such delay would definitely hamper 5-station operators in acquiring uhf in markets they want most -- since other applicants would be free to snap up channels in interim. One commissioner puts situation this way:

"This is a new proposal. It's not an issue in the rule-making proceedings on multiple ownership that we've had under consideration for several years. Since it's new, it will have to undergo rule-making -- meaning time for comments and counter-comments, maybe a hearing. I don't know how all this can be done in 90 days."

Not all commissioners share view that 90 days are needed, but proposal doesn't carry "urgent" tag at the moment.

CBS SWAPS INTO WTCN-TV; WSAZ-TV SALE: CBS's freeze-frustrated TV expansion plans moved ahead another notch this week, again via purchase route, as network traded 53% of its powerful (50-kw, 830-ke) WCCO, Minneapolis, for 47% of city's WTCN-TV. At same time, CBS bought 45% of KQV, Pittsburgh, which has TV application on file.

Minneapolis exchange involved no money; KQV price was undisclosed. Former was accomplished simply by forming new company, Midwest Radio-Television Inc., which will own WTCN-TV and WCCO, and in which WTCN-TV interests will hold 53%, CBS 47%. WTCN(AM) will be sold, as required by FCC rules.

Deals produce this TV-AM lineup for CBS: TV -- 100%-owned WCBS-TV, New York, and KNXT, Los Angeles, plus 45% of WTOP-TV, Washington, 47% of WTCN-TV. AM -- 100% of WCBS, New York; KCBS, San Francisco; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WEEI, Boston; plus 45% of WTOP, Washington, 47% of WCCO, 45% of KQV.

If FCC finalizes its multiple-ownership rules as proposed, CBS would be permitted minority interest in 5 or 6 TV stations plus its 100% of WCBS-TV and KNXT. In AM, network would have to dispose of one interest -- since rule proposes limit of 6 stations with majority control, plus 1 or 2 with minority interest.

WTCN-TV is thus CBS's third TV purchase, others being KNXT for $3,448,765 (Vol. 6:46), and WTOP-TV for which CBS & Washington Post paid total of $1,400,000.

Call letters for WTCN-TV and WCCO combination haven't been decided upon; no change in staff or general operations indicated. CBS says no other deals are now in works but makes no bones of fact it's still in market for TV stations. It also says plans to buy WBKB, Chicago, for $6,000,000 remain unchanged.

Purchase into KQV gives CBS 1350 shares of the 3000 outstanding, acquired mainly from president Earl F. Reed and v.p. Irwin D. Wolf, who with families own some 90% of stock. CBS's KQV shares are non-voting, so purchase of non-controlling interest requires no FCC approval. WTCN-TV & WCCO switch does.

Now Mutual outlet, KQV will become CBS affiliate when WJAS' contract runs out about year from now.

*   *   *   *

In another TV sale this week, John A. Kennedy received $500,000 for his 48% of WSAZ-TV, Huntington, W.Va. Present majority interest, Huntington Publishing Co. (Herald-Dispatch and Advertiser), took 37%, now holds 89%. Other 11% was purchased by Mrs. Eugene Katz, wife of Katz Agency chief. Amount paid by the 2 purchasers was in direct proportion to percentages acquired. Kennedy continues ownership of KFMB-TV and KFMB, San Diego. [For all TV sales since 1949, see Vol. 7:41 & 46.]

STATIONS' FIRST JACKPOT YEAR—1951: Precisely how well telecasting emerged from red in 1951 is detailed for first time in FCC's official summary released this week (Mimeo 73830), and we find we were quite close in our estimate that total network-station revenues would reach $250,000,000 (Vol. 7:52). They actually hit $239,500,000, but the salient statistic is this:

Net income before federal income taxes surged to $43,600,000 -- as against $9,200,000 loss in 1950, $25,300,000 loss in 1949. Though 1951's AM-FM revenues and net won't be known until April, it's apparent that TV's net is fast gaining on AM-FM income which came to $68,200,000 in 1950 (Vol. 8:1).

FCC figures are "anonymous", since Commission never discloses individual
station performance -- but stations occasionally see fit to give out figures, as did Paramount and Balaban & Katz in connection with the current FCC hearing and Sarkes Tarzian in connection with "Business Week" article (see below).

* * *

Here's breakdown of telecasting's first profitable year:

(1) Networks plus their 15 owned-&-operated stations took in $132,200,000 of the revenues, accounted for $12,400,000 of the income. This is "striking gain" -- to use Commission's words -- over network's $55,500,000 revenues & $10,000,000 loss in 1950, $19,300,000 revenues & $12,100,000 loss in 1949. Furthermore, networks' TV revenues and income surpassed their AM-FM operations for first time; latter produced only $100,400,000 and $10,400,000, respectively.

(2) The 93 other stations had $107,300,000 revenues, $31,200,000 income -- compared with $50,400,000 revenues and mere $800,000 income in 1950, $15,000,000 revenues and whopping $13,200,000 loss in 1949.

(3) Of 106 stations reporting, 93 showed profit -- 5 surpassing $1,500,000, 8 between $1,000,000-$1,500,000, 10 between $600,000-$1,000,000. Median for the 93 was $350,000, as against $129,200 for the 53 profitable stations in 1950. Of the 13 losers in 1951, 8 were in the two 7-station markets -- New York and Los Angeles.

(4) Of the 40 stations in one-station markets, 39 were ahead of the game with average of $385,000; 19 of 22 in 2-station cities averaged $257,000; 23 of 24 in 3-station cities $514,000; all 8 in 4-station cities $764,000; 4 profitable operations in 7-station cities averaged $1,307,000, 8 others (2 not reporting) averaging losses of $538,000.

Those 8 losers in 7-station markets, it should be pointed out, had average income of $2,414,000, expenses of $2,952,000. FCC economists question whether such great expenses will necessarily persist, noting that some of the operations are backed by extremely well-heeled organizations with non-broadcast income. These, they speculate, can afford to splurge on TV expenditures for prestige or other reasons, whereas balance sheet is life-and-death matter to broadcast-only operations.

* * *

Profitable operations in 1951 are disclosed in balance sheets of Paramount's KTLA, Los Angeles, and Balaban & Katz' WBBK, Chicago, but performance of the former shows effects of rough going encountered by non-network station in 7-station market.

KTLA cleared $122,389 before taxes in 1951 vs. $373,534 loss in 1950. WBBK, CBS-TV affiliate in 4-station market, netted $1,227,100 before taxes first 9 months of 1951, $652,621 in 1950. Chicago station has also paid back, during last 2 years, $1,554,486 of $3,172,801 cash advances made by Balaban & Katz since 1941. From the standpoint of operating income-expenses, station is still in red to tune of $609,883 for the 12 years it's been on air. WBBK is station CBS proposes to buy for $6,000,-000 if FCC approves merger of ABC and Balaban & Katz' parent UPT.

**HOW TO MAKE SMALL-TOWN TV PAY OFF:** Everybody knows by now that telecasting is quite a good business in both big and medium-sized towns. Witness the success stories of WTMJ-TV, Milwaukee, and WICU, Erie -- the former related down to its balance sheet in the January Fortune Magazine (digested in our Vol. 8:1), the latter recounted in a speech by owner Edward Lamb (reported in Vol. 7:47).

But can small-town TV station pay off? It certainly can, says 52-year-old Sarkes Tarzian, who in November 1949 put Station WTTV on air in Bloomington, Ind., smallest of all towns with a telecasting outlet (1950 pop. 28,163).

Bloomington is best known as home of Indiana U, has sizable RCA factory, for which Tarzian once worked as engineer, is location of largest of his several TV-radio tuner, tube, rectifier and other component plants which he built since World War II from mere $40,000 investment to $10,000,000 annual business, all self-owned.

Armenian-born Sarkes Tarzian worked his way through the U of Pennsylvania, then worked for Atwater Kent, then RCA. He trod where others feared to venture, taking CP for Channel 10 in Bloomington, then on path of neither coaxial nor microwave, actual or projected. And this is how he made a go of it -- a good case example of "How to Make Small-Town TV Pay Off," which is also caption of cover-picture story in
Feb. 23 Business Week, a story he amplified somewhat in speech before TV-radio group in Chicago last week, then filling in further details for us:

First, he couldn't and wouldn't spend the $300,000 or more on transmitter, studios and related equipment that was regarded as irreducible minimum necessary. He built own transmitter for $150,000, its power only about 5-kw ERP; studio was an old drug store; talent was drawn from the university and from local schools; staff of his radio station WTTTS doubled in brass.

WTTV lost "a little" in 1949-50, grossing about $100,000. In 1951, gross went to $200,000, on which small profit was shown. This year it will do $500,000 or more, and should show good profit. NBC-TV has just upped its rate from $200 to $500 an hour, and 1-minute spot rate goes up from $30 to $80, reflecting new 27-kw power, an antenna location exceptionally suited to give usable signal over 100-mile radius, taking in Indianapolis, Terre Haute and much more of its rich, populous countryside.

Local sponsorship is basic; revenues from that source went up 800% in 1951. Nor did TV hurt radio -- but the 2 local dailies merged in mid-1951 because of stiff TV-radio competition. Tarzian says it's good rule of thumb that a TV station can be supported in any town that can support a daily newspaper.

He figures there will be 500 stations within 5 years, thinks 10,000,000 TV sets will become normal year's output -- fine prospect for his components business. Certainly, the small-town TV station has to fight for business, he told his Chicago audience, and WTTV had to go into neighboring towns, including Indianapolis, for it. Network service helps, too, so Tarzian installed own 2-hop microwave from Cincinnati, for which "line service" he now gets paid by the networks.

WTTV is not merely a local station any more; it's really an "area outlet." Few weeks ago, Indianapolis Star devoted 10-page section to WTTV and Tarzian's other operations. And the latest "census" of TV sets-in-use (Vol. 8:9) shows WTTV reaching 142,000 receivers -- 5 times as many sets as there are people in Bloomington!

'SUPER-POWER' UHF STATIONS IN SIGHT: If brute power is the answer to uhf coverage -- and most engineers are satisfied that it's a major factor -- the problem is beautifully in hand. Where transmitter manufacturers talked of uhf in terms of hundreds of watts only 2-3 years ago, they now speak casually of hundreds of kilowatts.

Abundantly clear at IRE convention in New York this week was fact that FCC need only provide the ceiling -- and engineering ingenuity will meet it. Key to problem has been found in the war-developed klystron tube. Consider these facts:

(1) A 12-kw klystron has been "proven out," is heart of transmitter being offered by GE (Vol. 8:5). Russell H. Varian, of Varian Associates, which makes the tube, says it has been operated satisfactorily at 15 kw, sees no great difficulty in reaching 25 kw. Beyond that, he says, "it's a question of getting the power outside of the tube. I think 100 kw may be possible." GE is taking all company can make this year, and Varian believes he'll be able to meet demand.

Varian has no qualms regarding life of tube. He reports, for example, that Bureau of Standards has had 3500 hours of trouble-free service in operation of 4-kw transmitter on 1047 mc at Cheyenne Mountain in Colorado.

(2) New 5-kw klystron was unveiled by Eitel-McCullough, and Dumont imme-
mediately announced that it would be incorporated in transmitter to sell for exactly same price as its 5-kw Channel 7-13 vhf unit -- $69,450 -- available in early 1953.

Eimac's next step is 50-kw klystron, according to J.A. McCullough, who says: "I see no reason to stop in between." DuMont will incorporate 50-kw tube in trans-
mitten "as soon as they give it to us" -- probably during 1953.

* * *

Each of the 2 companies feels it has advantage over other. Varian points to its removable cathode, replaceable at modest cost, says ceramic construction of Eimac tube should have more testing. Eimac notes that Varian tube is much more ex-
pensive, must be tailored to each channel, while 3 of its own cover whole band.

Regardless of claims, fact is that new tubes, with high-gain antennas, al-
ready provide means for reaching 100-kw and 200-kw ERP, and point clear road to achieving FCC's expected 1000-kw ceiling.
Detectable signals at considerable distances may be achieved by such high powers, as was pointed out at IRE convention by Bell Labs and Bureau of Standards experts. This has led some to fear that FCC may have to retain freeze while it reconsiders station spacing. However, Commission propagation experts say that uhf propagation up to 400 miles or so isn't news; that such signals aren't strong enough to require changes; that allocation is based on actual measurements.

Effect of varying antenna height on uhf propagation, something on which little good experimental evidence is available, will be tested by RCA (Vol. 8:7). Plan is to work with WOR-TV, New York, utilize its tower to locate antennas at various levels -- 200, 400, 600, 800 ft. -- for exact comparisons.

ONE THEATRE-TV PIONEER's evident disillusionment with medium manifested itself in testimony this week as FCC's Paramount hearing (Vol. 8:3-4, 6-9) finally entered United Paramount Theatres phase which involves license renewal of WBKB, Chicago, proposed sale of station for $6,000,000 to CBS and planned UPT-ABC merger.

David Wallerstein, v.p.-gen. mgr. of UPT subsidiary Balaban & Katz, testified that company, as result of its consistent theatre-TV losses, plans no more installations -- has in fact canceled contracts for 5 or 6 of them.

Of 20 events booked in any of B&K's 5 TV-equipped theatres during 1949-1951, only one showed profit in 2 of 3 theatres carrying it -- Robinson-Turpin fight (Vol. 7:38). Biggest loss was total of $18,475 by 2 theatres on 6 U of Illinois football games in 1950. Other losses ranged from $45 to $2890 per theatre per event.

Wallerstein also noted, incidentally, that audiences reacted unfavorably to televised public-service events such as President's speeches. Some patrons, he said, complained that they go to theatres strictly for entertainment.

Hearing perked up considerably, in both interest and speed, after long Paramount Pictures portion was completed early in week with testimony of Klaus Landsberg, mgr. of KTAL, Los Angeles; he covered station's programming, awards, financing, etc. If hearing continues at same pace, long-awaited testimony on proposed UPT-ABC merger could begin by end of next week. After Landsberg, 5 B&K witnesses were introduced in relatively quick sequence -- Elmer C. Upton, secy.-treas.; Arthur A. Goldberg, v.p. and counsel; Wallerstein; John B. Mitchell, WBKB gen. mgr.; John Balaban, president.

Another development, however, may scry to lengthen hearing. After much written and oral argument over last couple weeks, DuMont counsel won right to cross-examine in all phases of hearing. But hearing examiner Leo Resnick cautioned DuMont that it would have to show in each case just how questioning relates to DuMont issues -- main one being whether Paramount, through its roughly 25% stockholdings, controls DuMont.

As in Paramount Pictures phase, anti-trust history consumed much of examination. Brunt of questioning was borne by Goldberg, who related details of all B&K anti-trust cases -- trade practices that brought them on, court rulings in cases that went to trial, etc.

FCC commissioners played amusing game of "musical chairs" this week, as they moved to new positions behind meeting-room bench to reflect changes in seniority when Comr. Walker became chairman. Next to Walker in seniority, Comr. Hyde was named vice chairman by his colleagues. Ex-Chairman Coy was presented with matched traveling bags as going away gift -- and new Comr. Bartley was handed a particularly nasty AM case on which rest of Commission is split 3-3.

Speakers featured at NARTB convention in Chicago's Conrad Hilton Hotel March 30-April 2 include FCC chairman Paul Walker in first address in new role April 2, NPA administrator Henry H. Fowler April 1.

DESPITE FACT NPA'S BAN on home color set production may be regarded as certain to continue, color TV-compatible and incompatible--attracted considerable attention of engineers attending this week's IRE convention in New York. RCA and CBS even went through motions of another round of their old championship bout, but skirmish was generally considered little more than a pillow fight.

Engineers waited in long lines that snaked around Grand Central Palace exhibits in order to see CBS-Remington Rand industrial color demonstration. RCA-CBS fracas was occasioned by fact CBS showed for first time its field-sequential system using RCA tri-color tube. CBS's point was that system isn't necessarily mechanical, isn't wedded to whisking disc.

Color on tri-color tube was quite poor compared with disc-type receiver performance -- technicians finally turned set off in demonstration we attended -- but CBS's Adrian Murphy didn't attach blame to tube. RCA's reaction to demonstration was issuance of statement by v.p. Dr. C. B. Jolliffe saying that CBS "proves what RCA has been saying for many years -- that the mechanical disc is outmoded and obsolete" and that tube doesn't help CBS system's incompatibility.

High point on color during convention, which included number of highly technical papers on subject, was March 4 evening symposium in Waldorf-Astoria featuring NTSC's topkicks: GE's Dr. W. R. G. Baker, Hazeltime's A. V. Loughren, RCA's Dr. E. W. Engstrom, Philco's D. B. Smith.

Dr. Baker's thesis was that NTSC's success in standardizing black-&-white in 1941 is ample proof that NTSC is only proper medium for fixing on color standards. FCC hearing, he said, just isn't effective means for utilizing entire industry's talent.

Loughren again displayed his remarkable knack for describing NTSC system in terms within grasp of laymen. The basic principles: (1) Human eye can't perceive small detail in color; therefore, narrow bandwidth for color suffices. (2) Black-&-white TV has "gaps" into which color information may be fit without disturbing black-&-white pictures. Thus, system is compatible.

Dr. Engstrom reviewed NTSC's field-testing program, pointed out that co-channel and adjacent-channel interference appear no worse than in black-&-white; that networking may be accomplished via narrow-band coaxial or wide-band microwave; that multipath interference appears less troublesome in color than in black-&-white.

Smith's topic was "NTSC and the Public Interest." His points: (1) To be of any use, color stations must be received--hence essentiality of compatibility at beginning. (2) Color system must make good use of spectrum--high resolution, low flicker, adequate brightness, etc.

In post-session question period, Dr. Baker was asked when NTSC would approach FCC with request to set standards on compatible system. "Not until the field tests are done," he said. "I expect that will be late summer or early fall."
Station Accounts: Major movie producer and 2 theatre chains warming up to TV with Loew's Theatres & MGM purchase of Happy Felton's Knot-Hole Gang starting April 18 on WOR-TV, N. Y., preceding home games of Brooklyn Dodgers and RKO Theatres' buy of 2 weekly spots on WNBT, N. Y., during late movie series . . . Chevrolet Dealers of N. Y. will sponsor local election returns Nov. 4 on WCBS-TV, N. Y., using 5-five minute spots inserted one an hour as long as national results are undetermined; agency is Campbell-Ewald . . . Socony-Vacuum Oil Co. (Mobilgas), starting March 11, sponsors Tommy Heinrich Sports Show on WJZ-TV, New York, Tue. & Thu. 7:15-7:30, thru Compton Adv. . . . Manchester Hosley Mills (Ironwear nylon) has purchased UA's 15-min. film The Feminine Angle, with Ilka Chase, for placement in Boston, Washington, Cleveland, Detroit, thru Bahn Adv., Boston . . . National City Bank of N. Y. has purchased 11th Hour Television News on WNBT, N. Y., Mon.-Wed.-Sun. 11 p.m. . . . Chesterfield to sponsor one-third of Hollywood Stars-Los Angeles Angels games on KJH-TV, starting April 1 . . . Standard Oil of Ohio has purchased 26 dramatic films from MCA for showing on 7 Ohio-Ind.-Ky. area stations, through Stockton-West-Burkhardt Agency, Cleveland . . . WTVJ, Miami, selling partic. in Clover Club Date, Mon. midnight-2 a.m. . . . Among other advertisers reported using or preparing to use TV; Coastal Laboratories Inc. (Sul-Spun for Arthritis), thru Chamber Adv. Agency, Miami; St. Mary's Packing Co. (Duncan Hines canned goods), thru Kircher, Helton & Collett Inc., Dayton; Airline Foods Corp., thru Harry B. Cohen Adv. Co., N. Y.; Trailer Coach Mfrs. Assn., thru J. Walter Thompson Co., Chicago; Kindle-Kwik Co. (chemical for kindling camp fires), direct.

Eisenhower hackers canceled 3 political telecasts on 40-station NBC-TV network because “there just isn't enough money.” National Citizens Committee for Eisenhower had ordered four 15-min. segments on consecutive Thursdays. Sen. Duff (R-Pa.) made first speech in series Feb. 28, at cost to committee of $16,000 for time. Said committee spokesman: “We ordered the TV time on an ‘if’ basis—if we came up with the money, but there just isn't enough money at this stage of the game. Money is slow. We also didn't think that buying TV time was justifiable. If we can get people like Sen. Duff on such shows as Meet the Press, Man of the Week or America's Town Meeting, we have the advantage of a guaranteed audience and we don't have to pay for the time.” Remaining 3 programs would have cost committee $18,000. As if in response to recent criticism by Sen. Johnson and others (Vol. 8:7) of networks' policy of charging for political telecasts, CBS-TV announced 2 new special features: (1) Presidential Timber, 10:30-11 p.m. Fri., beginning April 4, each week presenting different candidate for presidential nomination; (2) Regular interviews with presidential aspirants every Wednesday on Douglas Edwards' Oldsmobile-sponsored news program, 7:30-7:45 p.m.

Political convention sponsorship code was formalized this week by Democratic and Republican national committees and TV-radio networks. It specifies that the political parties must approve "type of sponsor," timing and length of commercials, that announcement be made at beginning and end of each broadcast period disclaiming endorsement of sponsor's product by political parties, that the national committees receive no revenue from sponsorship.

Session on TV will highlight spring meeting of Assn. of National Advertisers at Hot Springs, Va., March 19-21. Theme of TV discussion March 21 will be "TV's Place in Your Present and Future Planning." Leslie T. Harris, TV-radio director of Colgate-Palmolive-Peet, will head session.


Honoring Dr. Lee de Forest as he marks 50th anniversary in radio and 45th anniversary of his invention of 3-element vacuum tube, imposing list of guests will attend April 8 testimonial dinner at Waldorf-Astoria. Included: former President Herbert Hoover; Charles A. Edison, former governor of New Jersey, former Navy secretary, son of inventor Thomas Edison; Rear Adm. Ellery W. Stone, American Cable & Radio president; Brig. Gen. David Sarnoff, RCA chairman; Col. Sosthenes Behn, IT&T chairman; Walter Marshall, Western Union president; Dr. Mervin J. Kelly, Bell Labs president. Dinner is under all-industry auspices: The de Forest Pioneers, AIEE, ARRL, IRE, NART, RTMA, SMPTE, Veteran Wireless Operators Assn.

“Tele-Cue” as rival to Teleprompter (Vol. 8:4), to ease TV performers' job of memorizing lines, is latest device offered by Telechreme, Amityville, N. Y. Displayed at IRE convention this week, system comprises number of slave receivers which are fed actors' lines from simple scanner. President J. R. Popkin-Clurman claims number of advantages over Teleprompter, including fact that single operator can control all simultaneously and that single small card can feed all units. Telechreme now offers complete color generating equipment for $20,000.

TV-radio networks may be co-defendants in civil antitrust suit against boxing promoters aimed at eliminating “restraints of trade in the promotion and broadcasting of championship bouts,” it was hinted in New York by Justice Dept. officials. Govt. is expected to file suit next week on recommendation of Federal grand jury, following 5-month investigation of price-fight business.

That Bell Labs film scanner (Vol. 7:27), described in July Electronics as producing pictures “very, very good—better than anything on the air today anywhere,” appears to be getting hotter by the minute. NBC-TV is reported to have ordered several from Bell, and number of other stations are eager to get hands on units.
NEW CONSTRUCTION projects are now getting NPA go-ahead. But they'll get no steel, copper or aluminum until third quarter, for NPA isn't giving out materials in first or second quarter for projects which aren't already under way (Vol. 8:9). The new jobs now being approved are those in areas hit hardest by unemployment due to building restrictions—New York, Washington, Boston, Portland-Seattle, Los Angeles, San Francisco. Approvals are being granted early so builders can dig foundations, place materials orders, make firm plans to start actual building in July. New starts in all other areas are expected to get approval in time to begin construction in third quarter.

TV-radio station builders will get better break as result of this week's revision of basic NPA construction order (CMP Reg. 6). New order permits unrestricted use of foreign and used steel to supplement regular allotments. Although foreign steel generally sells at premium, this new provision may help ease station construction's biggest bottleneck—towers (Vol. 8:5).

There was aid for community antenna builders, too. They received their long-sought reclassification out of "commercial" to "industrial" construction category, giving them equal status with broadcasters. This will result in bigger allotments as well as increase in amounts of materials they're permitted to self-authorize without applying to NPA—25 tons of steel, 2000 lbs. of copper, 1000 lbs. of aluminum, up from 5 tons of steel and 200 lbs. of copper.

NBC went to "court" March 7 to appeal 2-time rejection of its application for materials to begin construction of Burbank, Cal., TV studios in second quarter (Vol. 8:9). Appearing before 3-man NPA appeals board headed by T. Munford Boyd, financial v.p. J. V. Heffernan pleaded that rules against new construction starts would put NBC in competitive position inferior to CBS, whose Los Angeles "Television City" has received materials allotments and is scheduled to begin telecasting activities in October (Vol. 7:40, 51, 8:9). If appeal is denied, he said, ultimate result might be to "completely reverse the competitive situation in the industry and cause NBC to lose its current position of leadership."

Surprise witness at hearing was NPA asst. administrator Lewis Allen Weiss, ex-Mutual chairman and Don Lee director. Describing his role as "friend of the court," Weiss made strong case for TV-radio's essentiality in time of emergency, urged board not to "get the impression that the [Industrial Expansion] Division's rules represent the thinking of the defense leadership." Govt., he said, "recognizes the essentiality of tv and radio in the same category with newspapers... The considerations in this case must be beyond the ordinary considerations which motivate action on construction appeals."

Heffernan told board that CBS will have 5 Hollywood studios by October, ABC now has 5, while NBC, "which supplies 25% more hours of network programs" than CBS, has but 2. NBC and CBS each has 16 New York TV studios, he said in reply to question from board. If CBS has more and better Hollywood studio facilities than NBC next fall, he argued, it will be able to snap more top stars and shows, and perhaps permanently injure NBC's position in industry. But he said if NBC is permitted to start building in second quarter its studios can be completed by October.

CBS began construction of its "elaborate Television City" before broadcast stations were put under controls, and therefore has been permitted to continue construction, Heffernan said. He added that NBC originally had plans for similar big TV center but postponed them and designed far more austere building in order to conserve materials.

While "conservation has been the keystone" of NBC's "stripped-down plant," said Heffernan, "the CBS project has been permitted to continue on almost the same scale as if there had been no national emergency." For the Burbank studios, he said, "NBC has asked just 5.7% of the steel, 17.4% of the copper and 1.3% of the aluminum which CBS has requested... CBS has received over 97% of the entire structural steel allotment to radio and TV projects for the first quarter of 1952." Decision of appeals board is expected in 2-3 weeks.

MOVIES AND TV still aren't "going steady," by any means, despite the neighbors' observations that they'd make such a nice couple. They did cast a few flirtatious glances at each other this week, but their battles—which can hardly be classed as lovers' quarrels—continued as bitterly as ever. These things happened this week:

MGM, the studio which has probably displayed the least fondness for TV, and Loew's Theatres have signed to sponsor Happy Felton's Kneel-Hole Gang, half-hour kid baseball series to precede each of the 77 Brooklyn Dodgers games from Ebbets Field over WOR-TV. Dodgers president Walter O'Malley, who made the announcement, called move "a significant association between TV, the movie industry and baseball." He added: "The impact of this popular pre-game program will be studied to determine if these groups can co-ordinate their future plans to bring at least a portion of the big games to theatre-TV screens."

Meanwhile, Paramount Pictures let it be known it was extremely pleased with results of TV guest appearances of players in DeMille film, The Greatest Show on Earth. "Never before," said a Paramount spokesman, "has the tremendous publicity and exploitation potential of TV been realized to such an extent and with such telling effect."

And RKO Theatres, New York, is now buying spots twice weekly in WNBT's late evening film program.

The bouquets weren't all one-sided, either. CBS-TV's Edward R. Murrow will take his See It Now cameras to Sam Goldwyn studios next week to film 12-minute documentary on the movie industry. They'll spend full week there, interview Goldwyn before camera, film "inside story" of workings of big studio.

That's the Sweetness-&-Light Dept. On the other side, March 5 Variety reports film exhibitors have suddenly stepped talking about boycotting pictures made by producers who are selling to TV—and started boycotting them. Many independent exhibitors, reports the show business journal, have ordered their buyers and bookers not to touch films made by such "guilty" producers as Republic, Monogram, Pine-Thomas, Edward Small, J. Arthur Rank, Alexander Korda.

Chairman Matty Fox of Motion Pictures for TV Inc. this week reported negotiations with RKO for TV use of its entire library of some 650 features had fallen through. Trade reports said he had offered something over $14,000,000. No other major studios are interested either, he said.

This week also saw formation of new TV film syndicating organization, by Pathe Industries Inc., owner of Eagle Lion studios. New subsidiary, Pathe TV Corp., has initial 2-year budget of $6,250,000 to finance and distribute products of established TV film producers. Parent company owns one of largest independent film processing laboratories in country. Bruce Eells, ex-Young & Rubicam, who has headed his own transcription firm for last 5 years, will head new operation.

Bing Crosby Enterprises became largest TV film producer this week with closing of deal to make 208 half-hour films for more than $1,000,000. New producing outfit, Lancer Productions, headed by v.p. Basil Grillo, has been formed to handle the 4 series of 52 films each.
YEAR'S SLOW START—IS SEASON THE REASON? Is a "normal" seasonal pattern finally emerging for the TV trade, or will current "softness" be with us for some time? Industry's pundits won't stick necks out on this one, but whatever the answer --

Retail TV sales took big dive in January, as revealed by latest figures from Dun & Bradstreet. Dealers sold 377,000 sets in entire month -- smallest amount for any month since first retail sales report (as of Aug. 31, 1951), and 283,000 below December's 660,000 (Vol. 8:8).

Perhaps even more significant, January was first time in survey's 7-month history when TV production outran sales. RTMA estimates 404,933 sets were built in January -- about 28,000 more than Dun & Bradstreet says were sold that month.

But inventories didn't increase in January, industry statisticians say; paradoxically, there seems to have been downward movement. While industry went into 1952 with more than 1,500,000 TVs in all trade pipelines (Vol. 8:8), RTMA and Dun & Bradstreet figures indicate total inventory was somewhat less at end of January.

Dealer inventories totaled 650-800,000 -- same figure given for December. RTMA's estimate of distributor inventories, however, dipped to lowest point in 12 months -- 485,342 -- from 600,346 at end of December. End-of-January factory inventories were reported at 205,663 (Vol. 8:8) vs. 206,741 for December. Thus all-trade inventory was somewhere between 1,340,000 and 1,500,000 as of end of January.

TV isn't suffering saturation ills any more than radio. Dun & Bradstreet reports January radio sales at 471,000 -- just a shadow of December's 1,192,000.

Business is "good", say manufacturers, though last fall's favorite pastime of forecasting set shortages (Vol. 7:42) has gone out of style.

Promised easing of materials supplies in last half of 1952 may be partly responsible for lack of shortage talk. But there are also these sobering facts:

(1) There's still big cushion of inventories. (2) Freeze-end will bring no new demand for sets in first half of this year; in second half it may amount to some 130,000 (Vol. 8:8) -- a drop in the bucket compared to present inventories.

Limiting factor in TV production today is demand -- not materials. While current 100,000-a-week output rate has been made possible by conservation, there are no reports of any set makers being forced to the wall by materials limitations.

NPA is good barometer of TV-radio trade. Despite stingy materials rations in first quarter -- now two-thirds over -- Electronics Div. has received virtually no complaints from TV-radio makers, or requests for supplemental allotments.

The Dun & Bradstreet report for January broke down the 377,000 TV dealer sales into 188,000 table models, 189,000 others. Of the 650-800,000 inventory, some 250-300,000 were table models, 400-500,000 others, unchanged from December.

Estimate of January radio sales was 394,000 home radios, 77,000 portables -- compared to December's 1,017,000 home, 175,000 portable. Radio inventories were unchanged at 1-1,200,000 home sets, 200-250,000 portables. RTMA reported that end-of-January distributor inventory of radios rose to 804,205 from 677,209 in December.

TV production for week ended Feb. 29 was 102,216 units (2836 private label), continuing slow but steady increase during February. The previous week saw 100,846 units produced, Feb. 15 week 98,522, Feb. 8 week 97,130. Factory inventory dropped to 202,938 from 208,669 preceding week.

Radio output for Feb. 29 week was 208,842 (83,804 private brand), highest unit production for any week this year -- up from 189,321 for week ended Feb. 22. Factory inventory of radios was 278,962, down from 324,092. Week's radios were 77,367 home sets, 37,886 clock, 21,283 portable, 72,306 auto.
Topics & Trends of TV Trade: Completely printed TV circuits are not only possible but now promise savings in costs, scarce materials, components and assembly labor. That's thesis of Sylvania physics laboratories engineers W. H. Hannahs and N. Stein, presented in paper before IRE meeting in New York this week describing method of printing complete TV circuits by combining techniques of etching and silk screening. Cables and connectors are etched, resistors and capacitors silk screened. Tube sockets and shields are assembled in single solder dipping operation. Each stage of circuit is printed separately, and adjacent stages interlock with each other, requiring no wire for interstage connections.

Several manufacturers displayed 27-in. rectangular tubes at IRE convention this week, but only Rauland (Zenith) gave indication of when production would begin. Rauland's metal-cone electrostatic-focus 27AP4 (Vol. 8:3) should be in production in about 2 months, company officials said. Other manufacturers' 27-in. tubes used Cornings all-glass bulbs. Thomas Electronics displayed tube, announced it would make 2 types, both magnetic focus—27CP4 with short-radius neck and 27BP4 with long-radius neck. Sheldon also showed glass 27-in., and Hytron indicated it had built several but its plans were indefinite.

Scott Radio Laboratories' production is running 6-10,000 TV sets a month, about 23½% under a year ago, according to letter to shareholders from president John S. Meck. Approximately 60% is private-label (40% a year ago), some 7500 private-label having been produced in first 7 weeks of 1952. Customers include Allied Stores Corp., National Dept. Stores Corp. and Hudson-Ross Inc. Under new contract, Sears Roebuck's sets will also be made by Scott, which is replacing Tele-Tone as supplier. Company netted $47,001 on sales of $1,074,177 from time of its merger with John Meck Industries Nov. 19, 1951 to Dec. 31. This year, January operations were at break-even point, February showed about $30,000 profit.

Picture tube sales by RTMA members in January totaled 340,192, worth $7,991,868, compared with December's 371,751, valued at $8,213,251 and January 1951's 580,317, valued at $16,272,651. Of January 1952 sales, 98% were rectangular, 16-in. & up. Receiving tube sales in January totaled 26,756,925, valued at $18,805,527, down substantially from 37,042,303 same 1951 month. Of total, 15,763,221 were shipped for new sets, 6,388,187 replacement, 3,309,025 Govt., 1,426,292 export.

Two electronics firms changed hands this week—Scribner Crystal div. of Espey Mfg. Co. sold to Standard Coil for $250,000; Arcturus Electronics Corp., Newark CR tube manufacturer, to group headed by Trevor Gardner and Alden Acker, president and v.p. of Hygen Mfg. Co., Pasadena, Cal. Crystal plant is located in Kansas City, Kan., and will be sixth plant operated by Standard, in addition to 2 others operated by a subsidiary.

Govt. orders reported in 1951 by RTMA members totaled $789,763,260, increase of 165% over 1950's $298,381,350, with this breakdown: radar $61,359,561, communications $257,309,384, navigational aids $42,178,700, sonar $22,260,689, lab & test gear $4,766,153, crystals $1,878,773.

Canadian RTMA reports 4850 TV's sold in January with list value of $24,464,302. Majority of sales were in Windsor area (36.9% of total) and Toronto-Hamilton area (38.3%); Niagara Peninsula took 18½%, with remaining 6.8% going to other areas. Jan. 31 inventory was 12,932.

RCA will try to cash in on its long years of identification with TV-radio when it launches spring advertising campaign for room air conditioner with slogan: "Tune in perfect weather with an RCA room air conditioner." Ads in national magazines and 15 Southern papers are planned.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Jan. 11-Feb. 10: Joseph B. Ball bought 100 Avco, holds 500; R. S. Pruitt sold 500 Avco pfds., holds 31,420 common, 281 pfds.; Charles Hummel sold 100 Bendix, holds 100; Harry Cohn gave 988 Columbia Pictures as gift (Dec.), received dividend of 3079 (Dec.), holds 125,278 common, 400 pfds.; William C. Decker gave 16 Corning Glass as gift, sold 1000, holds 5250; John H. Briggs bought 3000 Gabriel, holds 24,088 common, 2750 pfds.; Gardiner G. Greene sold 3000 Gabriel, holds 19,833; Laurence B. Dodds bought 100 Hazeltime, holds 100; William B. Hurlbut sold 600 Monogram, holds 2429; G. R. Marcham gave 2930 Motorola as gift (Dec.), holds 3150; Adolphus A. Juvelier sold 73,106 Olympic (Dec.), holds 15,000; Percy L. Schleben sold 16,005 Olympic (Dec.), holds 5000; Barney Balahan gave 1500 Paramount Pictures as gift, holds 25,500; Thomas A. Kennally sold 1822 Phileo, holds 18,102; Harry G. Sparks gave 104 Sparks-Wilkinson pfds. as gift, holds 360; James O. Burke gave 2000 Standard Coil as gift, holds 337,660; Glen E. Swanson gave 6000 Standard Coll as gift, holds 408,210; H. W. Zimmer gave 100 Sylvania as gift (Dec.), holds 3913; E. Finley Carter sold 400 Sylvania, holds 764.

Canadian Admiral reports net earnings of $217,099 (75c a share) in 1951, despite record sales of $5,349,600, compared with $508,164 ($1.07) on sales of $4,971,958 in 1950. President Vincent Barreca's annual message to stockholders blamed higher corporate income taxes for drop in profits.

General Electric reports net income of $138,116,627 ($4.79 a share) on sales of $2,319,348,000 in 1951, a decline in earnings of 20% from $173,423,702 ($6.01) on sales of $1,960,429,446 in 1950.

Arvin reports net earnings of $2,691,068 ($3.02 a share) on sales of $63,997,212 in 1951 compared with preceding year's $3,606,126 ($4.04) on sales of $53,684,138.

AeroVox reports net income of $783,606 ($1.12 a share) on sales of $22,594,370 in 1951 vs. $1,753,172 ($2.53) on sales of $23,751,172 in 1950.

Telecasting Notes: The 4 TV networks now offer total of 230 hours of programming a week. NBC v.p. Joseph Heffernan, arguing before NPA appeals board for materials to build Hollywood studios (see p. 7), gave this breakdown of hours of network programming for week of Feb. 3, 1952: NBC 83 1/2 hours, CBS 68 1/4, ABC 48 3/4, Dumont 27 1/4. As indication of TV's growth, he pointed out NBC-TV programmed 34 hours in typical 1950 week, 56 in 1951. New TV-radio survey, Nielsen Coverage Service, has been announced by A. C. Nielsen Co., to include measurement of station and network audiences, frequency of listening, composition of audiences, etc., based on "entirely new and improved research technique"; first contract for new service placed by NBC for figure reputedly near $250,000 for one-shot survey. NBC and Life Magazine team up to schedule more than 70 TV-radio programs covering New York's school system, tentatively set to start March 16 on WNBAT & WNBC. Intense coverage of New Hampshire presidential primary by NBC-TV and CBS-TV, via films made by camera crews accompanying candidates stamping State and telecasts of other candidates' spokesmen, climax with special programs covering results late March 11; heavy snow forces NBC-TV to abandon plans for live pickups via 5-shop Manchester-Boston mobile microwave relay. Blacklist of Reds in TV-radio and movie industries is urged in U. S. Chamber of Commerce report, Communism: Where Do We Stand Today? WXEL will carry Cleveland Indians' home games for third consecutive season. Best TV program on BBC, according to London Daily Mail poll, is British version of American What's My Line? Big assist from TV helped make his recent personal appearance tour a success, says cowboy star Gene Autry; in areas where his TV film series had been shown, he said, attendance at his traveling show was at least 50% greater than in other towns. TV caught impact of threatened suicide in Cincinnati March 4 as Robert M. Jones, 26-year-old Army veteran, teetered on 47th-floor ledge of Carew Tower. WLWT and WCPO-TV covered for 2 hours from Carew Tower windows and adjoining observation platform until Jones was coaxed to safety.

TV standards with more lines and greater bandwidth were advocated for uhf at IRE color symposium this week by member of audience who asked why such standards aren't being pushed. Hazeltine research v.p. Arthur Loughren answered: "Above 525 lines and 6 mc, you get into diminishing returns very rapidly. In my opinion, the French are wasting their time with 810 lines. It just isn't worth it. If we fully utilized the bandwidth we have now, you'd see a tremendous improvement."

Three new subscribers to TV Code this week bring total to 85 of nation's 108 TV stations; 78 of Code subscribers are NARTB members. NARTB-TV membership rose to 87 stations (plus the 4 networks) with application of WLTV, Atlanta, and KDFL-TV, Salt Lake City. WMAL-TV, Washington, is expected to become 88th.

Copies of FCC's 'Freeze Report'
Each subscriber to the full services of Television Digest will receive one copy of printed full text of FCC's TV Allocation Report ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in latter March but quite likely to be further delayed. Commission says document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at $5 each.

Can uhf succeed in market served by vhf? Washington's WJMS, which made FM operation pay (in connection with daytime AM) by stressing classical music, thinks so. M. Robert Rogers, v.p.-general mgr., announced station's intention to file for uhf after freeze-end, feels it can match its FM success in uhf. On other hand, gen. mgr. Ben Strouse of go-getting WWDC ( Mutual) & WWDC-FM (transit radio), says he probably won't apply. "Even using our existing properties, it would cost about $400,000 to set up a TV station," said Mr. Strouse, "and I can think of better ways to invest $400,000 than in a uhf channel in a city so close to saturation, where all network programs are available on vhf." WGMS announcement marks first venture into uhf in such a sizable well-served market by a firm without the huge resources of a company like Westminster (applicant for Channel 17 in Philadelphia which has 3 uhf stations; see Vol. 8:8).

Another example of AMs' pooling resources to get into TV is formation of TV Colorado Inc., by stations KVOR, Colorado Springs, & KGHP, Pueblo, to apply for station to serve both cities. Joint venture proposes studios in both cities, 41 miles apart, linked by microwave. Firm plans to file with Federal Radio Commission for new station, which, on approval, would be put in operation. KVOR president James D. Russell & KGHP president Robert Phillips are directors of new corporation, which says it hopes to be on air by end of year as Colorado's first TV station. Firm hasn't specified which channel it will request, but it's expected to ask for 12, since KRDO, another Colorado Springs AM station, is on file for Channel 10, the other uhf channel tentatively assigned to Colorado Springs.

Five applications filed with FCC this week brought total pending to 509, of which 33 are uhf. Applicants: WEAR, Pensacola, Fla. seeking Channel No. 3; ECOM, Sioux City, Ia., No. 4; WAIM, Anderson, S. C., No. 58; KOVO, Provo, Utah, No. 9; WNAM, Neenah, Wis., No. 42. [For further details, see TV Addenda 4/14-H herewith; for listing of all applications to date, see TV Factbook No. 14 and Addenda.]

Another approach to satellites: Carl Smith, engineering v.p. of WHK, Cleveland, who developed circular polarization for FM, suggests same treatment for TV transmissions—permitting booster station to rebroadcast master station's signal, on same channel, so polarized as to preclude interference between the 2 signals. Proposal for Lawrenceburg, Tenn., advanced by John H. DeWitt of WSM-TV, Nashville (Vol. 7:50), provides that booster's emission be vertically polarized while WSM-TV's signal remains horizontally polarized.

Summer TV advertising wins 46,000 extra customers per month for average brand in New York area, NBC reports, citing these results of survey: (1) In January, 31 TV-advertised brands outsold non-advertised brands by 20%. In August, advertised brands outsold others by 37%. (2) In January, 16 advertised brands, which discontinued TV ads in summer, outsold non-advertised by 14%. But in August, the 16 outsold others by only 10%. (3) 94.8% of TV homes have at least one viewer available in average summer week. (4) TV viewing averages 76 minutes per day in August, 73 in January.

New low-cost uhf transmitting antenna was introduced by Workshop Associates, div. of Gabriel Co., 135 Crescent Rd., Needham, Mass., at IRE convention. While price is given, manufacturer claims design cuts costs by providing extremely high gain while requiring only standard structural members for tower. Light-weight antenna is made entirely of aluminum, is said by Gabriel v.p. Gardner R. Greene to be adjustable "for the very smallest station [or for] highest power and greatest coverage."
UHF SETS ON TAP, Awaiting Stations: TV set makers' preparedness for uhf production appears quite complete — probably as complete as it can be, considering fact there is still no uhf market and no one knows how uhf demand will develop.

Results of our survey of top producers makes it clear they're ready. Matter of fact, several have already produced uhf units and tried to market them — without success. Though responses summarized below give good sample of plans, you'll note that some of the heavier producers refrained from answering — obviously hoping to get jump on competitors when uhf breaks. GE's Dr. W.R.G. Baker put it this way:

"I'm just not going to tell you. And I think you'll find some of the others feel the same way. I believe that's a good sign, too."

RCA disclosed latest uhf plans few weeks ago (Vol. 8:7), and other large outfits have given out varying amounts of information in last year or two. But such companies as Admiral, Philco, GE and Emerson won't say whether plans have changed — or whether they're simply playing the situation by ear.

Competitive situation makes it clear that most of next summer's new models (for autumn market) will have uhf as optional feature, and some may even include it arbitrarily from scratch — with "nothing more to buy" promotion — depending on how imminent stations seem to be and how much publicity has developed.

Since many manufacturers don't make their own tuners, it's presumed their uhf plans are predicated on offerings of the tuner makers, such as Standard Coil (Vol. 8:9), Sarkes Tarzian (Vol. 7:40), Mallory (Vol. 7:45). In Admiral's case, for example, it's expected that Standard Coil's tuner will be employed, since it has been Standard's biggest customer. Of the 23 set manufacturers whom we queried, 13 replied. Following is a digest of their responses (in addition to GE & RCA):

**BELMONT (W.L. Dunn, v.p.):** All-channel uhf tuner now in limited production, to be included in combination vhf-uhf sets "very shortly". Combination set to cost about $50 more than vhf-only. Tuner to cost $39.95 when installed in sets now in hands of public. All sets since January 1950 have room for tuner. Mr. Dunn added:

"It is our opinion that while the uhf stations actually going on the air in 1952 will be limited in number, the announcement of the green light for uhf will necessitate almost as complete an inclusion of uhf in TV receivers as though all uhf channels in present TV markets were currently operating. The end of the freeze will receive the greatest possible publicity, and we do not see how dealers can possibly sell vhf receivers to a public thoroughly alerted to the imminence of uhf."

**BENDIX (W.A. Mara, gen. mgr.):** "The replaceable strip uhf tuner that we are presently studying offers satisfactory answer to our problem...Combination uhf-vhf sets will be included in our plans just as soon as tuner manufacturers present acceptable units to us." No plans for converters at the moment.

**CROSLEY (J.W. Craig, v.p.):** Planning to offer continuous and single-channel converters (Vol. 7:15) "in advance of actual transmissions," continuous-type running
$50 or under. Combination vhf-uhf also planned, prices not yet determined. "We believe that uhf TV has grown, and converters and vhf-uhf receivers will be available to the public when uhf TV transmitters are on the air."

HALLICRAFTERS (R.W. Durst, executive v.p.): Converters -- continuous, strip inserts, single-channel, "depending on our distributors and what they prefer insofar as their localities are concerned" -- to be offered at $40-$50, in advance of actual transmissions. Combination sets, at some $50 more than vhf-only, to be marketed "but not until there are enough stations to warrant the additional cost."

"It is felt that uhf will be developed very slowly during 1952, possibly not more than 10 stations, but will gain tremendous momentum during early 1953."

HOFFMAN (H.L. Hoffman, president): Will use uhf strip inserts for present sets, which contain Standard Coil tuners. Will produce combination sets, but not certain about converters. Prices still to be determined. Wrote Mr. Hoffman:

"I personally think that uhf has a good chance of getting started in markets that are not now being served by vhf, but I believe a broadcaster would think twice before he invited a situation where his competitor had a ready-made circulation for his advertising and he had to develop it the hard way.

"There is certainly the possibility that the controversy over the vhf channels in markets such as Portland and Denver will be so intense that uhf could slip in and get started before the vhf channels were assigned, particularly if they were in a position to tie in with the microwave or cable."

MAGNAVOX (Richard A. O'Connor, chairman): Will use continuous tuner, produce combination sets. Converter, not yet priced, can be attached externally to all Magnavox sets, installed internally in sets produced since last fall. Cost of vhf-uhf set, compared with vhf-only, is $13-$15 more at factory, to be reduced to roughly half that in next 6-8 months.

MOTOROLA (Robert W. Galvin, executive v.p.): Now building continuous uhf tuner, listing at $40 extra when installed at factory, $49.95 when sold in own cabinet for attachment to set. Future vhf-uhf sets to run $25-$40 above vhf-only. Tuners have been offered to trade -- no takers yet.

SCOTT (John Meck, president): Plans to offer uhf strips for that portion of sets already sold containing Standard Coil tuner. For others, single-channel converter will be offered. When uhf transmissions begin, built-in uhf will be made optional. Separate uhf converter also to be marketed. Combination set to run "minimum of $50" more than vhf-only. Said Mr. Meck:

"It would be very, very helpful if FCC would set a conservative target date for breaking loose the uhf situation and then make a real effort to live up to it."

* * *

SYLVANIA (J.K. McDonough, gen. sales mgr.): Combination sets, using continuous tuner, to be available this month at $50 above vhf-only, but "differential will rapidly narrow down to something like $20-$30." Separate converter, also to be available this month, will run $44.95. Mr. McDonough thinks that:

"Just as soon as the final allocation plan is announced, tremendous interest will develop in uhf, particularly in those areas now considered to be fringes for vhf which will then be able to receive one or more uhf channels on a converter.

"It is unlikely that there will be any substantial number of additional stations on the air before this time next year. However, we think that, when uhf broadcasting facilities are made available, the demand for sets which can be readily converted to uhf inside the set will be almost immediate."

TELE KING (Harvey L. Pokrass, president): Planning converters, design not yet frozen, probably continuous tuning; also, combination sets. Production dates not fixed, but "somewhat in advance of actual transmissions."

WESTINGHOUSE (F.M. Sloan, gen. mgr.): Sets produced since January have provision for plugging in 2 uhf channels. Preceding production "for some time" has had provision for addition of continuous tuner. Prices not yet established, but combination will probably run $50 more than vhf-only. "We shall be well prepared to supply uhf sets and/or facilities at such time as uhf stations begin to broadcast. We don't expect more than a handful of uhf stations to be on air before year's end."
Clue to other manufacturers' plans may be found in devices they exhibited at IRE convention last week: GE -- continuous tuner calibrated both in megacycles and from 0 to 100. Zenith -- turret tuner with replaceable strips, as before. DuMont -- continuous tuner, with and without its own cabinet.

No manufacturer reports any plans for uhf-only sets. And none appears too worried about uhf antennas and installation problems, feeling that normal servicing channels will prove adequate. Many also point out that their converters may be attached by any set owner with a screw-driver.

ANTI-TRUST CASE SEEN LONG-DRAWN-OUT: Still puzzled, the TV-radio-electronics firms served with subpoenas ducès tecum to appear before Federal grand jury in New York May 12, in obvious effort to pin anti-trust conspiracy charges on them in relation to color, FM and patents, are huddling with counsel these days trying to figure out how to comply with Dept. of Justice's sweeping demands.

"Mining operation," is how head of one company rather bitterly styled govt. attorneys' curious foray, as he contemplated demand for records and documents dating back to 1934 -- when several of cited firms were scarcely in swaddling clothes. It will take "vanloads of documents," said another, to comply with letter of all-inclusive subpoenas (for full text of subpoena, see our Supplement No. 77).

While most are agreed proceeding is pretty much a fishing expedition -- all annoyed and some quite angered because it requires so much work and expense at time when their main preoccupation is defense production -- calmer heads have decided to consult with govt. attorneys with view to agreeing on what one called "a reasonable means of cutting down such an impossible workload."

Some counsel have called on Melville C. Williams, special asst. to Attorney General, in charge of New York office, and have asked that requirements for data be pared down -- particularly since so much of it is in storage or destroyed. What kind of reception they got, they're not saying.

But consensus seems to be that May 12 session of grand jury can do little more than accept appearances of "defendants" and take over their documents; that it will take months, possibly years, to analyze the data and arrive at any conclusions; that counsel fees will run into hundreds of thousands of dollars, perhaps millions, to say nothing of endless executive-staff man-hours consumed.

One opined such an investigation as subpoena implies could take 5-10 years. All sturdily maintain there has been no wrongdoing -- no "conspiracy" to thwart FCC's will on color, to hold back FM, or to muleet either industry or public by way of patent royalties. In final analysis, nobody's going to "win", is general opinion.

"The whole proceeding simply means a prodigious waste of time," said head of one of the smaller companies involved. He said he was going to urge his counsel to move in court to delimit scope of his subpoena "in view of its dragnet nature." He also thought appeal might be made to the defense agencies on plea that executive, legal and staff manpower is much more urgently needed on problems of electronics production for defense.

Veritable iron curtain of silence drawn around case by Dept. of Justice is so tight that it won't even reveal list of companies served with subpoenas. We've been able to confirm that, in addition to RTMA and the 12 companies we've already listed (Vol. 8:9), Crosley, IT&T (Capethart-Farnsworth, Federal, et al) and Raytheon (Belmont) have also been served. There may be a few others, but not many.

Besides Mr. Williams, in New York, we've learned that Asst. Attorney General H. Graham Morison, in charge of anti-trust div., has detailed Marcus Hollibaugh, of Washington staff, to the case.

The suspicion persists, is voiced quite readily, that ex-FCC chairman Coy exerted strong influence in getting inquiry started, miffed at industry's refusal to accept Commission's color edict; that Maj. Armstrong, inventor of FM, long charging gangup against FM, may have been one of complainants; also, that CBS may have asked Dept. of Justice to act, still nursing hope its color system can win favor.
heavy a workload and legal fees as most of the others -- heavier, possibly, because broad scope of subpoenas indicates exhaustive inquiry into broadcasting-telecasting operations of CBS as well as NBC (RCA), DuMont, Crosley, GE, Philco, Westinghouse.

Fifteen out of the 100 or more TV-radio manufacturers of U.S., plus RTMA, are thus definitely known to have been served with subpoenas, namely: Admiral, CBS-Columbia, Crosley, DuMont, Emerson, General Electric, Hazeltine, IT&T (Capehart-Farnsworth, Federal. et al), Motorola, Philco, Raytheon (Belmont), RCA, Sylvania, Westinghouse, Zenith.

These include all the biggest TV-radio set producers. But they also include some (like Belmont, Capehart, CBS-Columbia, Raytheon) that don't rank as high in TV-radio output as some companies that weren't served. Hazeltine doesn't make sets.

Special counsel have already been engaged by some companies, in addition to house lawyers. Among law firms known to be working on the case: For Admiral, Pope & Ballard (Ferris Hurd); CBS-Columbia, Rosenman, Goldmark, Colin & Kaye (Samuel I. Rosenman); DuMont, Roberts & McInnis (Wm. A. Roberts); GE, Simpson, Thacher & Bartlett (Whitney Seymour); RCA, Cahill, Gordon, Zachry & Reindel (John T. Cahill); Westinghouse, Cravath, Swaine & Moore (George Turner); Raytheon, Paul F. Hannah, general counsel; Crosley, Pruitt, Course, Oechler & McLaughlin (H. Preston Course); Zenith, Montgomery, Pritchard, Hart & Herriott (Irving Herriott); RTMA, Donovan, Leisure, Newton, Lombard & Irvine (Ralstone R. Irvine).

**STILL NO FIRM DATE FOR END OF FREEZE:** Outside chance for freeze decision by April 1 is voiced at FCC, but without too much conviction -- as Commission devoted another solid week to allocations deliberations, with "fair" progress. Commission would be delighted if it could make gift of decision to NARTB convention March 30-April 2.

Emphasizing how "tentative" are current deliberations is fact that FCC this week gave serious thought to processing uhf applications before vhf, after freeze, whereas previous thinking stipulated "no distinction." There's also strong possibility that existing stations wishing to increase power will have to wait until all new-station applications have been processed.

Though end of 3½-year wait grew nearer, prospects for fast processing of applications after the freeze grew gloomier -- as House Appropriations Committee reported bill cutting FCC's requested $8,075,000 budget for fiscal year beginning July 1 to $6,108,460 -- even less than current year's $6,605,550.

Effect of cut -- if it goes through -- is worse than it appears, since there are pay raises to be taken care of, and with less money. Paradoxically, House committee said it "added $51,810 for new positions in connection with TV application processing." Even if FCC does add that money to TV, it's drop in the bucket. Commission had originally asked Budget Bureau for $600,000, to double TV processing facilities. Bureau cut it to $200,000 in recommendation to Congress.

Appropriation isn't final, of course, since House has yet to act on it and Senate must concur. Chances are Senate will up it, if strongly voiced opinions of Majority Leader McFarland and others mean anything (Vol. 8:9).

Said House committee's report: "The committee appreciates the heavy workload presently being carried by this Commission. However, under existing economic conditions funds cannot be provided to increase appropriations for any peace-time agency, and it requests the Commission to regulate its work in such manner as will permit performance of essential functions with the funds provided in the bill." **= * * * **

Most current industry speculation is over the effects of channel-by-channel application procedure presently favored by Commission but still facing acid test of final vote (Vol. 8:10). Arguments for such procedure, as against "lumped" hearings in each city, run like this:

(1) Quicker, easier hearings and decisions are possible, since only one winner per hearing need be picked. Cross-examination would be limited to those applicants for a particular channel. Shorter hearings would also be cheaper.

(2) No problem in parceling channels to successful applicants would face hearing examiner or FCC. Winner would get what he applied for. In lumped hearing,
there's possibility, even probability, that some winners would be awarded channels on which they hadn't even offered testimony. This may be of shaky legality.

(3) UHF would be encouraged because some UHF channels would be uncontested, could be granted immediately. What's more, if UHF station gets on air long before VHF, it may snare best network affiliation -- particularly in new TV market.

* * * *

Proponents of lumped hearings argue as follows:

(1) FCC has full choice in picking best qualified applicants. For example, if 2 best applicants in city happen to specify same channel, both can get grants anyway -- impossible under channel-by-channel.

(2) "Spying, conniving, channel-jockeying and pure luck" would have great bearing on who wins up winner in channel-by-channel setup.

Commission's predilection for channel-by-channel, which may or may not stand up, appears based on "speed" and "UHF encouragement" arguments. As for "spying, conniving," etc., Commission apparently feels certain amount of such shenanigans is possible under any procedure, and it's up to FCC to scotch them.

NOTES ON THE BUSINESS OF TELECASTING: If you still need persuading that the business of telecasting is a good one and getting better -- as we've consistently forecast and reported in these columns -- we commend to your attention:

(1) PIB figures on January network billings, published on p. 12; and note how rapidly they're climbing from last year's month-by-month figures (Vol. 8:4).

(2) Detailed evidence how TV network & station revenues soared in 1951, when the 4 networks and 108 stations combined grossed $239,500,000 and earned profit before taxes of $43,600,000 -- up from 1950's gross of $105,900,000 and net loss of $9,200,000 and from 1949's gross of $34,300,000 and net loss of $25,300,000. We digested FCC's report on this last week (Vol. 8:10), but suggest you study detailed tables; ask FCC to send you Public Notice 73830 of March 6.

(3) Fact that CBS-TV acquired minority (47%) interest in another station, WTCN-TV, Minneapolis, also reported last week (Vol. 8:10). You can expect CBS to come forth with more such deals. Trade is already buzzing with rumors it's buying into WCAU-TV, Philadelphia, whose parent AM station the Paley-Levy interests once owned; but this is denied categorically by both CBS and Philadelphia Bulletin. It's well known that CBS and other interests have diligently "shopped" for stations, and there's hardly a station that hasn't had offers to sell out.

(4) Whether CBS acquires more or not, its intense eagerness to get deeper into station ownership, thwarted first by bad guessing on TV's future and then by the freeze, is not only stimulating quest of others for stations but also having effect of skyrocketing TV station values. CBS will pay record $6,000,000 for WBKB, Chicago, if FCC approves; deal is tied up now in FCC's Paramount probe involving the proposed merger of ABC with United Paramount Theatres Inc.

(5) Price of WBKB turns out to be modest, albeit over the 12 years of its existence it cost Balaban & Katz some $600,000 more than it took in. It went into black first in 1950 to tune of $652,621 profit before taxes on gross of $1,738,023; in first 9 mo. of 1951 showed profit before taxes of $1,227,100 on $2,283,601 gross.

(6) Operators of radio stations, who also operate TVs, will tell you to a man that their TV gross surpasses their AM station's; net would, too, if it weren't for taxes, amortization of past TV losses, mounting operating expenses and new capital outlays. Downward AM trend is also indicated in PIB's radio network figures (p. 12), and also in comparative AM network figures in aforementioned FCC report.

(7) Bigness of big-city station operation was hinted last September, when we disclosed that NBC's WNBT, New York, would achieve gross billings of $8,000,000 in 1951 (Vol. 7:36). Actual figure isn't known, but it's generally believed to be much larger, and in light of rate increases could go as high as $12,000,000 this year. And if WNBT went that high, you can assume WCBS-TV did, too.

(8) It's an open secret that NBC's and ABC's 5 owned-&-managed stations, DuMont's 3, CBS's 2 (plus its 45% in WTOP-TV) are among the best assets they have. Indeed, it's said they support their TV network operations. FCC's report showed the
networks and their 15 owned-&-operated stations represented $132,200,000 of the 1951 revenues (more than half), $12,400,000 income before taxes -- and it's believed just about all latter figure came from their station operations.

* * * * *

Note: "Movie money" is casting eye on TV station ownership, too -- not only exhibitors but producers and actors. This week, report was current, unverifiable, that Louis B. Mayer and Ronald Colman plan to apply for Santa Barbara; and it was disclosed that Irene Dunne and Loretta Young had purchased majority of KRAM(AM), Las Vegas, Nev., TV applicant. Long TV applicants are Bing Crosby, for Spokane, Tacoma, Yakima, Wash.; Mary Pickford, for Asheville, Durham, Winston-Salem, N.C.; Gene Autry, for Phoenix, Ariz. (see TV Factbook No. 14).

Telecasting Notes: First regular 21-hour TV station is WDTV, Pittsburgh (also reputed to have been one of first to operate in black); as of March 17, it operates around-clock Mon.-thru-Fri., calling 1-6 a.m. show Swing Shift Theatre. It's mainly feature films and shorts, with 6 sponsors already signed. Manager Howard Lund says it's designed for the "more than 200,000 defense workers who finish work at midnight" ... Trend away from summer hiatus reported by both CBS-TV & NBC-TV, former claiming nearly 100% of clients sticking, latter reporting several dozen have indicated intentions of doing so since Hofstra College summer-viewing report was issued; time discounts run about 10% for 52-week schedules ... New York's WPIX got big publicity break in posting first reward, $1000, for capture of slayer of young man who helped capture bandit Willie Sutton; WPIX also got good break as originating station of National Basketball Tournament in Madison Square Garden (Old Gold & Swiss Colony Wine sponsoring locally), piping Duquense games to WDTV, Pittsburgh (Westinghouse sponsoring), Dayton U games to WHIO-TV, Louisville U games to WAVE-TV ... Ethel Barrymore signs with newly formed Interstate Television Corp. (G. Ralph Branton) for series of half-hour films titled Ethel Barrymore Theatre ... Transfilm Inc. plans series of TV films in which leading actors & actresses would read popular literary works—list to include Basil Rathbone, Madeleine Carroll, Monty Woolley, Burgess Meredith, Walter Hampden ... Douglas Fairbanks Jr., as head of Douglas Corp., will supervise production of 3 program series on NBC-TV—International Theatre (which he will m.e.), The Silent Men (based on radio show in which he now stars), Foreign Legion (adventure) ... DuMont's Captain Video being released by RCA Victor as a recording for children, second such based on TV, other being Tom Corbett, Space Cadet ... To capitalize on success TV show and make low-cost radio package, CBS is experimenting with I Love Lucy, tailoring sound track to yield taped radio program costing estimated 25% less than live. March 5 Daily Variety, Hollywood, says if experiment is successful, CBS will have edge on competitors with its large number of similar "story-line" comedies ... TV is becoming big song-plugging medium, observes March 12 Variety, with entry of Tele-Disk Inc., subsidiary of Seaboard Studios, into field of 3-minute films to accompany popular records; Columbia Pictures' Screen Gems is already active in same field ... Masked ex-convicts, presenting their stories to panel comprising 2 experts on rehabilitation and 2 ex-convicts, are featured in novel Four-square Court, ABC-TV series starting March 16, Sun., 7:30-8, Norman Brokenshire moderating ... U of Pennsylvania, which since 1940 has had tieup with Philco's WPTZ for football telecasts, joins station in elaborate TV venture—10-week series titled In the American Tradition, Sun., 2:30-3, covering work of its colleges via remotes from campus ... Edward Lamb, owner of Erie's WICU & WIKK and publisher of Erie Dispatch, sets up fund for business-administration students at local Gannon College with $2500 initial gift ... WFL & WFIL-TV, Philadelphia, building 25,000-sq. ft. addition to present TV studio bldg., will bring all TV-radio under one roof by Sept. 1 ... Rate increases going into effect April 1: WDTV, Pittsburgh, from $800 to $1000 per Class A hour, $125 to $150 per 1-min.; WBAL-TV, Baltimore, $700 to $800 & $125 to $150; WDPF-TV, Kansas City, $550 to $600 & $110 to $120 ... KRON-TV, San Francisco, raised Class A hour rate March 1 from $600 to $800, 20-sec. from $120 to $160 ... WBAP-TV, Ft. Worth, raises Class A one-min. rate from $80 to $100 as of April 1.

Personal Notes: Harry Bannister, since 1941 gen. mgr. of WWJ, Detroit, and since its inception in 1948, gen. mgr. of WWJ-TV, joins NBC April 14 as head of both TV-radio station relations. He succeeds v.p. Carleton Smith, who moves into owned-&-operated station div. under James Gaines ... Edwin K. Wheeler, ex-ale to Harry Bannister, presently business mgr. of Detroit News, returns to WWJ & WWJ-TV as gen. mgr. ... Adrian Murphy, president of CBS Laboratories Div., named president of CBS Radio, succeeding Howard S. McElhaney, who rejoints executive staff of parent company as v.p. ... Joseph Brenner, ex-FCC examiner and its regional attorney in Los Angeles for last 4 years, resigned March 14 to enter private practice of law with S. V. O. Prichard, ex-Los Angeles asst. county counsel; firm of Prichard & Brenner will have offices at 321 So. Beverly Drive, Beverly Hills, Cal. ... Gayle V. Grubb, ex-ABC v.p. in San Francisco, joins Fort Industry Co. (Storer) as v.p. & gen. mgr. of WJBR & WJBR-TV, Detroit, succeeding Richard E. Jones, resigned; Glenn Jackson, ex-WJMN, Fairmont, W. Va., and former program director of WSPD & WSPD-TV, Toledo, named managing director of WAGA & WAGA-TV, Atlanta, succeeding James E. Bailey, resigned ... Lloyd Griffin, sales promotion v.p., placed in charge of all Free & Peters TV operations, succeeding I. E. (Chick) Showerman, resigned ... Charles A. Batson, ex-TV director of NARTB who recently joined Broadcasting Co. of the South (WIS, Columbia; WSPA, Spartanburg; WIST, Charlotte) as TV director, elected to board of directors ... Leonard Blair promoted from ABC eastern production mgr. to eastern radio program director ... Charles Phillips, asst. gen. mgr., named sales mgr. of WNBT, New York; Jay Smolin, ex-Amos Parrish, named adv. & promotion mgr. of WNBT & WNBC, by v.p. Ted Cott, gen. mgr. ... John Wilkoff, ex-BAB, named promotion mgr., NBC co-op sales dept. ... Col. Arthur L. Fletcher joins his nephew, Frank U. Fletcher, Washington radio attorney and ex-NARTB board member, in practice of law, with offices in Tunsey Bldg., Washington ... Marrianna P. Woodson, engineer with Washington firm of Kear & Kennedy, married March 8 to Richard Cobb of Washington ... Roy A. Meredith named TV-radio director of Mac- Manus, John & Adam, Detroit agency, with headquarters in New York; Henry F. Fowkes Jr. promoted to TV-radio production director ... George Greaves, asst. mgr., KNBC, San Francisco, adds duties of program mgr., Paul Speegle having resigned.
HOUSE INTERSTATE & Foreign Commerce Committee March 12 finally reported out its changes in Senate-passed McFarland Bill (S. 658) which amends Communications Act, streamlines FCC procedures. Bill must be passed by House and go to House-Senate conference to iron out some substantial differences, but it has excellent chance of passage this session.

Committee spent 23 days in executive session on bill, possibly most time it ever devoted to any bill. Copies of bill and report won’t be available for 2 weeks or so, but here are principal provisions:

1. FCC is prohibited from discriminating against news-gathering entities in granting station licenses "solely" because of nature of their business. In recent years, FCC’s general policy has been to favor non-newspaper applicants, in competitive hearings, “all other things being equal.” McFarland Bill has no such provision.

2. FCC is prohibited from consulting with staff in decisions on hearings involving “adjudication cases”, such as granting, renewing and revoking station licenses. This goes along with McFarland Bill, was opposed by FCC majority but favored by Comr. Jones. Consultation with staff on rule-making, such as color decision and allocations, is not prohibited.

3. Punishment short of “death penalty”—license revocation—can be meted out by Commission. FCC can issue “cease and desist” orders, levy fines up to $500 per day, suspend licenses up to 90 days. McFarland Bill provides only for cease and desist orders.

4. Resuscitation of old “Avco rule” is prohibited. Rule, no longer followed by FCC, provided that person wishing to sell station had to advertise first, and FCC considered all bidders on equal basis—regardless of who was to be original purchaser.

Station Accounts: National Tobacco Tax Research Council (Joseph Kolodny, president), comprising mainly tobacco growers, plans 6-week campaign on TV and radio to acquaint public with fact its products are taxed about $2 billion a year and it carries its fair share of nation’s economic burden; program called A Salute to the American Smoker to be placed . . . Natural for spring is Home & Garden Show on WOR-TV, New York, Sat. 1:30-2, starting March 15, sponsored by Garfield Williamson Inc. (Wonderlawn products), thru A. M. Seidler Adv., Brooklyn, and American Agricultural Chemical Co. (Agrico fertilizers), thru Cowan & Dengler, N. Y.; horticulturist Will Peigelback offers practical gardening tips for both amateur and professional gardeners . . . Oleomargarine makers expected to use TV-radio in big way in New York area, says Radio Daily, as result of lifting of ban on colored oleo, effective July 1; Associated Margarine Manufacturers isn’t planning industry promotion, but manufacturers and agencies are quietly laying plans . . . New York’s embattled Transport Workers Union (CIO) buys time for TWU on TV, using WOR-TV, plans regular schedule to carry fight against new transit authority; that labor unions like TV also indicated by 52-week renewal of Retail Clerks Union Local 770’s program on KTTV, Los Angeles, titled 770 on the Air, telecast since March 1950, thru Leonard Shane Agency . . . Sloane-Hablon Corp., div. of Alexander Smith Carpet Co., using TV spots in 27 cities in spring promotion of Krosave tiles starting April 27, thru Geyer, Newell & Gangon, N. Y., McPheffer Brewing Co., Detroit, sponsoring Cleveland Indians’ home games on WXEL, reported to have paid $400-500,000 for TV-only rights, thru Maxon Inc., Detroit . . . Among other advertisers reported using or preparing to use TV: Kindle-Kwik Co. (chemical for kindling camp fires), thru Roberts, MacAvineche & Senne, Chicago (correction); Calgon Inc. (water conditioner), thru Ketchum, MacLeod & Grove, Pittsburgh; Dione Associates Inc. (Dancing Feet Creme), thru Tulsa & Cantz Adv., Hollywood; Redi Foods Co. (Shrimp-in-the-Basket & frozen fish), thru Kastor, Farrell, Chesley & Cliford Inc., N. Y.; College Inn Food Products Co. (tomato juice cocktail, chicken), thru Weiss & Geller, Chicago; Laco Products Inc. (Laco castle shampoo), thru VanSant, Dugdale & Co., Baltimore; Purepac Corp. (Chloramint mouth wash), thru Leonard Wolfe & Associates, N. Y.

(5) Burden on stations coming up for license renewal is eased. Applicants for renewal needn’t “furnish any information previously furnished by such applicant or not directly material to the question of renewal.” Present law says: “Applications for renewal shall be governed by the same considerations and practice which affect the granting of original applications.” An unusual provision, inserted at insistence of Chairman Crosier (D-Ohio), stipulates that if station doesn’t get renewal, and someone else gets the license, latter has to pay former fair market value for physical facilities. However, such payment would be required only when station loses license because of something beyond its control—such as a frequency reallocation. Provision isn’t given much chance of surviving House action or House-Senate conference.

(6) Before FCC sets station or applicant for any hearing, it must first notify party of reasons for hearing, give it chance to reply. Same as McFarland Bill.

(7) Applications granted without hearing are subject to “protest” for 30 days, and if “protestant” has given good reason, FCC must call hearing.

(8) FCC’s authority to refuse licenses to those “finally adjudged guilty by a Federal court of unlawfully monopolizing radio communications” is retained as in Communications Act.

(9) Commission is required to report to Congress on any non-hearing broadcast case not decided in 3 months; for hearing cases, it’s 6 months. Same as McFarland Bill.

(10) Supreme Court has discretion, as in present law, to review FCC’s action in revoking or failing to renew licenses. In McFarland Bill, such appeals could be taken as matter of right.

(11) FCC’s reorganization (Vol. 8:7) is given “statutory confirmation.”

Network Accounts: Reynolds Metals Co. (aluminum) bought March 15 & 22 simulcasts of Arturo Toscanini & NBC Symphony on NBC-TV, Sat. 6:30-7:30, thru Buchanan & Co., N. Y., Bayuk Cigars Inc. (Phillies) starts Adventures of Ellery Queen April 15 on ABC-TV, Wed. 9-9:30, thru Ellington & Co., N. Y., Knox Gelatine Co. signs for Mon. 8:45-8:55 segment of NBC-TV’s Today starting March 24, thru Wm. Weintraub, N. Y., Chesterfield begins Gangbusters March 20 on NBC-TV, alt. Thu. 9-9:30, thru Cunningham & Walsh, N. Y., Carter Products Inc. (Arrild, Rise) March 25 shifts City Hospital from ABC-TV to CBS-TV, alt. Tue. 9-9:30, thru Sullivan, Stauffer, Colwell & Bayles, N. Y., Pearson Pharmaceutical Co. (Ennors deodorant pills) starts Police Story April 4 on CBS-TV, Fri. 10:10-10:30, thru Harry B. Cohen Adv. Co., N. Y., R. J. Reynolds Tobacco Co. (Cavalier cigarettes) April 4 moves My Friend Irma on CBS-TV, Tue. 10:30-11 to Fri. 8:30-9 and April 3 Camel’s Man Against Crime from Fri. 8:30-9 to Thu. 9-9:30; also drops Pantomime Quiz from NBC-TV . . . Carter Products Inc. (Arrild, Rise, Little Pills) sponsorship of Drew Pearson (Vol. 8:8) on ABC-TV, Sun. 11-11:15 p.m., starts May 4 . . . Electric Auto-Line Co. (spark plugs, batteries, accessories) substituting preview of auto show from Waldorf-Astoria, N. Y., for Suspense April 1 on CBS-TV, 9:30-10 . . . General Mills has taken added 15-min. Fri. for Bride & Groom on CBS-TV, so that show is now seen Fri. 10:30-11 a.m., while Mon.-Tues.-Wed. show is seen 10:30-10:45 a.m.
EAL CRUX of Paramount hearing, whether common
ownership of TV and movie facilities is “compatible”
or “monopolistic,” should be reached next week during
testimony on ABC-UPT merger.

That UPT's vigorous executives will go all-out in their
“compatibility” contentions was illustrated during this
week's sessions when president Leonard H. Goldenson re-
iterated company's opinion that certain types of movies
will naturally go into theatres while others will be made
especially for TV. His colleague John Balaban, president
of UPT subsidiary Balaban & Katz, had testified earlier in
the week that if any B&K station were ever in a posi-
tion to bid for a movie on equal terms with his theatres, he
would favor TV even if it forced theatres out of business;
but he was sure no such situation would ever arise.

Goldenson went on stand as complex consolidated hear-
ing went into final phases involving proposed transfer of
WBKB to UPT in 1950 splitup of old Paramount Pictures
Inc.; proposed sale of that station to CBS for $6,000,000;
and fiscal and “monopoly” aspects of UPT-ABC merger.

Despite apparent pessimism of Balaban & Katz and the
losses it sustained on theatre-TV shows since 1949 (Vol.
8:10), both Goldenson and secy.-treas. Robert H. O'Brien,
ex-member of Security & Exchange Commission, asserted
they haven't lost faith in theatre TV. Goldenson testified
that in addition to the 10 theatre-TV installations UPT
now operates, 4 more are being installed in Buffalo,
Omaha, Salt Lake City, San Francisco) and 10 more are on
order. But UPT won't seek own theatre-TV frequencies if
and when Commission authorizes them, he said.

O'Brien said UPT will continue theatre-TV experi-
mences. Losses suffered so far, he said, were no true index
to medium's success or failure in future. He noted that 69
theatres in U.S. now have TV installations. His testimony
was devoted largely to history of anti-trust consent decree
that resulted in separating Paramount producing and
exhibiting interests.

As for Phonevision, Goldenson told how he urged pro-
ducers to make films available for Zenith tests; but he gave
these reasons why he thought pay-as-you-see TV won't
work: (1) “Women won't pay to stay at home.” (2) 
Public would learn how to unscramble signals, get shows
without paying. (3) Much detail is lost on small TV
screen. (4) Normal interferences in home life—children,
telephone, etc.—would break “discipline” of audience as
contrasted with quiet theatres.

Though actual UPT-ABC merger details are due next
week, some questioning overlapped into that phase. Golden-
son said UPT's 4 pending TV station applications for Bos-
ton, Detroit, Des Moines and Tampa will be withdrawn if
merger is approved.

UPT v.p. & gen. counsel Walter Gross testified that of
1475 theatres once owned by Paramount, 621 were divested
between March 3, 1949 and Jan. 31, 1952. When UPT drops
200 more (under recent 18-month court extension), it will
be reduced to the 644 houses allowed under the decree.

Copies of FCC's 'Freeze Report'
Each subscriber to the full services of Television Digest will receive one copy of printed full text of FCC's TV Allocation Report ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in early April but quite likely to be further delayed. Commission says document will run about
600 single-spaced mimeo pages, which means 200 or
more pages of our supplement format. Preprint or-
ders for extra copies are now being taken at $5 each.

NBC CAN BEGIN construction of its Burbank, Cal. TV
studios immediately, and will receive materials in
second and third quarters to complete building in time to
start telecasting in October. Delivered in record time this
week, NPA appeals board's verdict on NBC's appeal for
materials was: “Approved in full”.

There was little doubt that appearance of NPA assistant
administrator Lewis Allen Weiss, ex-Mutual chairman
& Don Lee president, at last week's appeal hearing (Vol.
8:10) clinched case for NBC. Weiss stressed essentiality
of TV-radio to nation's welfare, urged board to set aside
NPA rule that no new projects may receive materials. NBC
financial v.p. Joseph Heffernan pleaded that his network
would suffer competitive disadvantage vis-a-vis rival CBS,
which has received allotments to complete its Hollywood
"Television City" in time for fall TV season.

NBC will receive 211 tons of steel, 20,000 lbs. of coper,
800 lbs. of aluminum during next 2 quarters for its
"stripped-down" wood-girded building. Designed by the
Austin Co., project will contain 2 studios with total area
of 67,200 sq. ft. (vs. CBS's 347,000). Heffernan told appeals
board NBC was ready to start digging foundations "imme-
diately," and build as soon as it got materials allotments.

NPA this week announced its actions on last of first-
quarter construction applications. Only TV-radio case in-
volved was application of TV Cable Corp., Kingsport, Tenn.,
for materials to build community antenna project and store.
This was denied.

J. Bernard Joseph, chief of NPA Electronics Div.
broadcast & communications equipment section, will ad-
dress engineering conference of NARTB Chicago conven-
tion March 31 on rules affecting broadcasting industry.

First official complaint to NARTB-TV Code Review
Board came from Falls Church, Va., where St. James
Parish Council of Catholic Women had surveyed 300 fam-
ilies on children's 4-9 p.m. viewing. Parents rated 17.9% of
programs excellent, 53.5% good, 21.9% fair, 6.7% bad;
they complained of too many cowboy and crime programs,
suggested moving some adult entertainment out of 4-9 p.m.
period. Another survey, of 1400 children, parents and
teachers in Evanston, Ill., by Dr. Paul Witty, Northwestern
U, found: (1) Children's average viewing has dropped from
21 to 19 hours weekly during last year. (2) Viewing
drops 12% during first year of set ownership, 2% second
year. (3) Most watching is during 6:30-8:30 p.m., when
adult shows outnumber children's.

TV code's effect on commercials can't be measured
completely until current sponsorship contracts expire, but
Advertising Age clocked Chicago's WENR-TV, WGN-TV,
WBKB & WNBO March 5 and found, as reported in March
10 edition: (1) More than 50% of commercials exceeded
times allowed in code. (2) Only one station had any com-
mercials at all that ran less than time allowed in code—
4 being 15-20 seconds under. (3) Many programs used
sponsor's name or product too frequently. Code specifies
that subscribers be permitted up to 52 weeks to terminate
contracts not in conformity with code.

Final State audit of WOI-TV accounts showed Iowa
State College's TV station earned operating profit of $102,572
on total income of $195,894 for fiscal year ended June
30, 1951. Station doesn't carry local commercials, derives
all of $160,909 income from networks and national spot.
Operating expenses were $93,985. During preceding fiscal
year, earnings were $1192.

Subscribers to TV Code now number same as NARTB-
TV members—87 stations and 4 networks—with addition of
2 new subscribers this week. But, of the 87 code sub-
scribers, 7 aren't members of NARTB; and 7 NARTB-TV
members haven't subscribed.
OUTPUT STEADY, RETAIL TRADE SLUGGISH: TV set production is holding at 100,000-weekly level (see below) — with everybody nursing hopes that spring baseball and summer politics will turn tide of retail trade from present low ebb to reasonable flow.

Though manufacturers have adjusted output rate downward to conform with demand as well as material cuts, while keeping payrolls busy on defense contracts, retailers dependent on volume aren't faring quite so well. Neither TV sets nor most other appliances are moving very fast these days — and a lot of folk are worried.

Retail sales of large TV-radio stores in January were 39% below December, 24% below January 1951, according to Census Bureau's monthly retail trade report. That confirms Dun & Bradstreet figures published here last week (Vol. 8:10). And TV-radio-appliance store trade dropped 25% in January from December and 28% below January 1951. Unusual number of store closings has been reported lately.

Looking at TV-radio-appliance trade as a whole, March Radio & Television Retailing (Caldwell-Clements) calls business "fast and slow in the most erratic market [the] industry has ever experienced." And Retailing Daily, after national survey, reported March 13 that dealers are quietly but steadily reducing the number of lines they carry. "They would like to cut out some of their lines of merchandise," says that journal, but some "do not feel they can in their competitive situation."

Bright star in the trade seems to be 17-in. demand (table models), which in many cases exceeds supply. They're outselling larger tube sizes, though sometimes latter are priced only a few dollars more. NPA's Office of Civilian Requirements surveyed 5 cities in January (Boston, Philadelphia, Cincinnati, Houston, Birmingham) and found: "While reports of low inventory levels were relatively infrequent, some stores reported low stocks in 17-in. table model TV sets and low-priced radios."

Big Washington chain dealer George Wasserman (George's) confirms that TVs below $250 are selling best, notably 17-in. He says recent weeks have shown TV sales "on the way down." He looks for poor April, with slump continuing to end of June. TV is following radio's seasonal pattern, he said. Slump now isn't as bad as last year's because "we're not loaded down with merchandise and not being panicked."

There are some who foresee — or at least hope for — revival of interest in high-priced consoles with appearance of 27-in. sets (Vol. 8:9), probably this summer; tube requires no greater cabinet depth than 21-in.

Dealer price cutting, still rampant, was described as "an armament race that nobody can win" by NARDA v.p. H.B. Price Jr., in talk March 11 before Charlotte (N.C.) Merchants Assn. "It's bribing consumers with your profits. Its result is a ravished market and discredited industry." The dealer who resorts to it, in words of Mr. Price, "sets off a chain reaction because others follow like a bunch of stupid sheep, regardless of the cost of the original merchandise or its replacement."

Some dealers are diversifying more -- air conditioners, phono records, etc. -- as hedge against reduced TV sales. Wholesalers see hypo to summer trade in keen competition for customers for low-priced air conditioners. RCA and Crosley will soon go into heavy promotion of their new Fedders-Quigan units. Carrier, Chrysler Airtemp, GE, Mitchell, Philco, et al, certainly won't sit silently by.

Against 404,933 sets produced in January, as estimated by RTMA, February preliminary total (subject to revision) is 398,714. These compare with 645,716 in January & 679,319 in February of 1951.

First March week (ended March 7) brought forth 102,941 sets (1214 private label), not much change from the 102,216 of preceding week (Vol. 8:10). The March 7 factory inventory figure was 211,376, up from 202,938 the week before.

Radio output fell to 177,566 (73,641 private label) as of March 7 from 208,842 the week before. Radio inventory was 279,952, unchanged. Week's radios were 69,473 home receivers, 18,945 portables, 28,545 clock, 60,603 auto.
Expenditure: A Magnavox ♦/ good, Dr. George, in Dr. Magnavox ♦.

Average TV set price dropped at least 10% in 1951; price of table model radio fell less than 1% in same period. This incidental intelligence is contained in analysis of Bureau of Labor Statistics consumer price index presented by price administrator Ellis G. Arnall to Senate Banking & Currency Committee, now considering extension of Defense Production Act. Analysis compared peak 1951 prices of cost-of-living items with December 1951 prices, showed that items comprising 58% of average family’s expenses hadn’t decreased at all. Expenditure for TV set is weighted as .69 of 1% of average family’s annual living cost in price index; table model radio is .31%.

January excise tax collections on TVS, radios, phonos, etc. totaled $14,778,466, up from preceding month’s $13,723,552, but less than the $19,439,774 reported in January 1951. On phono records, Gov’t. collected only $142,597 in January vs. $644,818 in December and $688,824 in January 1951. Excizes on refrigerators, air conditioners, etc. dropped to $2,965,832 in January from $3,149,785 in December and $6,589,878 in January 1951.

Bankrupt Starrett Television Corp. (Vol. 8:8, 9) will continue operations on small scale, attorney Oliver T. Cowan told creditors’ meeting. He said company’s only orders are govt. contracts totaling about $40,000, but that Starrett hopes to sell 2000 TV sets in month. Creditors elected an unofficial committee headed by Charles Bornstein, American Credit Indemnity Co., authorized independent audit of company’s books.

Merchandising Notes: “TV club” is device used by some Denver radio-appliance dealers to capitalize on imminence of freeze-end. “Club” members pay $1 a week toward purchase of sets to be delivered when TV comes to town; retailers explain that sets should be nearly paid for by that time . . . Sign of times? Davega Stores cuts quarterly dividend to 15c from usual 25c “in view of the situation now prevailing in the retail field” . . . Hotel TV rental business is good, we’re told; tourists, especially from areas still without TV service, are staying in their rooms, watching programs, ordering plenty of food and drinks sent up . . . Tyson Radio Co., Brooklyn & Long Island retail chain, reported assembling sets under own trade name at rate of about 100 per week, offering 21-in. table at $200, console $230, plus tax; Retailing Daily indicates they will be wholesaled outside New York area . . . Arvin adds 3 new sets to line: 17-in. table $240, open-face console $280; 21-in. console $340, prices including tax but not warranty . . . Magnavox introduces new 21-in. TV-radio-phonograph combination with AM radio $550, with AM-FM $595 . . . Majestic reported making some TV sets for Muntz TV . . . New Philarmonic line of 13 sets ranges from 17-in. table at $190 to 20-in. table at $210, console $250, and 24-in. console $400 . . . Sparton introduces 2 new sets—17-in. leatherette table $240 and 20-in. leatherette table $290; using new slogan, “Cosmic Eye Television.”

Trade Miscellany: GE will convert its 200,000-sq. ft. home dishwasher plant in Scranton, Pa. to tube production, starting with hydrogen thyratrons, employing up to 500; Newell J. Corwin, tube dept. gen. foreman, will be works mgr. . . . GE tube dept. building new plant in Anniston, Ala., also has them operating in Owensboro, Ky.; Tell City & Huntington, Ind.; Schenectady, Syracuse & Buffalo, N. Y. . . . New Hytron tube plant opened this week in Danvers, Mass. to make miniatures, Newburyport plant continuing to make larger receiving and picture tubes . . . Gabriel Co. signs 16-year lease for 16,000-sq. ft. in Cleveland Athletic Club Bldg. . . . Johnson Electronics, headed by E. S. Johnson, ex-Motorola, recently with DX Radio Products, has established plant in Orlando, Fla., plans to increase present payroll of 20 to 100 in about 6 months . . . Victoreen Instrument Corp., Cleveland, has purchased all outstanding stock of Pioneer Electronics Corp., Salem, Mass., which it will operate as wholly-owned subsidiary . . . Pye Ltd., of England, has licensed Radio Minerva, Milan, to manufacture its TV receivers in Italy.

Financial & Trade Notes: Change in control of Olympic Radio & Television Co. may be presaged by sale of big block of stock, as revealed last week in monthly SEC report (Vol. 8:10). Family of Albert B. Wells, which last March sold big American Optical Co., purchased 92,111 shares of Olympic from president Adolphe A. Juiver and executive v.p. Percy L. Schoenen in December through its private investment firm of Fox, Wells & Co. Mr. Juiver's holdings were thus reduced from $2,400 to 15,000 shares, Mr. Schoenen's from 22,060 to 5000. About 340,000 shares are outstanding.

The stock which changed hands is worth about $700,000, based on current Curb Exchange quotations. Heywood Fox, ex-asst. to president of American Optical, and Dr. R. Bowling Barnes, ex-American Optical v.p., have been named to Olympic board (Vol. 8:2). Dr. Barnes heads Olympic Development Co., research subsidiary, and is part owner of Olympic through Fox, Wells.

Olympic ranked somewhere in TV industry's second ten in 1950, when it produced 138,785 sets. In 1951 its output dropped to 70,414. Sales in 1950 totaled $21,937,175, profits $1,577,484; 1951 sales have been estimated at about $15,500,000, with first 9 months' profits $200,428 on sales of $11,496,359 (Vol. 8:8).

* * * * *

Sylvania's 1951 profits hit record $8,253,973 ($4.18 on each of 1,853,550 shares), despite 65% increase in Federal income taxes which meant that for every dollar of profit the company was permitted to keep Uncle Sam took more than two. Previous earning record was $8,221,185 ($5.37 on 1,496,550 shares) for 1950. Earnings before taxes rose 39% to $26,153,973 from $19,221,185 in 1950. Sales passed $200,000,000 mark for first time last year, reaching $202,806,397, some 25% over 1950 volume of $162,514,814. Financial program and physical growth also set new records. Additions to existing plants during year aggregated 300,000 sq. ft., and company acquired large number of new plants.

Chairman Max Balcon and president Don Mitchell reported 1951 sales well ahead of 1950 in every division except one—TV picture tube sales decreased because of drop in demand by set manufacturers. TV receiver sales were up in 1951, as well as receiving tubes, electronic equipment, auto radios, lighting products, flash bulbs, tungsten, chemical products. During latter part of year, defense order billings constituted 25% of monthly sales. They're expected to expand rapidly this year, but won't exceed 50% of sales, said Messrs. Balcon and Mitchell.

* * * * *

Philco's annual report for 1951, reporting second largest sales in firm's history, notes that year was largely one of "engineering development and preparation for production in the field of military business," latter accounting for about 10% of 1951 sales. Substantial preparatory costs incident to this work, says report, were absorbed out of current earnings.

Sales totaled $305,328,670, net earnings $12,168,046 ($3.35 per share on 3,525,372 shares outstanding) after Federal taxes of $9,844,600. This compares with 1950 record sales of $335,318,054, earnings of $15,483,616 ($4.29) after Federal taxes of $18,220,000.

Working capital was increased from $42,720,000 to $43,848,000 during year, civilian inventories cut to $28,785,000 from $32,825,000. Total of $8,700,000 was invested in plant expansion, with new 617,000-sq. ft. electronics plant in Philadelphia due to be ready for occupancy this May. It brings total Philco plants to 25, aggregating 5,060,000 sq. ft. Pamphlet to stockholders accompanying March 12 dividend payment of 40¢ per share pays particular attention to growing microwave relay business, in which Philco sees greater potential once TV freeze is lifted.

Mobilization Notes: Electronics industry's expansion—under way and completed—since Korean outbreak has been to the tune of about $400,000,000, according to best estimates. Some 60% of this, or $236,000,000, was accomplished with govt. tax aid, the remainder undertaken privately.

The $236,000,000 in tax-aided defense expansion represents 336 projects, according to mobilization sources. Breakdown by type of project as of March 1: End equipment (principally fire control and related equipment), 129 projects valued at $128,000,000; tubes (mostly subminiature for fuses and missiles), 79 projects, $67,500,000; standard components, 82 projects, $22,000,000; miscellaneous (plugs, sockets, relays, crystals, etc.), 46 projects, $18,000,000.

* * * * *

Certificates of necessity for 28 relatively small expansion programs went to 20 electronics and related companies Feb. 4-16. These DPA certificates for rapid tax writeoff totaled $1,523,460. Raytheon received 8, for $147,755 in expansion, all amortized at 65%. They were for production of electronic tubes and equipment at Quincy, Mass. and aircraft parts at Waltham, Mass., and Oxnard & Point Mogu, Calif. Others receiving certificates:


* * * * *

GE's Carl L. Ipsen, Harry W. Robb & James H. Williams, RCA's J. A. Milling & W. W. Watts, Westinghouse's Edmund T. Morris Jr., were presented "certificates of service" by Commerce Secy. Sawyer March 12 at Washington luncheon honoring 188 businessmen who served without compensation to help U. S. set up defense program.

Materials shortages haven't eased to any extent, as indicated by Issue No. 5 of DPA's bi-monthly List of Basic Materials & Alternates. List reflects few changes in important materials since January; it's available at Commerce Dept. field offices.

Bell Labs corrects impression that it's accepting orders for newly-developed film scanner from NBC-TV or others (Vol. 8:10), says it has no such plans. RCA says it's studying device, as well as other new types of scanners, hasn't made any yet.

Dividends: Admiral, 25¢ payable March 21 to stockholders of record March 17; Muter, 15¢ payable March 31 to holders March 15; Aerovox, 15¢ payable March 15 to holders March 5; Arvin, 50¢ payable March 31 to holders March 17; Erie Resistor, 20¢ payable March 15 to holders March 10; Cornell-Dubilier, 10¢ stock payable April 22 to holders April 4; Raytheon, 60¢ payable April 1 to holders March 15; Zenith, 50¢ payable March 31 to holders March 14; Davega Stores, 15¢ payable March 21 to holders March 11; Paekard-Bell, 25¢ payable April 25 to holders April 10; Motorola, 62 1/2¢ payable April 15 to holders March 31.
NETWORK TV time billings rose to $15,213,792 in January, highest for any month ever, well ahead of network radio billings, and nearly double TV billings of January 1951. NBC-TV, CBS-TV & ABC-TV each rose to record monthly volume, with NBC-TV again running far ahead of NBC-radio and CBS-TV approaching within $50,000 of the CBS-radio billings.

Network radio billings for January totaled $14,477,939, holding close to 1951 monthly average but down from the $16,691,878 reported for January 1951. CBS continued to lead in radio billings.


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<th>NETWORK TELEVISION</th>
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<td>Jan. 1952</td>
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<tr>
<td>NBC</td>
<td>$1,678,409</td>
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<td>ABC</td>
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Gov. Dewey took action on educators’ urgings re TV in New York, this week backed bill in State Legislature to set up 15-member commission to study whole educational TV picture, report to Governor and Legislature by Feb. 10, 1953. In urging action, Dr. Lewis E. Wilson, State Education Commissioner, spoke of “3 channels” that FCC has “agreed” to reserve for State. Since educators had proposed 11-station network, and FCC’s original allocation had proposed to reserve 8 channels, it’s presumed Dr. Wilson has learned that Commission will grant the 3 extra. Actually, it could have been safely concluded educators would get the 3, since channels are uhf, and 11-station plan was unopposed in “paper hearing”.

Salt Lake City’s KSL & KSL-TV, as 25.9% stockholder in KID, Idaho Falls, Ida., is one of principals, along with other Mormon Church interests, in that station’s application for Channel No. 3. It was one of 5 filed with FCC this week, bringing total pending to 514, including 34 uhf. Others: WKNB, New Britain, Conn., seeking Channel No. 30; WINK, Ft. Myers, Fla., No. 11; KPLC, Lake Charles, La., No. 7; Waco Television Corp., Waco, Tex., part-owned by Texas State Network, No. 11. [For further details, see TV Addenda 11-I herewith; for listing of all applications to date, see TV Factbook No. 14 and Addenda.]

Graybar signs with Federal Telecommunications Laboratories Inc. (IT&T) to handle national distribution of all Federal TV broadcasting equipment, including uhf & uhf transmitters, auxiliary equipment, antennas, cameras, film projectors, all studio equipment, microwave links. Graybar also plans to distribute products of other station suppliers, such as towers, transmission lines, audio equipment, studio lighting, according to J. W. LaMarca, general communications sales mgr. Federal recently installed stations in Buenos Aires and Sao Paulo, provided equipment for WSM-TV, Nashville, and WKZO-TV, Kalamazoo.

Pilot model of Eidophor color theatre-TV equipment is scheduled to arrive in New York by air from Zurich, Switzerland, March 15. Gear will be set up in 20th Century-Fox’s New York home office theatre and put through its paces, including tests with video signals of varying bandwidths. No date has been set for demonstration to press. Film company plans to demonstrate equipment to FCC during theatre-TV hearing, scheduled to begin May 5.

Work on Toronto-Montreal microwave began this week, is still due for completion some time in 1953. Buffalo-Toronto link is due second half 1952, or in time to link first CBC station due August.

Daylight Saving Time effective on networks April 27.

Havana’s CMQ-TV (Goar Mestre) formally inaugurated its Cuban “network” March 12 by placing into commercial operation its satellite stations in Matanzas (Channel No. 9), Santa Clara (No. 5), Camaguey (No. 6), Santiago (No. 2). Chartered plane took sponsors, admen and newsmen on tour of stations that day. Stations will be linked by microwave later, presently are operating as self-contained entities, using CMQ-TV kinescope recordings, newsreels and feature films. Meanwhile, rival CMA-TV, Havana, now under construction on Channel 2 and scheduled to begin operation in May or June (Vol. 8:7), is also constructing Channel 3 station in Santa Clara, plans outlets in Matanzas, Camaguey and Holguin for which channels have not yet been designated—all to be linked by what technical director Ventura Montes claims will be country’s first microwave relay setup. Latest U. S. Dept. of Commerce advises state 24,273 TV receivers were imported into Cuba during 1951 at value in excess of $4,000,000; with 5000 sets in inventory, it put sets-in-use as of Jan. 1, 1952 at 19,273.

Don’t look for quick action on modification of NPA color TV order M-90. Fact is, very little progress has been made in last 2 weeks. NPA has considered whole issue unimportant ever since it made up its mind that it won’t make any major changes in order (Vol. 8:8, 10). Principal modification will be exemption of theatre-TV equipment from ban on manufacture of color receivers. After attorneys rewrite order, it must run gauntlet of NPA asst. administrator H. B. McCoy, administrator Henry Fowler, DPA chief Manly Fleischmann—and all the way up to defense mobilizer Charles E. Wilson, whose famous letter to CBS launched the color ban.

Daily newspaper circulation held close to all-time peak in 1951, according to N. W. Ayer & Son’s Directory of Newspapers & Periodicals, 84th edition, issued this week. Combined circulation of all English-language dailies in U.S. was 53,593,000 at end of 1951, as compared with record 53,618,000 in 1950. Evening newspapers increased to 32,225,000, highest on record; morning totaled 20,457,000, and the 3 all-day dailies totaled 91,000, both down slightly. Sunday circulation was 45,907,000. Since end of World War II, evening papers have added 12% to their circulations, morning papers 15%, Sunday papers 19%.

TV has yet to prove effectiveness as retail advertising medium, in opinion of National Retail Dry Goods Assn. After studying results achieved by retailers who have used TV for 1-5 years, and up to 1½ hours daily, NRDGA’s sales promotion division announced: “Results do not meet the standards which retailing expects and regularly receives from other media.” Division manager Howard P. Abrahams notes, however, that TV is very productive when programs have strong local appeal and are accompanied by careful merchandising.

Wider TV football coverage and participation of more small colleges in TV program next fall were agreed upon at first meeting of NCAA’s TV steering committee March 10. Committee will follow principle that no single college or small group of colleges will dominate football TV for fear “resulting financial rewards would create far greater temptations than any yet known [and] place irresistible premiums on developing winning teams.”

Unscheduled drama for televiewers was provided March 14 by 30-year-old Louisville news vendor who climbed WHAS-TV’s 600-ft. tower on an “impulse.” Station focused its cameras on him, and while viewers watched in suspense, 3 firemen went up the tower and the climber started descending. Firemen met him at the 200-ft. level.

Britain’s third TV station was inaugurated this week at Kirk O’Shotts, Scotland.
8 More TV Network Cities by July 1: San Antonio and Tulsa will get July political conventions via direct network service, after all -- good news not only to those communities but to telecast sponsors and to the lagging TV trade.

That makes 8 in all to be added to interconnected service this summer. AT&T had announced Feb. 15 that extensions to those 2 cities "will not be feasible until later this year." But this week it reversed itself, issued assurance that microwave facilities will be added July 1.

AT&T also reiterated that the other 6 new cities -- Miami, Houston, New Orleans, Dallas, Fort Worth, Oklahoma City (Vol. 8:4,7) -- will start July 1.

Facilities to the 2 new cities are termed "temporary," and only one channel will be available to each of 8 new cities until permanent installations are made later in year. Actually, only one channel is electroniic gear. Everything else, including towers, will be permanent.

Thus, 60 of the 64 TV markets & 105 of the 109 stations will be able to get the July 7 GOP and July 21 Democratic conventions from Chicago. Only cities then remaining without network service -- and AT&T still offers no estimate for their inclusion -- will be Seattle, Phoenix, Albuquerque and Matamoros-Brownsville.

Look for 1250 Applications--or More: If you've been watching steady accretion of TV station applications, as reported in our weekly Addenda (blue) sheets -- well, you ain't seen nothing yet!

At beginning of freeze Sept. 30, 1948, there were 308 on file. By end of 1951, total had swelled to 473. Then, in first 12 weeks of this year, there has been gradual acceleration -- running as high as 7 in one week -- and bringing the total to 517, as listed in TV Factbook No. 14 and Addenda 14-A to 14-J inclusive.

All these went into files despite FCC's repeated request that none be filed during freeze, its assertions that early filings will get absolutely no preference, and fact that at least half the applications will require amendment to conform with new allocations and rules when promulgated.

Behind most such applications is apparent philosophy that "you can't lose and may gain" and you may smoke out or scare out the competition.

When FCC finally does welcome new applications, what then? We polled 20 top Washington law firms specializing in radio practice, asked each how many new ones it expects to file, got total of approximately 550. Add the smaller firms, the out-of-town counsel, the prospective applicants who haven't yet selected legal counsel -- and you're bound to get at least 250 more.

It's good guess therefore that 1250 or more applications will have been filed for as many stations by end of the 90-day filing period FCC is expected to allow. That includes the 500-odd already on file, some sure to be dropped.

Implications of this deluge are truly staggering -- in terms of FCC workload, of hearings, of delays in processing and granting applications.
ABC-UPT MAKING STRONG CASE FOR MERGER: Climax of 9-week-old Paramount hearing was finally reached this week, as story behind proposed ABC-United Paramount Theatres merger (Vol. 7:21) was unfolded by presidents of the respective companies -- Robert Kintner and Leonard Goldenson.

They made strong case -- unquestionably -- but cross-examination, with its probing for weaknesses, is yet to come. Testimony was in support of these 2 theses:
(1) ABC must have UPT's money and know-how to keep from falling hopelessly behind in competition with NBC and CBS.
(2) Merger cannot and will not conduce to "monopoly," and theatre folk, by reason of ability, capacity and goodwill toward TV & radio are eminently qualified to go into the telecasting and broadcasting businesses.

"Gap is widening" between ABC and top 2 networks, Kintner freely conceded, and he gave these reasons:
(a) ABC's manifestly weak financial status (see story, p. 15).
(b) Other networks enjoy "cushion" of non-broadcasting revenues from their receiver manufacturing businesses, from record sales, etc.
(c) NBC and CBS got jump in TV because they had powerful lineups of big AM affiliates who went into TV first. And ABC just hasn't the wherewithal to fashion programs attractive enough to entice affiliates away from NBC and CBS.

Illustrating ABC's difficulties in cracking NBC-CBS affiliates, Kintner introduced figures showing that ABC-TV cleared only 4.7% of "live" time in 30 one-station markets in a recent week, while NBC got 55.8%, CBS 37.4%, DuMont 2.1%. Its popular Celanese Theatre, for example, is carried on only 17 stations and isn't kinescoped because ABC can't get film rights.

In times of "recession," such as Kintner said the telecasting business has undergone since December, third network suffers badly. He said 7 ABC-TV shows have been canceled since December, and even NBC has 5 good periods open, CBS 2 or 3.

Looking into future, Kintner analyzed FCC's proposed allocation plan, and found: In top 162 markets, 21 would have 3 vhf channels, 57 would have two, 42 one, all rest uhf only. Unless ABC can beef up its programming, he indicated, network will be shouldered into uhf -- increasing its handicap.

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What would UPT do for ABC? Immediately upon approval of merger, Goldenson said, new American Broadcasting-United Paramount Theatres Inc. will assume obligation of $25,000,000 worth of securities with which it will pay for ABC stock, will pay off ABC's approximately $10,500,000 indebtedness, and will advance any additional funds necessary for working capital and expenditures for expansion.

ABC could then bid against NBC and CBS for high-powered talent on an equal footing, said Kintner. It would go in for the kind of high-rated comedy shows in which it has always been weak. It would take expensive risks of building up shows which may or may not click. It would expand drama, news, daytime programming.

And it would give financial injection to radio, "which is far from dead."

Kintner related how network first sought funds through a $14,000,000 issue, which fell through; then negotiated with 2 movie companies, a record company, an electronics manufacturer, and CBS. Sale to CBS fell through because both companies decided "it wasn't in the public interest" to eliminate a network. All other deals collapsed because "firms don't go into broadcasting lightly, it requires tremendous resources, and the risks are high."

ABC chose UPT because of its good financial position and earning power, its excellent management, and because it could bring new showmanship, skill, experience to the TV and radio operations.

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Fears that "monopoly" will grow from merger are unfounded, witnesses testified, for these reasons:
(1) ABC's revenues will come from advertising, theatres' from admissions, thus there would be no undue "concentration" in the advertising field.
(2) TV and movies will use different kinds of film; thus, merged company will have no particular competitive advantage in bidding for or suppressing films.

(3) Distribution of ABC's affiliates and UPT's theatres wouldn't produce monopoly: ABC has affiliates in 181 cities where UPT has no theatres; UPT owns theatres in 176 where ABC has no affiliates; both have interests in 122 cities. And UPT has theatres in only 13 cities of the 51 where ABC has the only AM in town.

DuMont remains opposed, its counsel insisting that the merged company may have greater "leverage" in film-buying market, regardless whether TV and theatres buy different kinds of film. Importance of films is attested by Kintner's statistics on percentage of TV program time devoted to film (see p. 15).

Fourteen other witnesses, including ABC chairman Edward J. Noble and vice presidents of both companies, buttressed Kintner-Goldenson testimony. Participants are now talking about "2 weeks" to conclude hearing -- but such guessing is reminiscent of FCC's freeze-end estimates. Cross-examination has way of running on and on. And another imponderable is Gordon Brown, owner of WSAY, Rochester, gadfly of networks, due to take stand after merger phase.

FCC's FREEZE HEADWAY, BUDGET SETBACK: Freeze parleys are over the hump, in opinion of most at FCC, but it still looks like "couple weeks" until The Day -- issuance of final decision. The "hump" surmounted this week covered very basic principles.

Some of most vigorous disagreement yet occurred this week, when several commissioners insisted on drastic cuts in vhf powers, heights, mileage separations -- way below those contemplated to date (Vol. 8:8) -- all to keep vhf from "drowning out" uhf and creating a new "clear channel situation."

But majority stuck to current proposals, compromising only to extent of limiting antenna heights to 1000 ft., with maximum power, in Zone 1 (Eastern U.S.), permitting 2000 ft. elsewhere. Majority's argument was that rural coverage would suffer from vhf cuts, and that uhf service will approach that of vhf if given adequate power and height. You can expect very strong dissents in final decision.

Appendices A & B of decision, covering rules & standards, plus coverage & interference factors, are considered "solid." almost certain to undergo no changes from here on out. FCC is now debating Appendices C & D -- table of city-by-city allocations. Everyone has fingers crossed, hoping for little dissension. Creating some problems, though perhaps no delays, is fact Canada is thinking in terms of vhf co-channel separations in neighborhood of 225 miles -- way above ours.

"Leaks" on some city allocations are bound to occur before final document is released. In fact, there has been certain amount of this every time draft of prospective allocation has been drawn up. There's not too much advantage to be gained from such "inside dope", since there will be plenty of time to study allocation before any grants are passed out.

Chances of FCC's getting more money, to process TV applications, dropped another notch this week when House rejected efforts of Rep. O'Konski (R-Wis.), owner of WLIN, Merrill, Wis., to hike FCC's appropriation from $6,108,460 to $8,000,000. Rep. O'Konski argued, in speeches from House floor March 19-20, that it will take 5-10 years to bring TV to small towns unless FCC gets more money.

Up rose FCC's implacable enemy, Rep. Cox (D-Ga.), who got $1,000,000 sliced from Commission's budget last year. "Is the gentleman serious?" he asked. "This Commission...has performed as if it were the hired agent of the Reds." Only Comrs. Jones and Bartley are worthy of Congress' respect, he said.

Rep. O'Konski defended present Commission, regardless of previous personnel. Said Rep. Cox: "The present chairman [Walker] was there when the scoundrel Lawrence Fly was down there terrifying the broadcasters all over the country. The present chairman slinked into my office about 10 days ago to offer explanations and make peace. But there is nothing that he could do that would make me feel that he is fit for the job he holds."

Though O'Konski was backed by Reps. Reams (Ind-Ohio) and Bailey (D-W.Va.), rejection of increase was clinched when Rep. Thomas (D-Tex.), chairman of appropria-
tions subcommittee, argued that FCC can take care of TV by transferring personnel from other activities.

Budget may fare better in Senate, though it's anyone's guess what final upshot will be, since all agencies such as FCC are being cut. All commissioners except Jones appeared before Senate appropriations subcommittee March 21, were joined by Sen. Johnson, chairman of Interstate & Foreign Commerce Committee, plus Haraden Pratt, President's Telecommunications Advisor, and a military spokesman.

**NPA TO LIFT OWN NEW-STATION FREEZE:** NPA won't stand in way of new TV grantees' getting on air after FCC lifts freeze. By mid-year, construction materials will be no major barrier to building new stations or altering old ones.

That's official now -- from DPA administrator Manly Fleischmann -- who qualified his statement by saying "all bets are off" in event of prolonged steel strike or other national emergency. If big strike occurs, "the most drastic possible curbs will have to be imposed at once."

Defense-supported demands for structural steel and aluminum will begin to decline by mid-year, Mr. Fleischmann announced, and new starts on civilian building will be approved in third and fourth quarters.

All industrial applications -- including broadcasting and community antenna projects -- are expected to be approved for third quarter. "By the fourth quarter," said DPA boss, "things will be somewhere near normal in the construction industry."

Second-quarter allotments for 5 TV network & station expansion projects were listed, meanwhile, by NPA's Industrial Expansion Div. (see p. 16).

These are in addition to NBC's Burbank, Cal. studios, which last week got go-ahead to begin construction after NBC successfully brought its case before NPA's appeals board (Vol. 8:10-11). Wasting no time, NBC this week made ready to break ground for $3,000,000 two-studio project, will receive first materials in July.

"Green light for planning" is what Mr. Fleischmann termed his announcement of easing construction situation. He assured prospective builders they can begin making plans now for projects to be begun in second half of year. To be in running for third quarter allotments, applications for new building starts must be sent to NPA immediately; official deadline passed long ago.

It won't be all gravy for TV-radio station builders, though. As antenna towers cease to be chief bottleneck in station construction (Vol. 8:5,8), copper will become the limiting factor.

NPA's "miserly attitude toward allocation of copper" -- to use Mr. Fleischmann's words -- will continue. And broadcasters will have to cut their requirements for copper through substitution and conservation.

**TV THE 'GOLDFISH BOWL' OF POLITICS:** Political correspondents covering the recent New Hampshire primaries marveled at seeing so many TV aerials in that state's towns and countryside -- asked us why, since state has no stations.

Study of the map shows Boston, with 2 stations, only 48 air miles from Manchester, state's largest city, and 64 miles from Concord, the capital. Moreover, most of state's 155,000-odd homes are in southern part of state and so within reach of more or less signal from Boston.

Study of trade data shows that a little more than 30,000 TVs were shipped into New Hampshire during 1950-51, which, added to those bought earlier or brought in by individuals from outside, means state has nice proportion of its homes TV-equipped -- maybe as many as one-third.

Did this affect the campaign, helping Eisenhower win his amazing sweep over Taft, Kefauver his surprise victory over Truman? Probably it did, say the political pundits who now, for most part, have come around to belief that telegenic qualities of candidates may well spell margin of their success or failure.

Boston stations weren't used for actual campaigning before New Hampshire's electorate. But since every TV home is now a veritable newsreel theatre, and every candidate now well known on TV whether seen live or via films, the impact of TV is manifest. As New York Times critic Jack Gould put it:
"The vivid lesson of the New Hampshire primary is that campaigns in the TV age are going to be conducted in a goldfish bowl."

Whether time is bought on TV stations for campaigning, whether candidates tour the hustings as they did in New Hampshire, whether they appear on forums or discussion programs, they now know they’re seen by millions of people -- creating impressions of personality, ability and likeability. Mr. Gould added:

"For last week's primary the cameramen and commentators of the networks, especially those of CBS and NBC, swarmed over the state and by means of film did a generally fine job of documentary reporting...In fact, it was this demonstration of original journalistic enterprise on the part of TV that may constitute one of the most important and heartening developments in video in many years. [They] can dig into a story on their own initiative and by visual means provide millions of people with a new and illuminating insight into men and events."

Consider, then, the importance of TV in the remaining primaries, and of course at the Chicago political conventions in July (which will be covered fully and competitively) -- to say nothing of the November national and local campaigns.

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In most areas of forthcoming primaries, there are local and contiguous TV stations, which have already covered the national candidates and presumably are continuing to give politics a big play: Wisconsin, April 1, with good audiences built up by Milwaukee, Chicago & Minneapolis-St. Paul stations; Nebraska, April 1, stations in Omaha; Illinois, April 8, stations in Chicago, Davenport-Rock Island, St. Louis; New Jersey, April 15, stations in New York, Philadelphia, Wilmington; Pennsylvania, April 22, stations in Philadelphia, Johnstown, Pittsburgh, Lancaster, Erie; New York, April 22, New York City, Schenectady, Syracuse, Binghamton, Rochester, Buffalo, Erie; Massachusetts, April 29, stations in Boston, Providence, New Haven, Schenectady; Maryland, May 5, stations in Baltimore, Wilmington, Washington; Ohio, May 6, stations in Cleveland, Cincinnati, Columbus, Dayton, Toledo, Detroit, Huntingdon, Erie; Florida, May 6, stations in Miami, Jacksonville; West Virginia, May 13, stations in Huntington, Pittsburgh; Oregon, May 16, no TV; California, June 3, stations in San Francisco, Los Angeles, San Diego; South Dakota, June 3, no TV.

There’s probably overlap from other stations, too, but main point is that, despite fact there are mere 108 stations in 63 U.S. areas, TV is cutting big swath in the 1952 elections, will cut bigger one in later years. Recognizing this, GOP national headquarters has published TV campaign map, showing areas of existing stations, based on Television Digest's TV area-network map -- idea of radio director Edward T. Ingle -- and has made it available to its candidates.

Personal Notes: James V. McConnell, director of NBC TV-radio spot sales, resigned effective March 21, will announce plans next week... Richard E. Jones, ex-mgr. of WJBK & WJJK-TV, Detroit, named director of DuMont's owned-operated stations, actively managing WARD, New York, and supervising WTTG & WDVT... Victor M. Ratner, who resigned as CBS v.p. in October 1949, resigns April 1 as adv-sales promotion v.p. of R. H. Macy & Co. to open own public relations office at 515 Madison Ave., New York, his clients including Council on Motion Picture Organizations, William Morris Agency, 20th-Century Fox... J. R. Popplee (WOR) nominated for president, P. W. Morency (WTIC) for executive v.p., Radio Pioneers, on which balloting ends April 2... James E. Kovach resigns as NBC-TV mgr. of TV production operations to become mgr. of New York Times' WQXR & WQXR-FM... Felix H. Kent, ex-CBS legal staff, joins ABC legal dept., along with Muriel Henle... Gene Ragle, ex-WLWT, named program director, WLWC, Columbus... Walter A. Scanlon, ex-Alexander Smith Co., named sales promotion mgr., CBS-TV film sales, Charles D. Reeves named Chicago mgr... Francis N. Littlejohn Jr., ex-NBC, named managing editor for CBS-TV news; Paul C. Leviathan, ex-technical operations supervisor, named CBS-TV special events producer... John F. Rayel, NBC-TV talent procurement supervisor, named supervisor of program package sales; John G. Fuller, sales promotion mgr., named supervisor of program sales development—both reporting to Rudder C. Lawrence... Gerry Ross, ex-NBC-TV producer, named TV-radio director, Hilton & Riggio Inc... Edward Larkin named mgr. of Los Angeles office of CBS Radio & TV Spot Sales... Arnold Wester, ex-MGM & Jerry Fairbanks Inc., joins Wm. Esty & Co. in charge of reopened TV production office in Hollywood... Robert W. Day, TV-radio director, elected v.p. of Albert Frank-Janther Law Inc... Donald A. Rutledge, ex-Arabian American Oil Co., appointed NBC mgr. of employee relations.

Newly elected TV members of SPAC, NBC affiliated stations planning & advisory committee: Lee Wailes, for WSPD-TV, Toledo (Storer), and Stanley E. Hubbard, KSTP-TV, St. Paul. Reelected for TV: E. R. Vadeboncoeur, WSYR-TV, Syracuse, and Martin Campbell, WFAB-TV, Dallas. Newly elected members representing radio affiliates: Robert B. Hanna, WGY, Schenectady (same ownership as WRGB); Allan M. Woodall, WDAX, Columbus, Ga.; P. A. Sugg, WKY, Oklahoma City (WKY-TV); Ed Yocom, KGHJ, Billings, Mont.; Willard C. Worcester, WIRE, Indianapolis. Reelected for radio: B. T. Whitmore, WPBC, Greenville, S. C.; Ralph Evans, WHO, Des Moines, and WOC, Davenport (WOC-TV); Richard O. Dunning, KHQ, Spokane. Committee elects officers in mid-April.
RELATIONSHIP OF TV and radio has always been handled very circumspectly by NARTB—understandably, because of organization's divers and touchy membership, who are dominantly AM operators. However, President Harold Fellows, a veteran broadcaster, tackled topic of "TV—The Shape of Things to Come" this week, did forthright job of buttong up some obvious and some not-too-obvious aspects of subject. In March 21 talk to Assn. of National Advertisers at Hot Springs, Va., he made these points:

1. "TV is big, and it will get much bigger."
2. "TV is not apt to lower the value of good radio stations. It might contribute to the demise of a few marginal operators." He noted that, of 58 AM stations deleted since 1947, half were in TV areas, half in non-TV.
3. TV time charges will go up—"but the cost per viewer will go down." Talent costs will always be high for "extravaganzas" but costs will come down because TV will produce new talent, and industry will find new ways of reducing costs.
4. "TV probably will have a more dire effect on magazines than on newspapers, although this possibly can derive from the fact—as in radio—that there may be over-expansion in the periodical field."
5. "Advertising will support TV—because I believe TV will do its share of supporting business. . . Business is getting bigger. America is getting bigger. We still have the same businesses-person ratio in the U.S. that we had at the turn of the century, although population has increased [about] 75,000,000. More people mean more business—and more business means more advertising."
6. TV's quick transition from loss to profit is attributable to: "It's good, and advertisers want to use it"; and, of course, limited facilities because of freeze.
7. "I can't refrain from observing that radio with over 100,000,000 receivers [has] over 6 times as many outlets for its messages as TV and nets only slightly more than double the revenue of TV. This can't be an indication that TV is over-priced, if one can read any significance into the fact that hundreds of advertisers are standing in line to get time on the medium. I wonder if it could mean that radio is under-priced?"
8. "Will all of our children grow up to be gangsters? No, I believe TV broadcasters possess a keen awareness of their programming obligations . . . I believe TV will contribute to making better men and women of our children through spreading knowledge and culture."

Noting 10-15% less reading time in TV than in non-TV homes, Wm. E. Steers, v.p. of Doherty, Clifford & Shenfield Inc., told Assn. of National Advertisers convention in Hot Springs, Va. March 21 that only those media which have failed to capture the interest and imagination of the public will be vitally hurt by TV. Entertainment and escape type of magazines are in direct competition with similar fare on TV, he said, hence it's reasonable to expect a loss in that kind of reading.

Copies of FCC's 'Freeze Report'

Each subscriber to the full services of Television Digest will receive one copy of printed full text of FCC's TV Allocation Report ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We'll print them simultaneously with release by FCC, now expected in early April. FCC document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at $5 each.


Nation's 10 most popular TV shows for February, according to American Research Bureau: Arthur Godfrey's Talent Scouts (CBS), ARB rating 52; Red Skelton (NBC), 50; You Bet Your Life (NBC), 49; Texaco Star Theatre (NBC), 49; I Love Lucy (CBS), 48; Arthur Godfrey & His Friends (CBS), 47.5; Show of Shows (NBC), 42.9; Manna (CBS), 41; Philco TV Playhouse (NBC), 40.5; Fireside Theatre (NBC), 40. Trendex ratings for March 1-7: I Love Lucy (CBS), 47.1; Talent Scouts (CBS), 46.1; Star Theatre (NBC), 41.2; Red Skelton (NBC), 37.8; Show of Shows (NBC), 36.6; Fireside Theatre (NBC), 35.1; You Bet Your Life (NBC), 32.9; Manna (CBS), 32.7; Man Against Crime (CBS), 32.1; Racket Squad (CBS), 31.6. President Truman's address March 6, carried by all networks, rated 45.2, or between Arthur Godfrey and Milton Berle. Nielsen ratings for 2 weeks ended Feb. 23: Talent Scouts (CBS), 57.8; Red Skelton (NBC), 54.1; I Love Lucy (CBS), 53.7; Star Theatre (NBC), 51.8; Comedy Hour (NBC), 51.4; Show of Shows (R. J. Reynolds-NBC), 47.1; Show of Shows (partic.), 46.9; Godfrey & Friends (CBS), 45.7; Philco Playhouse (NBC), 43.2; Big Town (CBS), 43.1.

Shared TV sponsorships, networks' answer to problem of correlling smaller-budget advertisers and providing greater station clearance for big-budget sponsors, are clearly analyzed in Feb. 29 Tide Magazine. Article gives typical examples of the 4 basic techniques—alternate week, participating, regional, cooperative—includes handy "lexicon of TV sales devices." It's pointed out that shared sponsorships haven't produced as high identification of star and product as in radio (e.g., Jack Benny-Jello, Fibber McGee-Johnson's Wax), but that sponsors have learned how to compare sales in TV and non-TV areas in order to determine TV's pulling power.

Broadcast Advertising Bureau engages Pulse Inc. to conduct nationwide survey of automobile listening habits, testing via 100,000 interviews in 250 cities; BAB thinks auto set ownership is higher than joint network-estimated 23,500,000 (Vol. 8:5).
Telescasting Notes: An unseasonal softening of TV sponsorships is evident among networks and stations, causing quite a bit of concern that telescasting business could turn out to be feast-or-famine. Blame is laid mainly on slower trade generally and on high program and talent cost, though it’s conceded by some that ever-increasing station rates could be pricing TV out of its market, playing back into hands of other media. “We’ve got to get out and hustle for business now,” said one station manager. “It isn’t just coming over-the-transom”. . . NBC-TV’s loss of Admiral’s Lights Out Mon. 9-9:30 and CBS-TV’s dropping of Frank Sinatra Show Tue. 8-9, which it couldn’t sell, are among most glaring of quite a few current casualties that more than offset optimistic official statements that sponsors aren’t taking usual summer hiatus this year but instead will take advantage of 52-week discounts (Vol. 8:11). . . “Economy” is watchword at NBC-TV, where second quarter budgets are being shaved radically as one step toward meeting softened market. . . Hollywood reports have MGM’s publicity v.p. Howard Dietz going all out with “teaser” film spots, utilizing name stars, to exploit new feature movies; recent purchase of spots preceding Dodgers games on WOR-TV (Vol. 8:9) just starter of big campaign . . . MGM buys Lucy & The Stranger, one of Fireside Theatre series, for $14,000 from Bing Crosby Enterprises to incorporate into its forthcoming 4-part Mademoiselle; Procter & Gamble originally paid $17,000 for it, second run brought in still more, so it netted nice profit besides proving TV good creative medium for feature film producers. . . Big Wolfson theatre chain has turned over its Capitol Theatre in Miami entirely to its WTVJ, remodeling 3-story structure for studios, offices, etc., including one 68x100-ft. studio, to be ready by mid-summer . . . Saturday Evening Post’s Keep Posted program on DuMont Network asked viewers to vote on whether they thought Congressional committee hearings should be televised; despite Speaker Rayburn’s edict against it (Vol. 8:9), more than 98% voted in affirmative . . . WTVN, Columbus (Edward Lamb), announces nation-wide TV script contest for prize of $1000, details available from station. WBNs-TW Columbus, netted $6500 in drive for Pilot Dogs Inc., which trains guide dogs to be given free to the blind. . . NABET-CIO (National Assn. of Broadcast Engineers & Technicians) dropped from New York council of National Assn. of Broadcast Unions & Guilds because of alleged “raiding” by NABET. . . CBC’s first TV outlet may be the one in Montreal, whose studios last week were used to originate live and film shows piped via 2-hop microwaves to Eastern Canada All-Electrical Exhibition; station is due on air in August. . . British Broadcasting Corp. has invited Lynn Poole, creator-producer of DuMont’s Johns Hopkins Science Review to consult with its staff on 3 science programs; Poole goes to London April 22 . . . U. of Michigan Sunday 1-2 p.m. credit “telescourses,” one of first and most ambitious educational TV undertakings, now being fed by Detroit’s WWJ-TV to WJIM-TV, Lansing, and WKZO-TV, Kalamazoo . . . WHAS-TV, Louisville, from March 22 is represented by Harrington, Rigter & Parsons . . . More station rate increases effective April 1 to add to those previously reported (Vol. 8:9,11): WRG, Schenectady, from $500 to $600 per Class A hour, $100 to $125 per 1-min.; KPRC-TV, Houston, $500 to $600 & $100 to $120; KMTV, Omaha, $400 to $450 & $80 to $90; it claims to be first station to guarantee rate up to 52 weeks to all advertisers.

Station Accounts: General Tire & Rubber Co., now parent company of WOR-TV, New York (Vol. 8:3), becomes major sponsor on that station April 14, reviving old stock company idea by presenting same play nightly for week. First show will be Trial of Mary Dugan, repeated Mon.-thru-Fri, 7:30-9 p.m.; second is Three Men on a Horse, same schedule. All are produced in WOR-TV studios by Warren Wade, ex-WPIX & NBC-TV, under title Broadway TV Theatre. Agency is D’Arcy Adv. Cleveland . . . Catalina Inc. (bathing suits) to use TV-radio spots in key cities to back up newspaper, magazine, outdoor promotion of its “Miss Universe” beauty pageant, co-sponsored by Pan American Airways, Universal film studios and City of Long Beach, Cal.; agency is David S. Hillman Inc., Los Angeles. Ads will also tie in with Skol sun-tan lotion, whose ads will mention Catalina swimsuits . . . B.V.D. Co. expected to resume TV spots shortly, thru Hirshon-Garfield Inc., N.Y. . . . Lorillard’s new “Knt” filter cigarette is being handled by Young & Rubicam, though Old Gold agency is Lennen & Mitchell; TV-radio to be used extensively. . . Southwestern Bell Telephone Co. sponsoring Televiews of Week’s News Sun, night on WOAI-TV, San Antonio . . . Another natural for TV: Julius Carlebach Art & Antiques Gallery, New York, to use it with other media in campaign to be handled by Richard H. Roffman Associates . . . Among other advertisers reported using or preparing to use TV: Baltimore Paint & Color Works (Gleem Mildew Resistant House Paint), thru S. A. Levyne Co., Baltimore; Golden Dipt Div., Melecto Sea Food Co. (Golden Dipt Ready-Mixed Breading), thru Olian Adv., St. Louis; Stern’s Garden Products Inc. (Miracle-Gro Plant Food), thru Kiesewetter Associates, N.Y.; James Manufacturing Co. (James dishwasher), thru Galeen F. Bryles Co., Denver; Henry Rosenfeld Cosmetics Co. (Liquid make-up), thru Leonard Gussow-James Hyma Adv., N.Y.; Riverbank Wine Co. (Romolo wines), thru Manhattan Adv. Agency, N.Y.; Sapolin Paints Inc. (paint, varnish), thru Hicks & Grieset Inc., N.Y.

Fun with Figures: might be good generic term covering current crop of surveys—each proving something to satisfaction of somebody:

(1) Pack—The Comic Weekly (Heairst) released study by NYU and Columbia U professors, covering 1069 New York TV and non-TV homes, showing: (a) Time spent on weekday evening radio listening was 49% less in TV homes; (b) total movie-going was 45% less; (c) number of books read showed no change; (d) time spent on reading magazines, daily newspapers and Sunday papers was down 8%, 14% and 15% respectively—though average number of readers is actually slightly higher (4-5%) in TV homes.

(2) Advertest studied 1930 families in New York, concluded that average TV family devoted 4 hours and 20 minutes to daytime weekday radio listening, while non-TV family gave 4 hours, 34 minutes. Advertest’s poll of 757 New York TV homes, on early evening habits (5-8 p.m.), found TV set in use 1.84 hours, radio .48 hours.

(3) WOR cites Pulse surveys to show radio little affected in New York when whole day considered; (a) In average day (6 a.m.-midnight) in Oct.-Dec. 1951, 63,300 families listened to radio, compared with 734,700 same 1940 period. Jump is attributed to 16% increase in number of radio families, 43% increase in morning listening and 15% increase in afternoon listening—offsetting 17% decline in 6 p.m.-midnight listening; (b) average nighttime TV sets in-use is 55.5 among families owning TV 9 months or less, 43.1 among families having sets over 2 years.

(4) Recent Nielsen figures show more homes using TV than radio during 10-11 p.m. first December week—8,850-000 vs. 8,045,000. Radio led rest of day.

(5) Milwaukee Journal 1952 Consumer Analysis, to be published in April, will show that 9.9% of TV owners among the 5000 respondents reported they had been to movie within a week, while 18% of non-TV respondents had; 52.8% of TV owners had been to movie in 6 months, compared with 69.4% of non-TV respondents.
TV-RADIO 'METALS PINCH' BOWING OUT: Materials shortage will no longer be factor to reckon with in TV-radio receiver production, come mid-year.

Bigger allotments of all metals -- including copper -- are definitely in the works. Even second-quarter materials rations, tightest of the mobilization period, may well be increased.

TV-radio set makers actually never felt real squeeze of materials shortage. Trade slump and conservation cut industry's need for vital metals when pinch began. Conservation measures have removed defense-imposed ceiling from TV production for rest of year, while cutting costs without degrading sets. Actual ceiling on the industry's output is being fixed by the rather listless demand for sets.

DPA hasn't made final determination of third-quarter allotments -- but from word that has leaked out, it's fairly safe to assume that allotments to TV-radio and other consumer goods manufacturers will fall within these ranges (in terms of percentage of usage during first-half 1950 base period):

**Steel**, 60-65% (vs. 50% for first and second quarters); copper wire, 40-45% (vs. 35% second quarter, 40% first); **copper & brass mill products**, 35-40% (vs. 30% second quarter, 35% first);

Rations of copper will probably be highest since fourth quarter 1951, steel and aluminum highest since third quarter. Allotments may be made on 6-month basis, same amount being granted for third and fourth quarters simultaneously, with supplemental allotments pledged for fourth quarter if metals supply eases further.

CMP's swansong may come by year's end or shortly thereafter. DPA boss Manly Fleischmann told House Small Business subcommittee this week that steel is scheduled for decontrol in last quarter of 1952 or first quarter of next year, aluminum near first of 1953. Defense step-up wouldn't alter this schedule much, he said.

Big steel strike -- or, of course, war -- could throw all of Govt.'s ease-and-decontrol planning into a cocked hat.

MORE PRICE CUTS—WHAT THEY MAY MEAN: Those headline-winning GE, Emerson and Muntz price reductions this week (see Topics & Trends) -- are they symptomatic of another such wave of distress as struck the TV trade about this time last year?

Positively not, the manufacturers will tell you. Not for those who have geared production to demand. And not unless the TV business goes all to hell this spring & summer, which seems unlikely in view of upcoming baseball and politics -- not to forget July 1 extensions of network service into more cities (see p. 1).

Why, then, these second and third price cuts within a matter of months? To quote one competitor, obviously annoyed:

"Sure, it's symptomatic of loaded warehouses of a few companies." Emerson denies this, but it's common trade talk that GE, which produced heavily last winter in anticipation of materials shortages, has perhaps the biggest oversupply of sets. Its inventory is spread widely, for own GE Supply handles most of its distribution.

Factory-to-home producer-&-seller Muntz has been called "biggest retailer in the TV field." It has always competed on a cut-rate basis.

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TV retail trade is extremely slow generally -- no doubt about it. At moment it's obviously slower than output rate, reflected in 21,000 jump last week in factory inventory (see below).

Who has the inventory? Not me, says nearly every manufacturer asked. The factory figure isn't dangerous, most opine, because only few days supply from each of 70-odd reporting companies could quickly add up to 200,000 or more.

Big RCA says it's "producing realistically" only what it thinks it can sell, has no intention of going "hog-wild" on production after sad experience of year ago.
Philco says it's out of merchandise, even raided some of own executives' homes recently for certain numbers, foresees no distress. Crosley has had 2 price cuts (3 on some models) and contemplates no more. Motorola spokesman said, "Our inventory is clean and our production is sensitive to a market which we know has softened. We know when to pull in our horns." Majestic reported: "We're better than average, holding our own, but the going is certainly rough in New York."

Besides foregoing, whom we were able to contact directly, trade press quotes Admiral, Belmont, Capehart-Farnsworth, DuMont, Sentinel & Zenith as all saying they have no intention of slashing prices, too.

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Main depressing factors seem to be these: (a) income-tax month psychology, spelling slowdown for most consumer goods; (b) bargain sales, growing out of still-excessive inventories and desire to hypo dragging sales, even if there's little or no profit to be made; (c) public lack of confidence in ever-changing prices.

Market has narrowed, of course, now that large proportion of homes is TV-equipped. But over the long haul, especially with freeze due to be ended soon and some new stations possible in year or so, most agree industry has only seen its beginning. Even this year, in opinion of perennial prognosticator J.B. Elliott, RCA consumer products v.p., there will be 4,500,000 to 5,000,000 sets made and sold.

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Another consistent long-range optimist is Emerson's Ben Abrams, who told his distributors at company convention in New York this week:

"While TV now reaches about 50% of the population of the U.S., not more than 25% have access to good programs. Areas that are served by one or 2 stations are not receiving the full benefits of TV, with consequent limited demand for sets. Such markets will soon be reached by 3, 4 or 5 stations and at that point there will be greater consumer interest, with the desire to own TVs increased tenfold.

"From this point out, our business is definitely on the upgrade. Excess inventories have diminished in all channels to no more than 50% of August 1951 when surplus inventory was at a peak. The general inventory condition is now normal, while inventories in the hands of distributors and dealers are beginning to appear subnormal. This marks a turning point, when a turning point is badly needed."

Referring to Emerson as "the Ford of the radio industry," Abrams recalled that in 1932 the average small radio cost $25; in 1936, Emerson startled the trade with a $9.95 number. Asked whether same trend may occur in TV, whether we may look forward to a $100 TV set some day, he noted that an Emerson 16-in. set cost $375 in 1947, $200 in 1950; that a 17-in. table introduced for $250 three months ago has come down to $180.

He foresaw a $99.95 TV eventually, though he thought most likely future development will be projection sets capable of casting 3 or 4-ft. images on screens or walls -- tiny projection units made possible by printed circuits and transistors.

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Production of TVs totaled 100,847 (1432 private label) during week ending March 14, reports RTMA, down a bit from 102,941 week before (Vol. 8:11). This was eleventh 1952 week, and average continues about 100,000 per week. Factory inventory jumped to 223,483 from 211,371, exceeded in 1952 only by 239,700 of last Jan. 11.

Radio output was 193,379 units (84,637 private label) vs. 177,566 week before. Inventory went to 287,899 from 279,952. March 14 week's radios were 72,790 home sets, 17,137 portables, 35,973 clock, 67,479 auto.

**AVERAGE FACTORY PRICE DOWN TO $176.84:** On basis of most authoritative trade figures available -- based on the actual dollar volume on which patent royalties were paid -- it's possible to calculate some TV-radio factory-price averages that should be quite significant to the trade, particularly to the manufacturers.

There's no guesswork about these figures; they show 1951 overall sales of 17,106,457 units of all kinds (TVs, radios, phonographs) at total factory value of $1,201,787,545. This compares with 20,656,486 units worth $1,605,731,113 in 1950.

RTMA estimated 5,384,789 as final total of TVs produced in 1951 (Vol. 8:5), whereas this report covers only 5,110,149 TV units. Difference, of course, was the
output on which no royalties were paid (largely Zenith's, which is litigating the patents) and the closeness of the figures would tend to indicate how reasonably accurate are RTMA's final compilations.

Radio unit output last year was 12,299,146, RTMA reported; this report says 11,996,308, including about 450,000 phonos. These figures are accordingly derived:

1. Average factory price of all TV receiver types was $176.84 in 1951, down from $180.86 in 1950 and $189.55 in 1949.

2. Table TVs cost average of $142.52 in 1951, consoles $193.79, TV-radio-phonos $282.75.

3. Total TV set sales at factory, on which royalties were paid, amounted to $903,685,382 last year.

Turning to radios and phonographs:

1. Average factory price of all radio receiver types was $24.92 in 1951, including auto radios at $28.37.

2. Low-end table radios averaged $10.37 per set, the "above $12.50" category of table models $17.35. AM consoles averaged $33.03, FM consoles $111.59.

3. Total radio sales at factory, on which royalties were paid, amounted to $298,102,163 last year -- this figure including $8,711,910 for 448,264 phonographs only (average $19.43).

Note: Projection TVs continued to be turned out in 1951 -- but they were very, very few: only 1380 of them, valued at factory at $308,118.

DEFENSE ELECTRONICS' MANPOWER PROBLEM: Military production will require at least 50,000 additional electronics workers by mid-year -- including some 7500 new skilled employees in the "scarcest" category.

That's estimate by Bureau of Labor Statistics, based on thorough study of the industry in collaboration with military and civilian mobilization authorities. Results have just been published in 36-page report, "Defense Manpower Requirements in Electronics Production" (Manpower Report No. 12), by Stuart A. Pettingill, available from Labor Dept.

Forecast of new manpower needs may actually be too low, since it's based on assumption that further materials cuts will chop civilian production down to level of less than 85,000 TVs weekly. Actually, materials supply is expected to ease in third and fourth quarters (see p. 8), and weekly output is averaging about 100,000.

The 50,000 new workers needed by electronics industry (including the firms outside "the industry" making electronic products) are divided thus in the report:

Semi-skilled & unskilled, 35,000; administrative, executive & office workers, 8000; skilled metal & tool workers, 3000; electronic technicians, 2000; engineers, 1500; draftsmen & other semi-professional workers, 500. Other highlights:

1. Industry will be producing end equipment at annual rate of $4 billion by mid-1952 ($1.5 billion civilian, $2.5 billion military), compared with World War II peak rate of $2.9 billion (no civilian) in 1944. Military electronic production will reach peak sometime between July and December 1952.

Two factors -- inflation, and the complexity of modern electronic equipment -- indicate that "physical volume of production will be less" than peak World War II rate. "Even at peak of the defense period, the volume of orders will not warrant establishment of extensive production lines. [Some] receiver and component manufacturers will have idle capacity."

2. Some 65% of the dollar value of prime electronics contracts is being subcontracted to other firms. "TV-radio receiver and component manufacturers will receive a substantial share of these subcontracts, but many will go outside the electronics industry for non-electronic components and assemblies."

3. Total employment in electronics industry will rise to 360,000 workers in
July from March 1951 level of 300,000. Report forecasts these changes in employment levels of different segments of industry:

Workers manufacturing TV-radio receivers will decrease from last March's level of 85,000 to 45,000 by July; military end equipment will rise from 40,000 to 120,000; commercial end equipment will remain unchanged at 15,000; components, up from 100,000 to 110,000; tubes, 60,000 to 70,000.

(4) The most important TV-radio manufacturing centers are Chicago with 20.6% of output, Philadelphia-Camden 15.5%, New York 9%, Syracuse 6.6%, Indianapolis 5.3%. Top military-commercial electronics areas are New York 15.5%, Philadelphia-Camden 10.6%, Los Angeles 9.8%, Syracuse 9.1%, Chicago & Boston, 8.3% each.

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To relieve electronics manpower shortages, report recommends:

(a) Channeling defense production into plants in TV-radio manufacturing areas where workers have been laid off.

(b) Maintenance of high TV-radio production during remaining reconversion period to help industry retain present labor force.

(c) Conservation of key skilled workers through industry-wide employe training programs, restrictions on "pirating" of engineers, utilization of armed forces engineers in electronics plants, extension of draft deferments to students in technical schools, accelerated technical and engineering school courses.

Trade Personalms: Leighton H. Peebles, consultant to NPA Communication Equipment Div. since March 1951, rejoins National Security Resources Board March 31 as communications consultant to production resources director Frank M. Shields; he served with NSRB 2 years, leaving when its Electronics-Communications Div. was disbanded ... Philip Krieger, president, Maspath Telephone & Radio Corp., Brooklyn, named to New York-New Jersey Small Business Regional Advisory Board of Small Defense Plants Administration ... William J. Helt, Belmont TV sales mgr., promoted to gen. sales mgr., succeeding G. L. Hartman, resigned ... John P. Gleason named eastern regional sales mgr., American Structural Products Co. (Kimbie glass), in New York ... Fred Miller, Kaye-Halbert chief engineer, promoted to director of engineering & research ... Robert J. Tarlton named Jerrold chief field engineer, succeeding Caywood C. Cooley, now sales mgr. ... Wm. L. Parkinson promoted to GE receiver dept. product service mgr. ... DeWitt C. Supplee, ex-Stromberg-Carlson, Detroit, named asst. mgr., Crosley TV sales section, under gen. sales mgr. E. W. Gaughan ... V. C. Havens has resigned as Crosley asst. gen. sales mgr. in charge of advertising to reside on west coast ... Charles Wandres promoted to asst. mgr. of DuMont N.Y. factoriy distributership, succeeding H. T. Goerger, resigned ... F. E. Drouillard, ex-Electromaster Corp., named Sparton rep. for eastern Michigan, W. R. Brittle head of new southern California district ... Tim Coakley named New England representative, Industrial Television Inc. ... Wm. Sevy, ex-Capehart-Farnsworth, succeeds Allen McGhee as Arvin TV-radio sales mgr. for Ohio river district ... Wm. Costello shifted by Capehart-Farnsworth from govt. section to Chicago district mgr., succeeding C. A. Bejima, now with GE, Chicago ... Lewis E. Pett named DuMont transmitter div. western district mgr., covering 16 western states ... William J. Nave named mgr. of new GE tube plant in Anniston, Ala., to be dedicated June 12 ... George L. Loomis named mgr. of Sylvania tube plant in Burlington, Ia. ... Clinton H. Vesecheus, ex-RCA Victor tube dept., joins Otis Elevator Co. as traffic mgr. ... Dr. H. S. Bennett named director of research & engineering, Dynamic Electronic-New York Inc. ... A. D. Adams, owner of A. D. Adams ad agency, named executive secretary, Phonograph Manufacturers Assn., whose new headquarters are at 277 Broadway, New York ... E. J. Baughman named TV equipment representative for General Precision Laboratory on west coast ... Wells R. Chapin, ex-WIL, St. Louis, and Raytheon, named GE electronics div. district sales mgr. for TV-radio broadcast equipment in St. Louis ... Carl Krumrei, sales v.p., named gen. mgr. of Radio Specialty, Philco distributor in Milwaukee, succeeding late Alvin VanAntwerpen; Kenneth W. Brown new sales mgr.

First public telecast of surgical operation, as distinct from numerous closed-circuit demonstrations for doctors, was carried March 16 by WPTZ, Philadelphia. Cameras caught last few minutes of 2½-hour operation for peptic ulcers performed by Dr. I. S. Ravdin, U of Pennsylvania chief surgeon. Station reported viewers phoning in with such comments as: "This is the TV we've been waiting for" and "It was thrilling." Dr. Ravdin was sparkplug behind development of CBS's closed-circuit color equipment for medical use, sponsored by Smith, Kline & French, big pharmaceutical house. Program was first of 10 in station-university series, In the American Tradition (Vol. 8:11).

UHF and color are top topics scheduled for April 19 session of Cincinnati IRE section. Covering UHF will be T. P. Tissot, RCA, and Myron F. Melvin, Mallory. On color: Stephen W. Moulton, Philco; Dr. R. M. Bowie, Sylvania; Robert Dressler, Chromatic TV Labs; Leroy W. Nero, Motorola; R. E. Fish, GE; C. J. Hirsch, Hazeltine. In addition, NBC's E. D. Goodale will cover "Phase, Amplitude & Aperture Correction in Black & White TV Systems" and Bell Labs' Arthur C. Peterson will describe transcontinental microwave.

Community antenna system costing $2,000,000 is being planned for Reno, Nev., according to Richard F. Callaway, secy-treas. of Cameo Enterprises Inc., 10 41st Ave., San Mateo, Cal. If Reno city council approves, antenna will be installed on 7000-ft. peak near Reno, pick up San Francisco.

Complete audio reference manual, The Recording and Reproduction of Sound, has been published by Howard W. Sams & Co. Inc., 2201 E. 46th St., Indianapolis ($7.95). Written by Oliver Read, editor of Radio & Television News, 790-page volume covers basic recording methods, phonograph reproducers, public-address systems, amplifiers, etc.

Joint RTMA and Canadian RTMA meeting will be held in Brock Hotel, Niagara Falls, N.Y., April 24-25, RTMA holding regular board meeting first day.
Topics & Trends of TV Trade: “Our industry is becoming racket-ridden. We’re getting discredited and our profession is being insulted by promoters who advertise sirloins at 60¢ a pound, TV service at $1 a call, or $100 discount to anyone who can recognize the Star Spangled Banner as a tune to be identified.”

Thus, somewhat bitterly, NARDA president Mort Farr addressed Memphis Appliance Dealers Assn. this week, lumping in general advertising woes with the price-gouging and unethical advertising which are causing more and more concern at TV-radio trade’s retail levels.

NARDA is obviously irked at promotion of fix-it-yourself literature, pertaining to TV repair—book getting most publicity lately being TV Owner’s Guide to Operation and Repair by James Conroy, already promoted in big ads in newspapers in New York, Newark, Boston, Philadelphia, Chicago, with campaign due to be spread to Washington, Cleveland, Los Angeles, Kansas City, Richmond, Grand Rapids. Ring-bound booklet, 157 pages, sells for $1.98, published by Bedford Co., New York. It isn’t nearly so flamboyant or intemperate as scare-type ads would indicate. Sales are said to have approached 250,000.

That some servicemen are bringing discredit of public on themselves, is manifest in series of 3 articles titled “Video’s Growing Pains” in Washington Star this week—the latest such local “expose” and one that has already prompted demand for hearings on a proposed repairmen’s licensing bill for District of Columbia, supported by that newspaper.

License is the most frequently proposed reform, but industry spokesmen say it would accomplish little inasmuch as an unscrupulous minority will always cheat. Radio Daily, which campaigned against New York City servicing racket 2 years ago, stated March 19 that problem is still unsolved and warned manufacturers to “take some decisive action to clean up the service abuses or the whole structure of retail sales will be in jeopardy.”

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GE has reduced list prices on 14 TV receivers by $20 to $90, at same time announcing new 21-in. Model 21-C-200 to sell for $370. New prices on two 17-in. tables went down from $250 to $230 and on one from $270 to $230; on 17-in. consoles, $270 to $230, $280 to $230, $300 to $240, $320 to $250, $350 to $290, $330 to $250, $350 to $260, $360 to $290; on 20-in. table, $300 to $270; on 20-in. consoles, $350 to $300, $370 to $330. All prices include warranty, Federal tax extra.

Emerson cut prices on two 17-in. models this week—table from $230 to $180, console from $250 to $230. Also reduced was 20-in. table, from $270 to $230. Added to line were 3 new models: 17-in. French Provincial console with doors, $280; 21-in. mahogany table, $280; 21-in. Early American table, $290. Excise and warranty are extra.

Muntz TV Inc. has reduced 20-in. table from $160 to $140, 21-in. open console $220 to $200, 21-in. console with doors $240 to $220, 24-in. open console $300 to $270, 24-in. console with doors $350 to $300.

Hoffman Radio has adopted “one-price” policy, embracing cost of receiver, excise tax, year’s warranty on tube and all parts—no extras on customer’s bill. Company is absorbing warranty charge on all 17 & 20-in., adjusting prices of $1 & 24-in. to cover warranty.

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RTMA awards committee to make annual presentation to that “person, group or company [which] has performed outstanding services” for TV-radio industry, named last week by chairman Robert C. Sprague: Leslie F. Muter, chairman; Sprague, Glen McDaniel, John W. Craig, R. E. Carlsson, A. D. Plamondon Jr., H. J. Hoffman, Arie Liberman, Max F. Balcom, Paul V. Galvin.

Merchandising Notes: Canadian set makers gearing for fall-winter TV business, with expected August openings of CBC stations in Montreal & Toronto; but dealers aren’t hurrying to stock up, for it’s anticipated 25% excise tax on TV-radio sets may soon be reduced...TV sets were censured of Eastern Canada All-Electrical Exhibition in Montreal, will again be at this summer’s Canadian National Exhibition in Toronto; all manufacturers reading (for list, see TV Factbook No. 14) ... Crosley Radio & Television Ltd., Toronto, which took over Brand & Millen in October 1951, will come out with line of table TVs & radios this fall; wholly owned Arie subsidiary will produce in 30,000-ft. plant in Toronto...Packard-Bell presents 2 TV consoles to carrier Don Homme Richard, so that its 2000 men can enjoy TV while ship is being overhauled in Bremerton Navy Yard; on completion of overhaul, sets will be turned over to next carrier returning to yard.

Chances are Regulation W will not be abolished when Congress finally votes on Defense Production Act possibly sometime in May. Even some of those battling regulation in current Senate Banking Committee hearings admit rule covering installment buying probably won’t be killed in an election year. This week ex-Sen. Francis J. Myers (D-Pa.), gen. counsel of National Foundation for Consumer Credit, made strongest argument against regulation, charging it discriminates against poorer people, doesn’t retard inflation. Among others testifying against regulation: National Retail Furniture Assn., American Bankers Assn., National Consumer Finance Assn., National Automobile Dealers Assn.

Standard Coil supplied over 30% of tuners used in TV sets last year, company estimates in annual report. Previously it said it had made 6,000,000, or 40% of all built (Vol. 8:9). Manufacturers who use Standard Coil tuners in “all or a substantial part” of their sets: Admiral, Emerson, Capehart-Farnsworth, Stewart-Warner, Hallcrafters, Hoffman, Packard-Bell, Sparton. Company recently began shipments of tuners to Stromberg-Carlson, DuMont, GE.

Covideo Inc., 212 Broadway, New York, and president Sidney I. Horwatt and v.p. Louis Brown have been banned by Federal Trade Commission from representing that they manufacture coin-operated TV-radio sets, and making certain other claims (Vol. 7:39, 44, 8:5). * * *

It’s Electronics Week in Chicago week of May 18 by proclamation of Mayor Kennelly; Electronic Parts Show is slated May 19-22, Audio Fair May 23-24, both in Conrad Hilton Hotel. Western Merchandise Mart’s summer market is scheduled for July 14-18 in San Francisco. West Coast Electronic Show and Convention is scheduled Aug. 27-29 in Municipal Auditorium, Long Beach, Cal. National Electronic Distributors Assn. holds third annual convention and manufacturers conference in Atlantic City, Sept. 22-25, has just sent out brochure with contract forms and floor plans.

New Kirk O’Shotts station, providing Scotland’s first TV service, is Great Britain’s fourth outlet, not third, as erroneously reported in Vol. 8:11; others are Alexandra Palace (London), Sutton Coldfield, Holme Moss—latter “by far the most powerful TV transmitter in the world, putting out over 50 genuine kw,” according to B. G. H. Rowley, Marconi representative in New York.

Japanese plan 3 TV stations, using U. S. standards and equipment, Commerce Dept. notes in Foreign Commerce Weekly. First station, in Tokyo, will cost around $850,000, while outlets in Nagoya and Osaka cost total of $2,000,000 are scheduled to be built over 2-year period. These 3 stations could cover all 4 Japanese home islands.
Mobilization Notes: Some 30 electronics-communication construction projects, representing total estimated cost of $107,000,000, received second-quarter materials allotments from NPA. This includes 5 TV broadcasting projects listed on p. 16. Allotments were also issued for 31 electrical equipment projects estimated at $54,000,000.

Westinghouse and GE have largest expansion programs under way in electronics-communications field. Westinghouse received allotments for 6 projects, total cost $34,189,000, while GE got materials for 3 to cost $32,282,000. These figures do not include other plants being built by same manufacturers outside electronics-communications field.

Westinghouse projects approved include $11,000,000 aircraft armament system plant at Friendship Airport, Md.; $8,250,000 transformer plant at Sharon, Pa.; $5,898,000 phenolic plastic resin plant at Hampton, S. C.; $5,000,000 & $2,800,000 electronic tube plants at Horseheads and Bath, N. Y.; $1,750,000 electronic tubes project at Trenton, Pa. GE received allotments for $17,374,000 tube plant at Utica, N. Y.; $8,500,000 tube plant at Louisville; $2,000,000 tube plant at Anniston, Ala.; $2,833,000 electronics plant at Liverpool, N. Y.; $1,576,000 control apparatus plant at Plainville, Conn. Sylvania, $2,899,335 tungsten plant at Towanda, Pa.; $1,520,270 microwave tube plant at Woburn, Mass., and subminiature tube plant at Burlington, Iowa. (cost not given). Other large electronics-communications plants:

Western Electric, 3 plants totaling $16,062,732, including electronics equipment at Chicago, telephone & telegraph at Lawrence, Mass., guided missiles at Whippany, N. J.; Hughes Aircraft, Tucson, Ariz., $11,300,000; General Instruments Inc., Dallas, 2 electronics plants, $11,220,000; Philco, Philadelphia, electronics, $5,418,602; Hoffman Radio, El Monte, Cal., radar, $3,015,000; Roosevelt Field Inc., Mineola, L. I., electronic products, $2,000,000; Polan Industries, Huntington, W. Va., glass for electronic tubes, $2,243,000; Varian Associates, Stanford U., klystron tubes, $1,520,000. Many, but not all, of these plants are being built under govt. tax amortization program.

Subcontractors and suppliers received 46% of every Westinghouse sales dollar last year, says T. T. Morris, newly appointed subcontracting manager, who served 9 months as chairman of DPA's Electronics Production Board. He asserted that the company's purchases from 14,107 subcontractors and suppliers in year ended Oct. 31, 1951 totaled $564,000,000. Net sales during same period were $1,207,811,000. Of the 14,107, some 11,346 were small businesses, 2616 larger companies. About 11,000 were helping Westinghouse build defense equipment. In the 12-month period, Westinghouse bought $218,000,000 worth of products from small businesses, average purchase from each amounting to more than $18,000. About 20 of the small firms received contracts of $1,000,000 or more. "Any businessman who believes he can help us build electrical equipment should drop us a line in Pittsburgh," he said.

Resignation of DPA chief Manly Fleischmann, effective June 30, reportedly has been submitted to President Truman. Mentioned as possible successors to head the control agency have been Munitions Board chairman John D. Small, deputy DPA administrator Ralph S. Trigg and Walter P. Chrysler Jr.


Revised govt. procurement manual, listing 5000 items wanted by military and civilian agencies together with locations of procurement offices, is available from Commerce Dept. field offices and local chambers of commerce.

Tubes with 20 times the life expectancy of former types, 2 to 10 times more resistant to shock and vibration, have been developed in Navy's reliability program, started in World War II. So far, ruggedized military versions of 90 standard tube types have been produced, with most of the developmental work done by Aeronautical Radio Inc., Washington. Fifty other types are now in various stages of research and development. While the new tubes cost 5-10 times as much as present commercial types, total costs will be cut because of low replacement rate. Tubes require same amounts of nickel, tungsten and mica as standard types, but their longer life will result in saving of critical material required by military electronics program.

Revolution in microwave "wiring," which promises to slash costs of TV network relays, was revealed in papers presented by engineers of IT&T's Federal Telecommunications Labs at recent IRE convention. New printed circuit technique, already being used on small scale, replaces bulky, expensive waveguide circuits or "plumbing" used in present systems, makes possible microwave receivers costing as little as one-tenth the price of conventional equipment. In contrast to "jewel-like" machining required in production of old-type waveguides, new "wiring" can be produced directly from diagrams by etching or die-stamping. New equipment is several hundred times lighter, far more compact than existing plumbing, saves large quantities of scarce copper. Federal's engineers see new technique valuable in military and aircraft applications and wherever microwave equipment is used.

"TV's Embarrassing Boners," by Paul Gardner in March 9 American Weekly, chronicles some of telecasting's funniest and most painful moments while acknowledging "the wonder is, not that TV has such fluffs as these—but that they happen so rarely." Examples: (1) On Robert Montgomery show, man is murdered while telephoning. Receiver is left dangling, swinging slowly for dramatic effect. Everything went fine, except for fact that camera was aimed too low, caught stagehand crouched on floor "gently batting the phone to keep it swinging." (2) Touching scene during Abe Lincoln in Illinois, where title role actor Raymond Massey was about to entrain for Washington inaugural, lost good deal of punch when an extra in crowd bid him farewell with: "Goodbye, Mr. Massey." Says Gardner: "It was goodbye to the extra as well as to Mr. Lincoln." (3) Three Russians did excellent job at rehearsal of We, The People, describing brutal treatment in Soviet prison camp. Then: "At the end of dress rehearsal they trooped out of the door and never came back. They thought the rehearsal was the real thing."

New CR tube for camera view-finders is GE's 5-in. aluminized GL-5QP4. Company says that tube will be used in all its studio cameras; that it's particularly useful in bright sunlight where ordinary tubes wash out; that it will be employed in cameras for the Eidophor color theatre-TV equipment being made for 20th Century-Fox. Another camera development, General Precision Laboratory's remotely-controlled unit (Vol. 7:5), will be demonstrated at NARTB convention. From remote position, operator may change lens, focus, pan, tilt.

Society of Motion Picture & Television Engineers holds 71st semi-annual convention in Chicago's Drake Hotel, April 21-25.


Dr. Pablo Carrera Justiz, U. of Havana professor of transportation, appointed Mr. of Communications by Gen. Batista.
**Financial & Trade Notes:** CBS in 1951 earned consolidated net income of $6,360,097, or $3.10 a share on 2,051,491 shares outstanding during year, on gross sales of $175,695,587 which scaled down to $129,690,547 after discounts, commissions and returns. This compares with earnings of $4,105,329 ($2.39 on 1,717,532 shares) on gross sales of $124,105,408 and net sales of $87,973,447 in 1950; $4,184,079 ($2.44) on gross sales of $105,397,580 and net sales of $74,986,578 in 1949.

Net income for 1951, annual report this week explains, includes special credits of $671,155 (45c) arising from tax depreciation adjustments. Operations of Hytron group of companies (including Air King), merged with CBS last June 15, are included in consolidated statement. Provision for 1950 taxes was $8,130,000 vs. $5,450,000 in 1950.

Report does not break down income from various units of parent company separately, but it’s known Columbia Records Inc. enjoyed unusually good year and report reveals TV accounted for gross billings of $42,470,844, or 220% more than 1950. Speaking before San Francisco Press Club Feb. 18 (Vol. 8:8), president Frank Stanton reported 1951 TV billings of $69,000,000, radio $42,000,000, but these were doubtless before discounts and commissions.

Steady growth in business of Hazeltine Corp., albeit Federal taxes are taking some 21/2 times its net income, is indicated in 1951 annual report showing gross income from all sources of $6,957,344, net of $1,459,489 ($4.17 per share) after providing $3,479,300 for Federal income taxes. In 1950, gross was $4,378,000, net $1,428,431 ($4.08) after $1,355,510 taxes (Vol. 7:11), and in 1949 gross was $2,845,213, profit $958,072 ($2.81). In 1951, company paid $1.75 per share dividend on its only class of authorized stock, which consists of 600,000 common, of which 350,000 are issued and outstanding. Report also shows earned surplus account of $5,861,306 as of Dec. 31, capital & surplus $7,294,386. Hazeltine Research Inc., it states, owned 507 U.S. patents, had 95 applications pending as of Dec. 31, as well as 212 patents in 24 other countries.

Proxy notice for annual stockholders meeting in Dover, Del., April 8, shows the 10 directors to be elected owning total of 15,200 shares as follows: Jack Binns, president, 2000; W. A. MacDonald, president, 1000; Jennings B. Dow, executive v.p., 300; L. B. Dodds, v.p., 100; Fielding Robinson, v.p., 700; H. Elbert Foster, member N. Y. Stock Exchange, director, 3000; William H. Grimditch, consultant, director, 1200; Alan Hazeltine, director, 400; Philip F. LaFollette, ex-Gov. of Wisconsin, director, 800; Henry Reeve, Lethbridge-Owens & Phillips Inc., director, 5700.

Merger of Kellogg Switchboard and IT&T was approved by stockholders at March 12 meeting. After March 21, Kellogg will be continued as wholly owned subsidiary of IT&T, holders of Kellogg common receiving 1.44 shares of IT&T for each Kellogg share. Extra cash payment will be made to Kellogg holders if average of daily closing market prices of IT&T between March 11-20 is less than $15.972 per share.

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between Feb. 15 & March 14: Admiral, 19,345 Feb. 15 to 16,855 March 14; Aevco, 18,280 to 11,060; GE, 10,403 to 9205; IT&T, 28,148 to 20,539; Magnavox, 12,418 to 10,628; Motorola, 14,385 to 15,120; Philco, 8385 to 9972; RCA, 37,900 to 36,045; Sylvania, 4650 to 5535.

Collins Radio Co. reports profit of $847,326 ($2.66 a share) on sales of $82,481,163 for 6 months ended Jan. 31, vs. $132,161 (35c) profit on $5,885,143 sales same period preceding year. Jan. 31 backlog totaled $165,000,000.

Motorola’s 1951 net profit was $7,289,162 ($8.29 a share) on sales of $133,285,086, both figures being second largest in firm’s history. Record 1950 net was $12,809,247 ($14.56) on sales of $177,104,699. Provision for Federal taxes was $7,454,980 in 1951 and $13,890,323 in 1950. Working capital as of Dec. 31, 1951 was $29,056,342, up $7,976,980 in year; net worth increased by $5,078,384. President Paul Galvin, noting decrease in TV sales in 1951, reported increased defense equipment billings, said these would account for largest portion of expected 1952 increase over 1951. He also foresaw marked increase in sales of home and portable radios this year, steady demand for auto radios, excellent market for communications equipment, notably microwave.

Zenith Radio’s 1951 sales fell to $110,022,780 from $134,012,595 in 1950, net profit after taxes amounting to $5,370,740 ($10.91 per share) vs. $8,479,390 ($17.22). Provision for Federal taxes was $6,400,000 for 1951 and $5,900,000 for 1950. Inventories at end of year totaled $11,405,047, some $2,500,000 below preceding year. President E. F. McDonald, Jr. said normal second and third 1951 quarter’s seasonal slowdown in retail sales of TV’s and radios was aggravated by govt. restrictions on installment buying and by color TV controversy. Export sales and profits, he stated, were at record level, look even more promising in 1952 with TV markets opened up in Cuba, Mexico and Brazil.

Standard Coil Products Inc. reports sales of $40,302,926, profit of $2,487,944 ($1.69 on each of 1,470,000 shares) for 1951 vs. $35,622,396 sales, $5,266,442 ($3.58) profit in 1950. The 1951 figures include sales and earnings of Kollman Instrument Corp., acquired by Standard on Jan. 1, 1951. Standard and Kollman had combined inventories totaling $9,144,650 at year’s end. At end of 1950 Standard’s inventories were $2,550,101. Standard Coil has filed registration statement with SEC covering 486,588 shares of common stock to be exchanged for common of General Instrument Corp. (Vol. 8:5), exchange to be on basis of 4 Standard for 5 General, if holders of 85% of latter’s shares accept. F. Eberstadt & Co. and Hirsch & Co. are dealers.

Corning Glass Works reports TV picture tube bulbs and consumer products were only divisions whose sales didn’t hit new highs in 1951. Company’s 1951 consolidated net sales were $116,750,172, profits $10,141,164 ($3.70 each on 2,650,000 shares): in 1950, sales were $116,473,581, profits $17,612,325 ($5.59 on 2,949,539). Corning will open pilot plant-laboratory for developing new picture tube bulbs in about 2 months. Big new Danville, Ky. receiving tube and tubing plant will open in May. Annual report says “encouraging progress has been made in the development of glass bulbs for use in color picture tubes.”

Lear Inc., manufacturer of automatic pilots, gyroflight instruments and aircraft radio, reports 1951 profit of $803,630 on $21,000,000 sales vs. loss of $22,132 on sales of $7,052,000 in 1950. President Richard Mock said shipments for January & February 1952 totaled $5,280,000 and March 1 backlog reached new high of $41,900,000.

Decca Records reports net income of $833,156 ($1.08 a share) on sales of $19,767,530 in 1951, compared with $1,004,177 ($1.29) on sales of $21,786,711 in 1950.

RCA annual meeting is May 6, when stockholders will vote on new 3-year terms as directors for Walter A. Buck, John T. Cahill, Gano Dunn, Edward F. McGrady.

**Samuel Becker,** of New York law firm of Odel & Becker, who was special FCC counsel conducting telephone inquiry in 1935-37, named general counsel to Newbold Morris in probe into govt. corruption.
ABC NET INCOME was $368,943 in 1951, equal to 22¢ a share on 1,689,017 shares outstanding, and comparing with $84,065 (5¢) in 1950 and loss of $519,085 in 1949. The 1951 net income does not include special credit of $131,438 for adjustment of prior years’ depreciation less provision for added Federal income taxes.

Detailed report won’t be issued until stockholders’ meeting April 8, but gross revenues for year were disclosed as $58,983,129 vs. $45,470,876 in 1950 and $40,267,488 in 1949.

Despite steadily increasing revenues, ABC profit column has been held down largely by losses attributed to TV operations, according to summary of ABC earnings, 1943-thru-Nov. 1951, filed at current FCC hearings (see p. 2). TV operations, though now profitable, accounted for loss of nearly $9,000,000 since 1948, it was reported.

On other hand, spot & local time sales of ABC’s owned-&-managed stations, including 5 TV, have surged forward—amounted to $11,411,454 for first 11 months of 1951, attributable mainly to TV, vs. $9,286,008 for all 1950 and $6,194,251 for all 1949. Network time sales for the 11 months of 1951 were $29,789,887 vs. $27,229,528 for all 1950 and $27,466,603 for all 1949.

ABC has had to borrow money to keep going, according to hearing testimony, which is aimed at persuading FCC to approve merger with United Paramount Theatres. Total obligations (notes and mortgages) were $10,575,748, latest note to June 1, 1953 for $3,800,000 credit at 3¼% with Bankers Trust Co., personally guaranteed by Chairman Edward Noble. Thus far $1,500,000 of the credit was borrowed last December, $500,000 this month, balance being regarded as adequate reserve until autumn, by which time it’s hoped ABC-UPT merger will have been approved. Under terms of deal, new ABC-UPT company takes over all outstanding obligations.

Note: It’s estimated by TV-plumping NBC, which recorded dollar volume of $137,156,000 in 1951, up from $82,001,000 in 1950, that its owned-&-managed stations accounted for about $40,000,000 of 1951 gross. This is up 43½% over preceding year, and credited mainly to its 5 TV stations. Variety says NBC’s 11 stations accounted for $8,000,000 of NBC’s profit, WNB, alone doing about $10,000,000 gross business last year.

Failure of CBS color system leads to 2 conclusions, according to Hazeltime annual report released this week (see also Financial & Trade Notes): “First, no amount of political pressure can force the successful production of complex electronic equipment or compel the public to buy them until the technical problems have been solved; and second, judicial findings cannot overrule scientific facts.” Report adds: “Actually, TV is undergoing the same cycle of development as did the motion picture industry in its search for a successful method of reproducing colored pictures. The ‘movie’ industry did also a field sequential system first, but success was not achieved until a satisfactory simultaneous system was developed. Fortunately for that particular industry its choice of the scientifically correct standards was not dependent upon the ruling of any Government bureau.”

TV’s use of film will increase greatly in next few years, according to ABC president Robert Kintner. Testifying during Paramount hearing this week (see p. 2), he estimated that 50% of ABC-TV’s programming will be on film by next year. Most of it will be movies made especially for TV, not old feature films, he said. Producing figures for ABC’s 5 stations and 2 affiliates during recent week, he showed WJZ-TV, New York, using film 39.3% of programming time; others ranged from 30.9% for WXYZ-TV, Detroit, to 64.5% for non-interconnected WBAP-TV, Ft. Worth.

YOU CAN ADD Pilot Radio Corp. to list of companies subpoenaed to appear before Federal grand jury in New York May 12 in Dept. of Justice’s probe of possible “anti-trust” activities of TV-radio-electronics firms in connection with color, FM, patents (Vol. 8:9, 11). It was one of the 5 intervenors in RCA December 1950 suit in Chicago Federal court (Vol. 6:51) to enjoin and set aside FCC’s decision choosing CBS color system.

Only other intervenor known definitely to have been subpoenaed was Emerson, which has law firm of Chadbourn, Hunt, Jaeckel & Brown (Richard C. Hunt) now working on case. Whether the others were subpoenaed cannot be ascertained as yet; they were Wells-Gardner, Sightmaster, Radio Craftsmen, IBEW Local No. 1031 (Chicago) and TV Installation Service Assn. (Chicago).

Reason Dept. of Justice declines to reveal any details whatsoever about probe, which the industry generally believes is “fishing expedition” with ultimate objective a test of legality of the RCA patent pool, was given by a spokesman as follows: “Grand jury investigations are clothed in secrecy to protect the innocent from implications of wrong-doing.”

It was learned this week, also, that IT&T and its subsidiaries Capehart-Parnsworth and Federal Telephone & Radio Corp. were separately subpoenaed and that IT&T v.p. & gen. atty. Charles D. Hilles Jr. is working on case for all 3, along with firm of Davis, Polk, Wardwell, Sunderland & Keindl (Porter Chandler) as special counsel. That makes total of 19 known subpoenas issued, namely: RTMA, Admiral, Capehart-Parnsworth, CBS-Columbia, Crosley, DuMont, Emerson, Federal, GE, Hazeltime, IT&T, Motorola, Pilot, Philco, Raytheon (Belmont), RCA, Sylvania, Westinghouse, Zenith.

Not included, though it’s apparent now that its representatives had at least informal hand in prompting the Dept. of Justice proceeding (along with the other probable complainants detailed in Vol. 8:11) was Paramount Pictures Inc. or its half-owned Chromatic Television Laboratories Inc. Paramount was spark-plug behind recent demand that NPA lift its Order M-90 banning production of color TV receivers (Vol. 8:6-8).

Because of its sweeping nature, subpoena served on companies (for full text, see our Supplement No. 77) may be subject of court motions by some of counsel to seek clarification and limitation. They may ask Judge Knox to cut down workload imposed by exhaustive demand for documents back to 1934, and will seek agreement that no documents pertaining to classified defense production need be produced.

Color TV order M-90 will come up for discussion again at regular meeting of NPA’s TV-radio receiver advisory committee March 27 in Washington. NPA has asked manufacturers to come to meeting armed with answers to these questions: (1) Has execution of war contracts been delayed by shortage of engineers? (2) What percentage of engineering staff is devoted to military work? Defense and Labor Dept’s. already have told NPA there is serious shortage of electronic engineers needed for military work, and in effect advised against rescinding of color ban. NPA also will ask manufacturers whether they would prefer to have their future materials allotments geared to seasonal pattern of TV-radio industry.

Zenith’s tri-color tube, built by subsidiary Rauland and employed during NTSC field tests, is said (by a competitor, confiding in us) to be remarkably good, particularly from standpoint of contrast. Improvement in contrast stems from use of grey filter face, as in black-&-white tubes, and it’s predicted others will switch to new face. Slight loss in brightness is much more than compensated by contrast improvement.
CONSTRUCTION ALLOTMENTS for second quarter, announced at week's end by NPA (see story, p. 4).

CBS Los Angeles studios, to cost $5,250,000, scheduled for completion this fall. It was allotted 55,000 lbs. of copper, had received allotments for fourth quarter 1951 and first quarter 1952 (Vol. 7:40, 51).

DuMont New York studios (205 E. 67th St.), $1,750,000, listed as 23% complete in first quarter. It will get 10,000 lbs. of copper, received advance allotment of steel for first, second and third quarters last December (Vol. 7:51). Its application for materials had been denied for fourth quarter 1951 (Vol. 7:40).

WDAF & WDAF-TV, Kansas City (Kansas City Star), $700,000 project listed as 72% complete, having been begun in April 1949. NPA allotted 5515 lbs. of copper.

ABC, San Francisco, TV-radio studio addition, $600,000. Project received an allotment for fourth quarter 1951, but was turned down for first quarter 1952 because there was "no evidence of start" (Vol. 7:37, 51). For second quarter it got an allocation of 28 tons of steel including 7 tons of structural, 5000 lbs. of copper wire. NPA lists project as having been started in December, and as 0% complete.

WTMJ-TV, Milwaukee (Milwaukee Journal), tower, $307,936. Allotted 179 tons of steel, including 28 tons structural; rejected for first quarter on grounds of "no start" (Vol. 7:51), but now listed as having begun in January, presumably under self-authorization procedure.

More second-quarter allotments will be announced later. Many projects are now being built which require no NPA allotments because their materials requirements have been scaled down to amounts which may be self-authorized. No radio-only or community antenna projects have been announced as approved for second quarter.

Based on 1950 Census, J. Walter Thompson's newly published seventh edition of Population and Its Distribution has been revised to reflect fact that "markets are no longer thought of in terms of city size alone, but are considered in terms of the central city and surrounding territory dominated by it." The 428-page volume includes for first time special treatment of 162 "Metropolitan Markets" and 483 "Smaller Urban Markets," bringing up-to-date figures for former which publishers released for Television Digest's Factbook No. 14 (pp. 42-46). Bulk of book comprises city-by-city and county-by-county data for each state, including population, number of households, total retail sales, breakdown of sales into 7 groups of businesses. Volume is available from the agency, 420 Lexington Ave., N.Y. ($15).

Who has what rights to use of transmitted TV signals? This controversial question may be brought to court for clear-cut decision by Kansas City Star's WDAF-TV as result of recent theatre-TV pickup of commercially teledcast basketball game. Commonwealth Theatres paid U of Kansas for "right" to pick up WDAF-TV's teledcast of Kansas-Kansas State basketball classic for its Granada Theatre in Lawrence and Ashland in Kansas City. But WDAF-TV, which relayed the teledcast 85 miles from Lawrence to Kansas City, refused to approve theatrecast, even announced during course of teledcast that pickup for commercial purposes was expressly prohibited. Both theatres enjoyed capacity audiences.

UNESCO session on TV in Paris April 7-12 will be attended by 14-15 delegates from UN countries, including 3 from U.S.: Richard Hull, WO1-TV, Ames, la.; Davidson Taylor, NBC-TV; Robert Hudson, Ford Foundation.

ABC on April 1 is moving more of its operations, including all broadcasting, from Radio City to its own 7-story building at 39 W. 66th St., New York. Remaining in Radio City will be some management offices.

Deal for purchase of KOB & KOB-TV, Albuquerque, N. M., which ex-FCC chairman Wayne Coy will manage as half owner with Time Inc. (Vol. 8:9), was being completed in Washington this week between counsel for Time Inc. & Mr. Coy (Philip G. Loucks) and for T. M. Pepperday (Pierson & Ball). Mr. Pepperday was in Washington to complete arrangements for sale, involving about $700,000 net. Mr. Coy was subject of attack on Senate floor March 17 by Senator Welker (R-Ida.), who erroneously asserted FCC had already granted KOB 770-kilocycle "television facilities" before lifting of the freeze and charged Coy had secured approval of transfer before quitting as chairman. Coy retorted that Welker had "reached a new height [in] asserting more things not so in less time than any member of the Senate heretofore."

Monopolistic control of TV-radio rights to championship boxing bouts was charged in civil anti-trust suit filed by Justice Dept. March 17 against International Boxing Clubs of New York and Illinois and their owners, James D. Norris and Arthur Wirtz. Action was recommended by Federal grand jury, following 5-month investigation of prizefight business (Vol. 8:10). Complaint charges defendants with monopolizing promotion and exhibition of championship matches and conspiring "to exclude others [from] sale of radio, television and motion picture rights," including theatre-TV rights. IBC secretary Truman Gibson said he believed suit was directed more against sale of TV rights than against actual IBC promotion of bouts. Demand for TV in fringe areas has produced another technique, in addition to community antennas and "bootleg" stations: reflectors. FCC has encountered several installations of chicken wire, etc., on tops of hills, so oriented that they bounce TV signals into valleys. Some within Commission discourage practice on grounds it may be interpreted as illegal rebroadcast under terms of Communications Act. Others in FCC encourage it, saying practice doesn't create new interference and provides service. Such installations have been reported near Ogden, Utah, and Maysville, Ky.

Charlotte-Atlanta microwave, opened for telephone service March 17, will be available for TV sometime in April, making it possible for Atlanta's 3 stations to get individual network service for first time. Other 2 routes are coaxial from Jacksonville and from Birmingham. Whether 3 different network programs will be available simultaneously in Atlanta also depends on choice of programs made by intermediate stations along 3 routes. Two more tall antennas were authorized by FCC this week, when it granted Detroit's WJBK-TV a CP to build 1057-ft. tower, reducing power from 16.5 kw to 3 kw, and Cleveland's WXEL a CP to go up to 776 ft. and cut power from 21 kw to 7.5 kw. Also granted was directional antenna requested by KRON-TV, San Francisco, to concentrate signal in densely populated area rather than dissipating it over ocean (Vol.7:38).

Three applications filed with FCC this week brought total pending to 517, of which 36 are uhf. Applicants: WNBH, New Bedford, Mass., seeking uhf Channel No. 50 in Boston; KAYL, Storm Lake, la., No. 34; KTCB, Austin, Tex., No. 7. [For further details, see TV Addenda 14-J herewith; for listing of all applications to date, see TV Factbook No. 14 and Addenda.]

Third resolution to probe TV-radio and books (H. Res. 581) was introduced in House March 19 by Rep. Elliott (D-Ala.) and referred to Rules Committee. Like other two (Vol. 8:8-9), Rep. Elliott's measure would authorize select House committee to study extent of "immoral or otherwise offensive matter" in TV-radio programming and pocket-size books and grant committee subpoena power.
LAST GO-AROUND ON FREEZE—FCC HOPES: Freeze won't end by time of NARTB convention next week, as even Chairman Walker had hoped -- and you can continue to take with grain of salt any estimates you hear. Simple fact is that no one knows yet.

With 3 commissioners attending Chicago convention (Walker, Hyde, Bartley), with many knotty problems yet to be cleared, with no FCC session on freeze booked until April 3 -- you can see that "mid-April" is about the earliest possible date.

An example of potential snags is Canadian allocations. Commissioners and staff members will meet with CBC officials in Chicago, try to iron out conflicts.

Allocation plan will be absolutely rigid--for a year--once it is adopted. FCC's intention is that no stations will be "squeezed in" during that period, even if they come within 2-3 miles of minimum separations.

Everyone at FCC says bulk of work is done, yet nothing is truly "final" in sense it can't still be changed. Another go-around on procedures for handling of applications after freeze is planned, and Commission is "reexamining" critical question whether hearings will be on "channel-by-channel" or "lumped" basis (Vol. 8:11).

Channel-by-channel was considered "in" until very recently, but there's now some chance that lumped procedure may win out.

On some of basic post-freeze procedures, this seems to be the thinking:

1. Period of 90 days to be permitted for filing applications after end of freeze, during which no CPs will be granted.
2. First cities to be processed to be those with no TV service now -- the bigger the city, the higher the priority. Cities with no TV service to be considered first will be those beyond 40 (perhaps 50) miles from stations now operating.
3. UHF applications to be processed before vhf -- more probable than not.

Everyone's racking his brains, seeking methods of hastening stations on air once freeze is over. Proponents of channel-by-channel handling contend theirs is only promising technique; opponents claim it won't prove out, besides being unfair.

Even Sen. Capehart (R-Ind.) is looking for ways and means. He has asked FCC for opinion on this idea: Set up trustee to build and run station until Commission picks a grantee who would then get station.

Trouble with that proposal seems to be that some applicant may not choose to go along with trusteeship, filing for channel himself -- and whole business would be thrown into hearing anyhow.

Best hope for speed still appears to lie in mergers and dropouts.

A million angles are being kicked around, as applicants seek loopholes for getting jump on opposition. For example, it's been suggested that under anything but "single lump" hearing procedure, a well-heeled applicant might rush in and cop off a uhf channel while everyone else waits for vhf. He could start building with all diligence -- but is there anything to stop him from requesting modification of
CP to shift to vhf channel? If not, he might be able to join vhf hearing, at same time securely holding his uhf station.

Will someone take allocation plan to court, hold up the works? Question recurs as freeze-end nears. It remains a possibility. FCC appears confident, as it usually does about its decisions, that it will be sustained by courts. But it must be recalled that FCC and its attorneys were almost unanimous in opinion that courts would give short shrift to appeals from color decision. But courts did delay effectiveness of decision for many months, even though Commission finally won.

Comr. Jones will dissent. Basically, he feels that the channel allocations should be made on basis of demand as expressed in actual applications -- not on a fixed plan unchangeable for specified period. In this, he agrees with Federal Communications Bar Assn. Since Jones generally documents his opinions heavily, some disappointed channel-seekers may back court appeals with his dissent.

**WILL FCC FAVOR AM OPERATORS IN TV?** That the radio broadcasters regard telecasting as their rightful heritage -- even though most shied clear of it until its public appeal and profit potential became apparent -- is manifest from the fact that 387 of the 519 new-station applications now pending come from broadcasting interests. (Statistics based on compilation in TV Factbook No. 14 and Addenda to date.)

That's about 75% of applications already on file. And it's reasonable to assume that radio folk will continue dominant among the 1250 or more applications anticipated by time FCC fixes its end-of-freeze cutoff date (Vol. 8:12).

There's no reason to believe FCC will depart from the precedent of favoring radio folk in deciding local competitive grants, which was established in days of FM hearings, but you may be certain there will be tremendous efforts to change its thinking when it comes to TV (see p. 3). Of present 108 TV stations, all but 22 are identified with local AM ownerships who pioneered TV field with consent and encouragement of Commission. Of the 22, just 14 have no AM identity whatever.

If radio operators were to be discouraged at this juncture, many think it would be very much like separating parent and child -- for there's strong conviction in highly regarded quarters that radio experience is prime requisite for TV station operation inasmuch as general economics and commercial techniques are much the same.

* * * *

Nevertheless, it's quite apparent that non-radio interests, also lured by glamour and profitability of telecasting, will be applicants in large numbers and substantial competitors for local franchises. Further analysis of our statistics also indicates that:

1. **Theatrical interests will apply in force,** notably local theatre owners who intend to profit by the experience of newspapers vis-a-vis radio. They couldn't lick radio, so they joined it. As of now, there are only 4 theatrically-owned stations (see p. 6, TV Factbook No. 14). And there are only about a score of pending applications from show folk, if you include the 4 identified with United Paramount which will be dropped if UPT-ABC merger goes through.

2. **Newspaper and magazine interests,** who are already identified with the ownership of 42 of the 108 existing stations, will also be prominent applicants. Of the 519 applications now pending, 118 are identifiable with the publishing business. Most are already in radio, therefore also counted among aforesaid broadcasters.

3. **Nearly all the existing TV licensees,** having a profound faith in the business, will apply for more outlets. Only 2 companies as yet have allowed limit of 5 stations (ABC & NBC); George Storer has 4, DuMont 3, Scripps-Howard 3. Multiple ownerships will be eagerly sought, whether vhf or uhf, especially if new FCC rules permit multiple owners to add uhf to the 5-limit vhf, as proposed (Vol. 8:8,10).

* * * *

Note: Network urgings that their affiliates apply for TV apparently have borne fruit, for among the 385 broadcasters' applications we count 81 from ABC radio affiliates, 79 from CBS, 68 NBC, 79 independents.

Among the 108 existing stations, 41 have AM adjuncts affiliated with NBC, 17 with CBS, 15 ABC, 7 MBS, 7 independent.
NEW PITCHES LIKELY AT TV HEARINGS: FCC's traditional criteria for granting of CPs, for preferring one applicant over another, may be in for considerable revaluation as end-of-freeze brings bitterly fought TV hearing cases before it for decision. Attorneys in and out of the Commission doubt whether any major changes are in the making -- but they foresee some possibilities.

Record of local AM ownership is bound to carry weight (see page 2). But precedents had a way of going by the board in radio. And they're not firmly fixed in TV, for there never were any really fierce hearings that went to decision. Now, question is whether AMs will retain old advantages.

Non-broadcasters -- particularly non-radio newspapers -- may try to argue that TV is a "new medium," not a logical extension of AM; that TV & AM are competitive, therefore independent or newspaper operation would increase competition.

Theatre interests may claim, by same token, that TV is just as rightfully their "natural heritage" as radio's, and point to inroads on audiences. Commission has long looked down its nose at movies, but it has yet to face case wherein issue of AM vs. movies is isolated for clearcut decision.

Question of finances appears much larger in TV than in AM -- but is it? As one attorney puts it: "If an applicant is financially qualified, he's financially qualified. By that I mean that if one party proposes a $500,000 operation and has $500,000, he's just as qualified as one proposing a $500,000 setup with $1,000,000 to back it up."

Yet, an applicant with everything else in his favor may find himself in trouble if rival has palpable advantages in programming potential and superior technical facilities.

Then, too, what kind of competition is more important, inter-network or inter-station? With such outfits as CBS and DuMont fighting toe-to-toe for facilities vs. local interests in key cities, FCC may have some sticklers to decide "in the public interest, convenience and necessity." Is it more desirable to have a weak locally owned operation than a strong network or absentee-owned operation?

Revenue figures show (Vol. 8:10) that ownership of stations is essential to healthy network operation. Is that strong enough argument to favor network? Is it incumbent on FCC to help equalize competitive positions of the networks by favoring those which, for one reason or another, haven't full complement of owned stations?

Then there's the matter of encouraging uhf. If Westinghouse, to support its Philadelphia uhf application (TV Addenda 14-F), proposes to throw its great manufacturing weight into production and distribution of uhf sets and converters, does it rate nod over locally-owned AM interests with no such resources?

Or, if FCC permits owners of 5 uhf stations to add a couple uhf, should NBC get preference because of its pioneer role in uhf experimentation and in building TV, and because of the great manufacturing capacity of its parent RCA?

How about small AMs who propose to pool resources into single TV applications? Would that violate FCC's duopoly rules against cross-ownership in the same city? If so, should rules be changed? (Within FCC, some are favorable to idea, but don't count on it yet, for a lot of hurdles must be jumped.)

Foregoing pose just a few of the problems of legalisms, precedent and preference facing the FCC. Most observers think the basic criteria in radio regulation will stick, despite new angles, many of which were produced or aggravated by freeze:

The locally-owned AM-FM station, actively directed by its owners, and with good service record, has head start -- but it's going to have to hustle to keep it.

THE STATUS OF FEATURE FILMS ON TV: Do televiewers want and do the telecasters need Hollywood's -- and Britain's -- old feature films?

There's little doubt they do, for the present at least, despite testimony of ABC president Robert Kintner and United Paramount president Leonard Goldenson that TV must rely primarily on films "tailored" for the medium rather than on the ordinary run of feature films produced for theatre showing (Vol. 8:12).

They may be proved right, eventually, but fact is that feature films thus far released to TV, even the westerns and the badly sound-tracked oldies, are among
most popular fare on the air. They're also prolific sources of sponsorship income.

Study any station's program structure, including network-owned stations, and you will be surprised how many old movies, and occasionally one not so old, are included in the day's schedule. There's hardly a station without afternoon and late night films. Pittsburgh's WDTV even runs all night, mainly with film (Vol. 8:12).

Good effort to spell out just what feature films mean to telecasting is the theatrical journal Billboard's survey (Aug. 29) resulting in estimate that stations this year will pay out $12,050,000 to film distributors for their product and will in turn take in $19,869,840 from sponsors of feature films.

That would be very close to 10% of total telectic revenues of 1951, networks and stations (Vol. 8:10). Billboard bases findings on rate of rentals during February & March among representative stations it polled in 1, 2, 3, 4 & 7-station cities.

It reports 842 feature films being shown weekly on all U.S. stations, or an average of nearly 8 per station per week. It calculates at least 42,100 feature film showings on TV this year, including repeats. And there are plenty of sponsors.

New York City was said to be No. 1 in "consumption and volume sales of old flickers"; 149 were counted in a recent week, 70% of them sponsored. Los Angeles, which also has 7 stations, reported 95 films weekly, only 25% sponsored. One-station markets, like St. Louis, fed by 4 networks, are said to allow little time for films; best markets and best competitive ratings of film are in the multiple-station areas. National as well as local sponsors go for film features, buying either whole picture (with few annoying cut-ins) or spots (with a lot of cut-ins).

Most of the films are 5-10 years old, says Billboard, though now and then there's a current "A" British film like 'Seven Days To Noon' and 'Woman of Dolwyn', recently released within short time after theatre showings. Average price paid in New York per running is $350. Chicago & Los Angeles stations pay about 50% more because of greater programming need. Single-station markets offer $75-$100 each.

Biggest motion picture producers haven't yet opened their vaults, which contain some excellent play-out films -- and it's common talk that capitalization of these via TV rentals is one way they expect to offset reduced theatre income. Billboard says several majors are "on the verge of releasing huge numbers of films [and] RKO is said to be readying a package of 650 of its films for TV distribution, which may not hit the market this season but are practically sure to appear in the late fall. David Selsnick is "pricing the market for some of his top products."

* * *

All this activity with only 108 U.S. outlets and one on the Mexican border. Repeats of the oldies are common, of course, and once the freeze is lifted and new stations take the air the same films will find still more buyers.

Note: The many British films on American TV, both old and new, are said by Washington observers to be winning understanding and goodwill for that country, to say nothing of dollar exchange, better than any studied propaganda. Some people say they like the British films better than American oldies.

SOUR GRAPE ATTACK on TV emanating from Abram F. Myers, counsel and chairman of Allied States Assn. of Motion Picture Exhibitors, has observers wondering whether it's designed to touch off same sort of movies-vs.-TV antagonisms that newspaper interests led against radio about 20 years ago--before they found that "If you can't lick 'em, join 'em." Statement issued in Washington was thinly veiled attack on Phonevision, among other facets: "TV has not scrupled to use political influence in seeking special favors from the Govt. at the expense of the movies. [It] is time the public was told that the real controversy between the movies and TV revolves around the frantic efforts by TV to obtain the best motion pictures with which to bolster its own unsatisfactory programs. The public needs to be told that TV interests have employed an ex-Democratic United States Senator and a Collector of Internal Revenue (now extremely ex) to persuade the Justice Dept. and the FCC to bulldoze the motion picture industry into turning over its products to TV." Other highlights from long statement:

"Film company executives must be either for or against the motion picture industry; there is no middle ground. [And] no matter what their ideas for the future may be, they should now join in an all-industry effort to expose, match or repel the clandestine efforts of TV to undermine the movies by exerting political influence ... As a medium for the instantaneous communication of events of general interest, [TV] affords strong competition to radio, newspapers and to newreels which it has virtually superseded. But] TV's worth as an entertainment medium, once its novelty appeal wears off, remains to be seen. It has enjoyed a measure of success in the use of live talent and has served a useful purpose in giving employment to some needy, deserving comedians. The motion picture business is a straightforward, legitimate entertainment business. TV is a huckster."
B YWORDS DURING ABC- UPT merger hearing this
week were "competition" and "monopoly," as FCC
and DuMont counsel sought to find every danger that could
conceivably result from merger. Principal witnesses dur-
ing cross-examination were presidents of respective com-
panies, Robert Kintner and Leonard Goldenson.

Hearing will recess after March 31 until April 14, so
that FCC may prepare questions on specific theatre anti-
trust situations—to be directed at Paramount Pictures’
v.p. Paul Raibourn, possibly president Barney Balaban and
others.

Interesting facet of this week's sessions was CBS's
 testimony on reasons why it wants to buy WBKB, for
$6,000,000, when and if ABC- UPT merger is approved (see
below).

TV won't be a "stepchild," can't be, Kintner and Gol-
denson insisted. Though merged company's investment in
theatres will be greater than in TV, they said, organization
must promote both facets or risk bankruptcy. Competition
from other TV networks and theatre groups forces such
promotion, they insisted.

But what about subscription TV and theatre TV?
Assume these become successful, asked FCC counsel Fred
Ford, won't new company hold commanding position be-
cause of its TV and theatre interests? And might it not be
in company's self-interest some day to stifle such media?

Neither Kintner nor Goldenson would accept assump-
tion that either fee-TV or theatre TV would amount to
much. Thus, they could see no such special advantage

Goldenson wouldn't even concede that TV will cut into
theatre boxoffice in long run. He agreed that business
drops during TV "novelty period," but he said movie-going
is on upgrade in such TV-saturated cities as Chicago and
Boston. He claimed that many other factors played strong
part in theatres' post-war drop.

The real competition, said Goldenson, is not between
TV and movies, but between TV and other in-the-home
activities, and between movies and other out-of-the-home
activities.

Ford posed another question: If merger is successful,
won't other TV networks want to merge with theatre
groups? Kintner thought not, saying that CBS and NBC
already have strong earning power, diversified businesses
(receivers, records, etc.) and considerable know-how.

DuMont counsel made no bones about his network's
concern—that 3 strong TV networks, instead of 2, may well
kill off DuMont during shortage of stations and cable. In
Kintner's opinion: "There are potentials in the TV business
which will let one, 2 or 3 additional networks come in."

Reason why Barney Balaban still has holdings in UPT
—despite splitup—was explained by UPT secy.-treas. Rob-
ert O'Brien. Balaban had been given options on 40,000

shares of UPT during splitup. "Certificates of interest"
for those shares are held for him by trust; he can't vote
them. Further, Balaban is under court order to dispose of
the stock, but deadline comes after merger is scheduled to
go into effect.

Merger hearings caught attention of New York Herald
Tribune Syndicate columnist John Crosby who plumped for
tieup, saying: "The public has more of stake in this cor-
porate matter than it realizes... the more networks there
are, the more programs the public has to choose from and
the better the programs are inclined to be." And while FCC
is making up "its exceedingly slow-moving mind," he
added, "ABC is in danger of procedural strangulation. It

CBS witnesses reiterated thinking behind proposed
purchase of WBKB, so clearly outlined some time ago by
Jack Van Volkenburg noted:

(1) "Station operation, as distinguished from network
operation, is now profitable. We don't believe this is a
temporary phenomenon."

(2) TV costs are high, will get higher. Cable charges,
for example, ran $2,619,700 to feed 52 stations in 1951,
compared with $1,433,000 for 187 AM stations.

(3) Clearances are most vital in securing network
business, are far easier to obtain if network owns key
stations. Basic commercial reason is that affiliate gets only
30% of card rate from network show, compared with 70%
from local program. Unable to clear Chicago, CBS-TV
lost Kellogg's Space Cadet, which went to ABC-TV. An-
other time, Borden canceled plans for thrice-weekly 15-
min. show because of inability to clear Chicago. "And I
might note, it was only by entering into an extremely
onerous arrangement with a Chicago station not normally
our affiliate were we able to secure, or keep, 3 other spon-
sors whose time purchases involved totaled 4 hours a week."

(4) Program origination outside New York are ex-
remely valuable. "We might ultimately originate as many
as 12 hours" from Chicago. CBS's WBBM originated
1200 radio shows in 1951.

(5) Uhf isn't the answer, because of Chicago's 1,000-
000-plus uhf sets. CBS could make up the $6,000,000 that
WBKB will cost much sooner than it could go into black
with uhf.

Van Volkenburg differed with ABC's Kintner on fu-
ture of film in TV. Former said CBS is committed to pol-
cy of more and more live programs, whereas Kintner
forecasts great increase in film, running as high as 50% of
ABC's TV time by end of next year (Vol. 8:12).

Personal Notes: Howard Morgens, adv. v.p. of Procter
& Gamble Co., elected chairman of Advertising Council,
succeeding Fairfax M. Cone; Frank Stanton, CBS presi-
dent, and Lee Burnett, president of Leo Burnett Co., elected
vice chairmen. Robert M. McConnell, NBC TV-radio spot
sales director who resigned last week, on May 1 becomes
v.p., John Blair & Co., which has also elected Richard D.
Buckley as president and assigned v.p. David Simmons to
New York and Gale Blocki Jr. to Chicago and appointed
W. Ward Dorrell as research & program consultant . .

Carlton D. Smith, v.p. being succeeded as mgr. of NBC
owned-and-operated stations, by Harry Bannister, ex-WWJ
& WWJ-TV, Detroit (Vol. 8:11), on April 14 becomes
director of operations for network's own stations . .

John G. Preston, who quit FCC in 1945 to join ABC as
chief allocations engineer, promoted to director of engi-
neering faculties & general services under engineering v.p.
Frank Marx . . Thomas F. Flanagan returns to managing
directorship April 1 of National Assn. of Radio & Tele-
vision Station Representatives, succeeding Murray Grabh-
born, now with Petry . . . Malcolm Neill, CFNB, Frederic-
ton, N.B., reelected chairman of Canadian Assn. of Broad-
casters; F. W. Elphicke, CKWX, Vancouver, vice chairman
. . . Earl H. Platt, GE engineer, assigned to job of installing
Italy's first TV station ordered from GE for Milan . .

Harry Wissm, ABC sports director, has resigned and
opened own freelance office in RKO Bldg., N.Y. . . James
S. Pollak, who recently transferred from WJZ, leaving
ABC Chicago div. program directorship May 1 . . . Sidney
Nadler, ex-WOR-TV, named film editor of WXEI, Cleve-
land . . . Charles F. Grisham promoted to national sales
mgr., WLTV, Atlanta . . . Ralph Dawson, ex-WJR, named
asst. sales mgr., WWYZ-TV, Detroit . . . Ely Lundau, ex-
Emil Mogul, forms own film producing firm, Ely Lundau
Productions, 10 E. 44th St., N.Y. . . . E. H. Crossland, South-
cern Bell gen. attorney, now AT&T asst. v.p. in Washington.
Telecasting Notes: General Teleradio Inc., New York corporate name of WOR & WOR-TV operations recently acquired by Thomas S. Lee Enterprises Inc., a California corporation and a subsidiary of General Tire & Rubber Co. (Vol. 8:3), will shortly be adopted as name for entire subsidiary operation—depending on whether name is available in California. Plan is to operate WOR, Yankee and Don Lee divisions under name of General Teleradio Inc.; same interests also now own 58% control of Mutual Broadcasting System (Vol. 8:9), but it will continue as separate entity. Chicago will be “black out” of fight telecast schedule by order of International Boxing Club April 16 when Pabst sponsors CBS telecast of Ray Robinson-Rocky Graziano middleweight championship bout from that city. Pabst has offered vacated 9-10 p.m. time period on CBS-TV affiliate WBKB to Red Cross for that night. Old Paragon film studios at Ft. Lee, N. J., home of early silents, lately occupied by Kaj Velden Studios Inc., of 249 W. 64th St., New York, to build and store scenery for TV and Broadway plays, was destroyed in $1,000,000 fire March 23. Sterling Television signs up pioneer J. R. Bray’s animated cartoons for TV distribution. Bishop Fulton J. Sheen’s highly praised Life Is Worth Living on DuMont Tue. 8:30 is subject of 4-p. photographic article in April Catholic Digest. DuMont film dept. distributing new series of 3½-min. films titled In the Fashion Spotlight for local sponsorships. KSD-TV, St. Louis, signs with TV Authority covering local talent. It’s big news in the trade press now when a radio station raises rates; hence lots of publicity last week when NBC’s KOA, in non-TV Denver, upped national spot rate 12½% ($320 to $360 per Class A hour, $48 to $54 per 1-min.) on plea that radio families have increased 29% since last program rates set in 1944, 29% since last announcement rates set in 1948. Also hiking AM rates were Boston’s WORL, about 15%, and WKBV, Richmond, Ind., 20%. More TV rate increases effective April 1 to add to those previously reported (Vol. 8:9, 11, 12): WSM-TV, Nashville, from $300 to $350 per Class A hour, $50 to $60 per 1-min.; WBZ-TV, Boston, $1250 to $1500 & $250 to $300: WAFM-TV, Birmingham, $300 to $400 & $50 to $60; WOW-TV, Omaha, $400 to $450 & $80 to $90.

BAN ON TV at public hearings in New York State was signed into law March 27 by Gov. Dewey, who issued strong statement charging that TV cameras—and radio and movie-making apparatus, which are also banned—can be responsible for “improper exploitation and intolerable subversion of the rights of the witness.” Believed to be first law specifically barring TV from hearings, measure applies to all official state proceedings where witnesses are subpoenaed or otherwise compelled to attend.

Gov. Dewey makes no secret of his strong approval of the manner in which last year’s New York Kafkaer crime hearings were conducted, and said in his statement that use of TV-radio & motion picture apparatus at hearings tends to convert official proceedings into “indecorous spectacles.”

Broadcasters’ efforts to persuade Gov. Dewey to veto measure were unavailing. Urging further consideration of bill, NARTB president Harold Fellows wrote the governor March 26: “Hasty and precipitous action . . . without detailed deliberation could have serious precedent-setting consequences.” NBC president Joseph H. McConnell urged: “Such restriction on freedom of speech would stifle development of documentary reporting by TV just as it is beginning to demonstrate its effectiveness in stimulating public thought and opinion.”

Bill was introduced by State Sen. Nathaniel T. Helman (D-Bronx), reported favorably by Judiciary Committee March 17, passed Senate March 18, Assembly March 20.

Dave Garway’s 7-9 a.m. Today program on NBC-TV, experiment launched in mid-January to prove early-morning TV has same popular appeal and revenue potential as early-morning radio (Vol. 8:3, 5), continues to make trade news—though it still hasn’t any big-segment sponsors. Its rating, reports American Research Bureau, has jumped from 5.3 for first period (Jan. 13-26) to 7.6 for week of March 1-7. On March 31, it adds holdout WPTZ, Philadelphia, to 31-station network, replacing Ernie Kovacs’ 7-9 a.m. Three to Get Ready show which antedated it as an early-morning pioneer on that station by more than year, Kovacs taking on new 12:30-1 p.m. show. This week, to showcase Today, NBC-TV will carry it Mon. 9-9:30 p.m. with live pickups from 2 cities, newscasts, voice pickups from overseas, news, interviews, music—a promotion designed to demonstrate show to those who haven’t yet seen it. And NBC v.p. Ted Cott, who heads its key WNBT, reports he’s going all-out for daytime programming, predicts it will follow pattern of daytime radio, claims 200% increase in audience since Today began; local spots on WNBT’s Today account for more than $5000 weekly revenue.

Network Accounts: Gillette will sponsor Kentucky Derby on CBS-TV May 3, first time it has been carried live; last year it was filmed and telecast late in day. Pillsbury Mills Inc. (Cake Mix, Pie Mix) Sept. 1 starts simulcast of Arthur Godfrey Time on CBS-TV, Mon.-Fri.-Thu. 10:30-10:45 a.m.; thru Leo Burnett Co., N. Y.; Lever Bros. has sponsored 10:15-10:30 portion since Jan. 7. Standard Brands Inc. (Royal puddings & gelatin) March 20 started sponsorship of 5:45-6 Thu. segment of Howdy Doody on NBC-TV, Mon.-Fri. 5:30-6, and Continental Baking Co. (Wonder bread & Hostess cakes) will sponsor same time segment on Wed., starting June 11; agency for both is Ted Bates & Co., N. Y. Goodyear Tire & Rubber Co. sponsors 3 films of The Greatest Story Ever Told Apr. 27, May 25 & June 22 on CBS-TV, Sun. 4-4:30, replacing Columbia Workshop those dates; agency for Goodyear is Kudner & Allen B. DuMont Laboratories started March 25 as sponsor of What’s the Story on DuMont, Tue. 10:30-11, thru Campbell-Ewald . Edward R. Murrow’s See It Now, sponsored by Aluminum Co. of America on CBS-TV, Sun. 3:30-4, changes time April 20 to Sun. 6:30-7 . . . Lever Bros. (Surf) extends sponsorship of Hawkins Falls, Pop. 6200 to weekly basis April 1 with purchase of Tue. & Thu. segments on NBC-TV, Mon.-thru-Fri. 5:5-15, thru N. W. Ayer & Son . . . Camels will use Pantomime Quiz as summer replacement for Man Against Crime on CBS-TV, Thu. 9-9:30 starting July 11 . . . Hazel Bishop Inc. (lipstick) reported readying sponsorship of Canoe Theatre on NBC-TV, Wed. 10-10:30, starting April 2; show has been canceled in same Sun. time period by alt. sponsor Regent Cigarettes which has bought 3 spots weekly on NBC-TV’s morning show Today, thru Brooke, Smith, French & Dorrance, N. Y. . . . Owens-Corning Fiberglas Corp. reported buying You Are There for presentation on CBS-TV, time & date unannounced.

Copies of FCC’s ‘Freeze Report’
Each subscriber to the full services of Television Digest will receive one copy of printed full text of FCC’s TV Allocation Report ending the freeze, including city-by-city channel tables, and full text of Rules & Regulations and Procedures. We’ll print them simultaneously with release by FCC, now expected about mid-April. FCC document will run about 600 single-spaced mimeo pages, which means 200 or more pages of our supplement format. Preprint orders for extra copies are now being taken at $5 each.
COMPATIBLE COLOR TV will be “ripe” for presentation to FCC this summer or fall, in opinion of most of industry (Vol. 8:10). That’s why Dr. Allen B. DuMont and his research v.p. made news in Chicago this week when they told IRE-AIEE meeting that perfected color is 5-8 years away.

Dr. DuMont told us it’s not the system he’s concerned about; it’s fact tri-color tube needs more development—4-6 improve registration and bring costs down. He estimated that set with tri-color tube, at present stage of development, would cost 2-2½ times cost of monochrome receiver.

Tube is coming along, he said, and gave as example Corning development of a glass mask to replace current metal mask which contains hundreds of thousands of precisely spaced holes.

That NPA intends to keep color TV ban on books was indicated again this week, this time in letter from NPA chief Henry Fowler read by WMAL-TV newswoman Bryson Rash on special program March 26 celebrating completion of that station’s new Washington studios. Fowler’s letter said, in part:

“There is some indication that more of the materials which would be needed for color TV will be available in the third and fourth quarters of this year. However, even if we had a plentiful supply of every raw material needed for the manufacture of color TV, the engineering factor would still remain a significant problem. Our current supply of electronic engineers would be insufficient to meet the demand, at present rate of military electronic design and production, at least until 1954. To transfer engineers from their defense duties in this field to the time-consuming business of putting color TV into production could deal our defense production program a serious blow . . .”

No firm decision has been made on the problem yet; NPA knows it has a tiger by the tail and is proceeding cautiously. While it’s taken for granted ban on home color TV set production will be retained in some form, final order could contain some surprises. It’s certain, though, that order will permit manufacturers all the freedom the defense program will allow; it won’t reflect any partisanship in the color dispute. Said one NPA official this week: “If you think we haven’t been working on that order, you’re wrong. We’re giving it a great deal of thought and considering every possibility.”

Demand for uhf transmitting equipment is still “uncharted,” compared with known vhf market—hence emphasis to be placed on uhf by manufacturers at NARTB convention in Chicago next week. DuMont is offering new “three-point program” to applicants: equipment, network affiliation, receiver promotion. Company has called into Chicago its receiver division regional sales managers to describe plans for pushing uhf receivers and converters, before stations go on air and after. DuMont’s summarizes its view of uhf in new brochure, UHF, The New Big Development in Television. None of manufacturers planning uhf transmitters will have complete high-powered units on display. Such units are scheduled for late this year and early next (Vol. 8:5, 10). To be shown, however, will be “hearts” of uhf equipment—driver stages, power tubes, antenna sections, etc. GE, for example, will have in operation 100-watt driver of 12-kuw uhf transmitter. Studio equipment will also get very heavy play, such as RCA is giving new camera—its first new model since 1947. RCA figures that 130 man-years of design engineering went into it. DuMont will give “glimpse into the future” when it shows unusual continuous-motion film system employing flying-spot scanner. Equipment won’t be commercially available for 18-24 months.

Station Accounts: Olympic Radio next week starts cooperative campaigns, including local TV along with newspapers and radio, to back up its national magazine & billboard advertising of 1952 line of sets. Local campaigns will stem from 42 distributorships, with color insertions in March 30 American Weekly, April 7 Life, April 19 Saturday Evening Post, handled by adv. mgr. George F. Bart . . . Boston Red Sox home games will be sponsored alternately on WBZ-TV & WNAC-TV, with 31 of the 77 also going to WJAR-TV, Providence, by Narragansett Brewing Co. & Chesterfield, both thru Cunningham & Walsh, and Atlantic Refining Co., thru N. W. Ayer; Atlantic with Adam Scheidt Brewing Co. also sponsoring rotating schedule of Philadelphia Athletics & Phillies on WCAU-TV, WPIL-TV, WPTZ . . . Daily 6:45-7 p.m. on WNB, New York, opened up when Tex McCrory-Jinx Falkenburg show was cut to 15-min., now has 5-min. news sponsored by Phillips-Jones Corp. (Van Heusen shirts), 5-min. Bill Stern’s sports by Kruger Beer, 5-min. weather report by Consolidated Edison . . . Ruppert Brewing Co.’s Candid Camera shifts from WJZ-TV to WCBS-TV, April 1, Tue. 10:50-11, My Friend Irma shifting to Fri. 8:30-9 . . . Buildup toward more timebuying to plug current movies is seen in WJZ-TV’s What’s Playing? Mon.–Thru. 6:45-6:55 p.m.; carried are “preview” clips of new films, with stars appearing live as commentators . . . Unusual TV advertiser is Universal Concrete Pipe Co., Columbus, O. (sewer pipe & blocks), sponsoring 15-min. news-casts twice weekly at 10 p.m. on WSM-TV, Nashville . . . Among other advertisers reported using or preparing to use TV: Monogram Sales Inc. (gardgum Chlorella chewing gum), thru Brown Radio Productions Inc., Nashville; Dick Knox Productions (ceramic dinnerware & artware), thru Walter McCreyer, Beverly Hills; De Free Co. (nullo Deodorant tablets); thru Dancer-Fitzgerald-Sample, Chicago; S. E. Mighton Co. (Doggie Dinner dog food), thru Schoenfeld, Huber & Green, Chicago; Lewis Howe Co. (Tums), thru Dancer-Fitzgerald-Sample, N. Y.; Bandini Fertilizers Co. (plant foods & fertilizers), thru Mayers Co., Los Angeles; American Institute of Laundering (trade assn.), thru Willsted & Shafter, N. Y.; Eclipse Sleep Products Inc. (springs & bedding), thru E. T. Howard Co., N. Y.

CBS is planning huge “TV City” on outskirts of New York, says Variety’s George Rosen in March 26 issue. “It’s known that CBS has already completed a preliminary blueprint of a TV City adjacent to New York, probably in Westchester County, [with] large-acreage tract under long-term lease,” Rosen states. Article makes these other points: William Pereira & Charles Luckman, West Coast architects who designed CBS’s now-building $12,000,000 Los Angeles TV City, are opening New York office. CBS-TV has 17 theatres and studios scattered throughout New York City (NBC-TV has same number, but many of them are in Radio City). “Network’s trucking bill alone for catering of scenery and equipment to various theatres costs $40,000 a month.” Rosen speculates that Howard Meighan, recently replaced as head of CBS Radio by Adrian Murphy, has been put in charge of new project. He also reports that CBS president Frank Stanton once approved RCA with proposal to team up in building “one big TV City”.

Gen. Eisenhower was filmed and tape-recorded this week, reading 7-min. report on progress of western Europe’s military building—and at week-end the news editors of TV networks were studying his words closely for political implications. Film is for release at midnight, Tue., April 1, will be given first priority depending on what he says. America’s Town Meeting on ABC-TV has invited the General to appear on show to answer questions put to him by representative citizens.
IN 5 YEARS—$51/4 BILLION WORTH OF TVs: New table of statistics from RTMA, revamping TV-radio output and factory-value figures, reveals that during that 5-year postwar period the American industry turned out 17,002,169 TV sets valued at the factory at $3,186,986,300, and 75,117,262 radios valued at factory at $2,175,936,597.

Assuming all were sold, that would mean public paid $5,257,197,258 for TV receivers, $3,612,054,751 for radios -- based on usual industry formula of retail figure at 166% of factory cost.

Five-year count doesn't include 1946 output, first production year after the wartime freeze when some 5070 TV sets were made (at estimated factory value of $1,250,000) and 15,995,000 radios (estimated factory value $434,244,000). Nor in case of TVs does it include estimated 8000 preraw sets, value unknown.

Neither RTMA figures nor our retail projection accounts for TV replacement tubes and parts, antennas, accessories, cost of installations -- which, even allowing for waves of distress selling that often forced prices down, undoubtedly add a few billion to the public's TV bill. Our recent calculation of $6.5 billion over-counter business since TV came into being (Vol. 8:3) is still very good guess.

RTMA is issuing new statistical tables in 29-p. booklet, which also reveals such interesting trade trends as these:

TV table models accounted for 7,772,976 units of 5-year total, consoles & consolettes, 7,800,359, radio-phonos combinations 1,428,834. Table models represented 65% of unit production in 1947, falling to 42% in 1951; consoles & consolettes went up from 21% to 52% in same period, phonos and combinations went down from 14% to 8%. Exports accounted for 56,075 units in 1951.

Noteworthy in radio field was fact that auto production rose from 3,459,061 in 1947 (17% of total radios) to 4,542,920 in 1951 (36%). Home sets dropped from 14,082,662 (70%) to 6,751,452 (53%). Exports of radios totaled 231,802 in 1951.

MORE LEADERS ADOPT 'INBOARD PRICING': Admiral and Motorola have followed example of RCA in quoting one-package prices for their TV sets -- new retail lists, starting next week, to include Federal excise tax, 90-day parts warranty, one-year tube warranty. This so-called "inboard pricing" is designed not only to allay customer confusion but to give dealers somewhat better discounts.

Hoffman Radio was first to break ice week ago (Vol. 8:12), and it's known other manufacturers, big and little, are reappraising their price structures with same probable objective. Of the Big 4, only Philco hasn't adopted idea as yet -- but it won't be surprising if most of industry does so by summer.

Admiral freely credits NARDA for bringing about its change of heart. NARDA president Mort Farr has spearheaded retailers' persistent complaints against extras -- the hidden costs tacked on after customer is lured into store by low advertised price. An idea of how much is hidden is given in rough calculation that RCA's $230 table model embraces $14.11 tax, about $12 worth of warranty, or about $26 in all.

Customer resentment was felt so strongly by retailers that they put heat on manufacturers. Motorola spokesman said, "We have come to the reluctant conclusion that RCA was right in the first place." RCA had held to one-price idea from start.

In adjusting their list prices (see Topics & Trends), Admiral & Motorola took pains to say they weren't cutting prices, were merely lumping tax & warranty with base price -- though there may be slight differentials in some models. Both decried current price-cutting, saying it's nothing more than "dumping" by a few manufacturers caught with too much inventory.

Majors don't seem too concerned over currently sluggish market. They say
they're confident that the political campaigns, along with new network cities due July 1 (Vol. 8:12), will hypo business. Estimate was that January was very poor, February a bit better, March better than both, with sales curve now trending upward.

New models will be coming out from here on in, also signaling price changes and bringing new gimmicks. Big selling talk, once freeze is lifted and it's known where uhf channels will go, will be adaptability of sets to uhf.

* * * *

Magnavox and Sylvania posted reduced prices this week (see Topics & Trends) in wake of GE, Emerson and Muntz cuts announced last week (Vol. 8:12). But others don't seem bothered much, and insist the basic price trend is not downward. No one thinks there will be distress condition this year such as that which plunged trade into some 6 months of doldrums starting about this time last year.

Meck's $99.95 receiver (see Topics & Trends) was talk of trade -- but rival set makers were skeptical, said they wanted to see the set first before judgment. Comments ranged from "it can't be done" to "there will probably be only few come-on sets nailed to the floor." Meck's other factory-to-customer prices were down so low, too, that disposition was to regard him mainly as rival of Muntz.

John Meck himself was center of some good-natured joshing with colleagues, about "gutless wonder," when he was in Washington Thursday for an NPA industry advisory committee meeting.

* * * *

TV production continues at even pace -- year's 12th week, ended March 21, bringing output of 100,410 sets (1,483 private label), about same as the week before. Factory inventory fell to 227,320 from 232,483 the preceding week (Vol. 8:12).

Radio output went down to 183,886 units (71,570 private label) from 193,379 preceding week. Factory inventory was 294,885, up from 287,899. Week's radios were 65,646 home receivers, 27,396 portables, 35,211 clock, 66,663 auto.

Topics & Trends of TV Trade: John Meck plunged into manufacturer-to-customer merchandising this week when Meck Television Inc., new subsidiary of Scott Radio Laboratories Inc., opened 21 retail outlets of own in 17 communities. Simultaneously, he advertised a 20-in. table model, called "Mirror Tone," at $99.95 plus tax ($9.90) and optional warranty ($19.80). Also offered was 20-in. console at $150 and 21-in. at $180, plus tax and optional warranty.

Opening of stores is being backed up with $500,000 newspaper advertising campaign, to be augmented later by TV-radio advertising. Meck said he expects to sell more than 50,000 sets in company-owned stores alone during rest of 1952. His remaining biggest private-label customers are Allied Purchasing Corp. and Sears Roebuck.

New Meck stores are largely former House of Television outlets, for which Meck has been a supplier. Four stores are in New York City—one each in Manhattan, Brooklyn, Bronx, Jackson Heights. Two are in Washington. Others are in Newark, Philadelphia, Baltimore, Cincinnati, Toledo, Louisville; and 9 in Michigan—one each in Detroit, Dearborn, Hamtramck, Grosse Pointe Woods, Lincoln Park, Pontiac, Grand Rapids, Kalamazoo, Lansing.

* * * *

Admiral's repriced line, including tax and warranty in one list price, goes into effect April 1. Sets list $20-$50 higher, and higher discounts will go to distributors-dealers, though cost to customer remains about the same. These are new prices on current sets (amount in parentheses is on sales price being old price): 17-in. blonde plastic table $210 ($190), plastic mahogany $220 ($200), wood mahogany $250 ($230), blonde $280 ($240); 17-in. open console in walnut $280 ($290), mahogany $270 ($300), blonde $290 ($310); 17-in. console with radio and half-doors in walnut $340 ($360), mahogany $350 ($370), blonde $370 ($390); 17-in. combination consoles in walnut $430 ($450), mahogany $450 ($470), blonde $470 ($490); 20-in. ebony plastic table $260 ($240), mahogany plastic $270 ($250), walnut $300 ($280), mahogany $310 ($300), blonde $320 ($300); 20-in. open console in walnut $340 ($300), mahogany $350 ($310), blonde $370 ($330); 21-in. table with AM and base in mahogany $380 ($350), blonde $390 ($380); 21-in. open console with AM in walnut $440 ($400), mahogany $450 ($410); 21-in. combinations in walnut $550 ($500), mahogany $570 ($520), blonde $590 ($540).

* * * *

Magnavox on March 24 instituted what it calls "continuous price guarantee" in lieu of old periodic guarantee for dealers. Henceforth, prices on all its TV-radio products will be guaranteed against reduction for 90 days from date of shipment. Move was said by president Frank Freimann to be designed to eliminate price uncertainties, since "90-day turnover of dealer inventory is a reasonable expectancy."

Magnavox also announced April 5-19 "clearance sale" cutting TVs $20-$75. Price of 17-in. mahogany & oak table will be $230 (down from $250 & $260); open console in mahogany & blonde $250 (was $280 to $290); mahogany open console $280 (was $288); mahogany & oak combination $415 (was $493 & $520). The 20-in. open mahogany & blonde console goes to $298 (from $360 & $375); with doors to $375 (from $395); Savoy model $420 (from $480); combination $550 (from $595). Radio-phono receivers are cut $20-$40.

* * * *

Motorola's new "inboard" prices (see p. 8) apply to 7 new models, 4 carryovers, its repricing said to be computed to comply with OPS regulations. Old 20-in. mahogany (also blonde) leatherette table models go up from $250 to $260, now embracing tax, 90-day parts warranty, year's tube warranty. Mahogany 20-in. table stays at $280, blonde $300. New models are 17-in. ebony plastic table $200, mahogany plastic $220, mahogany $240, mahogany console $250; 20-in. walnut console $300, mahog. $320, blonde $340.
Trade Miscellany: Sightmaster Corp. extends into electrical relay field, is still making a few TV sets but mainly reconverting old ones to large size tubes on contract. . . Philharmonic Radio's president Bernard Lippin reports adding 35,000 sq. ft. to present 78,000 New Brunswick (N. J.) factory; firm makes private-label TVs primarily . . . Sylvania's new tube plant at Newton, Mass. will be ready in 60 days; one at Woburn, Mass. will be completed this summer . . . Standard Arcturus Corp., which recently sold its Arcturus Electronics Corp., CR tube manufacturer, to Hycon Mfg. Co., Pasadena, Cal. (Vol. 8:10), has also disposed of balance of its receiving tube business, and now manufactures only selenium rectifiers . . . Andrea expanding to additional markets with TV line, adding Mitchell Aron, ex-Hazeltine, to engineering staff and S. Ronald Hacker to product design . . . Industria Electronica S.A., Monterey, Mexico, radio & parts manufacturer, reported by Commerce Dept. as preparing to make TV sets.

Merchandising Notes: NARDA is making available (at $10 for 500, $30 for 2000) little booklet titled Facts on Television Service for dealer distribution to customers. It's written by president Mort Farr, has space on back page for store's imprint . . . Admiral's 1,250,000-candlepower sign in Times Square, New York, 50x50-ft., using more than 10,000 lamps, 9920 ft. of neon tubing, 1500 separate circuits, 2,000,000 ft. of wiring, is to be turned on and dedicated with big fanfare at 8:30 p.m., April 1 . . . Only 2 of 20 local dept. and furniture stores surveyed by New York Herald Tribune for February showed TV-radio gains over same 1951 months—one up 155%, other up 3%, all others showing decreases of 4-71%; for all, TV inventories were down 42%, radio-phone down 36% . . . RCA Victor expands further into appliances April 15 when it begins shipping an electric dehumidifier at $139.50 list.

Sylvania price reductions range from $10 to $70. Changes in 17-in. follow (old prices in parentheses): table $230 ($250), de luxe model $260 ($270), open console $290 ($300), open console with Halolight $350 ($370), blonde $360 ($380), console with doors and Halolight $490 ($410), blonde $400 ($420). Changes in 20-in.: table $270 ($300), open console $330 ($360), table with Halolight $350 ($370), open console with Halolight $400 ($470), blonde $420 ($490), console with Halolight and doors $430 ($500). Added to line were 17-in. blonde tables at $240 & $280, console $300; 20-in. blonde console $340. Warranty is included but excise tax is separate.


Mobilization Notes: Third-quarter allotments of controlled materials for production of TVs, radios and phonos have been set at these levels (in percentage of rate of use during first-half 1950 base period):

- Steel, 55% (vs. 50% in second quarter); brass mill products, 35% (vs. 30%); copper wire, 40% (vs. 35%); copper foundry, 20% (vs. 12.5%); aluminum, 45% (30%).
- Representatives of TV-radio industry, meeting with NPA March 27, indicated that these allotments would assure adequate materials for this period when production normally is boosted to meet heavy seasonal demand. Manufacturers said current allocations and deliveries of materials for TV-radio have been ample.

Shortage of senior engineers, draftsmen, technical writers and other highly skilled technicians was manufacturers' chief worry. Some manufacturers said they have given up trying to compete with West Coast aircraft firms for senior engineers and other technicians, and instead are training and upgrading technicians in their present work force. Others are subcontracting drafting to outside firms.

Long lead times on some military components was another complaint, but the manufacturers agreed that no military equipment had been held up because of these delays or the manpower shortage.

Leon Goldner, of NPA Electronics Div., presided. Industry representatives attending were Jack Marks, Fada; John Meck, Scott; William H. Moore, Packard-Bell; Joe Friedman, Trav-Ler; Robert Wallace, Zenith. Color TV order M-90 was not discussed.

Accused of violating NPA regulations in filling 7 defense contracts during first half of 1951, Tobe Deubmann Corp., Norwood, Mass. electronic parts manufacturer, has been summoned to Boston hearing in mid-April before NPA hearing examiner Ernest J. Brown. NPA charges firm used defense priority ratings to acquire 337-449 lbs. of steel sheet when it needed only 87,655 lbs. to meet Army prime contracts. Citation charges 14 violations of NPA Regulation 2, alleges president Tobe Deubmann and purchasing agent Henry P. Shopmeck illegally acquired 249,000 lbs. of steel sheet, illegally disposed of 232,000 lbs. NPA is asking hearing commissioner to bar firm from receiving any further priorities and from acquiring or using materials under NPA's control.

Military electronics deliveries in January were 5 times greater than same 1951 months, said Munitions Board chairman John D. Small in reply March 27 to recent charges in Congress and press that procurement has bogged down. Ammunition deliveries, he said, were 6 times as great in January 1952 as January 1951, tanks up 2.7 times, weapons up 2 times.

Supply of selenium won't improve much in 1952, said selenium producers to NPA at meeting this week. Kawecki Chemical Co., Boyertown, Pa., reported it has developed process to reclaim selenium from used and discarded rectifiers, yielding 81% high-grade selenium. NPA officials estimated that some 500,000 lbs. of the rare material can be saved annually from manufacturers' scrap this way.

Donald G. Fink, editor of Electronics Magazine, joins Philco June 1 as co-director of research (with William E. Bradley) under research v.p. David B. Smith. Fink's duties will be primarily administrative, Bradley's technical. Appointment presages expansion in research by Philco, perhaps very sizable one. Fink joined Electronics in 1954 as editorial assistant, coming directly from year's graduate work at MIT. He has been editor since 1946, has served on innumerable industry and gov't. committees and panels, particularly in TV, loran and radar. He and Smith grew up together in industry since their freshman days at MIT. Successor to Fink at Electronics is not yet indicated.
Stromberg-Carlson reports that its broadcasting (WHAM & WHAM-TV, Rochester) gross and net income reached new highs in 1951. Says annual report: “WHAM held its sales up to about the same volume as 1950 and was even able to show an increase in [local] sales. WHAM-TV also continued its rapid growth.” Consolidated statement showed 1951 sales of $33,632,495 (including broadcasting operations), net earnings of $685,777 ($1.66 on each of 331,119 shares) after taxes of $1,266,559. This compares with 1950 year’s sales of $39,192,917, earnings of $974,731 ($2.53) after $1,253,939 taxes. President Robert C. Tait told stockholders “the decrease in both gross income and net earnings was entirely the result of the reduced sales and lower prices of TV sets.” Stromberg’s 3 other divisions (broadcasting, sound equipment, telephone) enjoyed best year in history. Mr. Tait called 1951 “bad year [for TV] because of industry-wide conditions that demoralized the market,” but added that TV market is now “somewhat improved.”

For selling $300,000 worth of stock to public (600,000 shares at 50¢ each) based on assets of Monarch Radio & Television Corp., 61 Crescent St., Brooklyn, and Pix Stores Inc., Charles Greenhaus was charged this week by N.Y. attorney general Nathaniel Goldstein with fraudulent stock transactions and temporarily enjoined from selling securities. Greenhaus won fame 20 years ago as “The Boy Wizard of Wall Street” and has served several prison sentences. Accused with him were 9 others, including George J. Martin, Wall St. security dealer. Actual assets of companies, it was claimed, were worth only $28,000, besides which defendants issued to themselves 200,000 shares without cost. Defendants were given until April 9 to show cause why injunction should not be made permanent.

Official Films Inc., formed under aegis of Isaac D. Levy, ex-CBS director (Vol. 7:29, 42), has authorized issuance of 188,914 additional shares of common stock, is offering these first to present stockholders (1 for each 7 now owned) at $1.50 per share until April 10. Money is to be used for working capital. During last 6 months of 1951, net sales, rentals and royalties of films amounted to $321,611, loss on all operations $205,888. For year ended June 30, 1951 net sales and rentals totaled $855,621, net loss $80,385.

Unsettled conditions in appliance fields and Govt.’s decision to stretch out defense program as reasons by Aveo president Victor Emanuel for decline in sales during quarter ended Feb. 29 to $65,505,420, down 24% from $86,380,616 for same 1951 period. Consolidated net income for the 3 months was $1,888,293 (20¢ on 8,886,862 common shares) vs. $3,590,976 (40¢ on 8,638,176 shares) same quarter of year before.

Philo will ask stockholders at June 6 annual meeting to authorize board to borrow up to $25,000,000 for capital purposes. Management is not soliciting proxies and states it has no immediate plans to use this authority, but wants it to obviate delays in calling meetings on 60-day notice as required by state law.

Cornell-Dubilier has filed SEC registration covering $4,000,000 of 20-year sinking fund debentures, to be underwritten by syndicate headed by Kidder, Peabody & Co.

Swiss-made Eidophor theatre-TV projection unit has been installed in 20th Century-Fox’s home office theatre in New York, and is undergoing tests and adjustments. Film company’s technical director Earl Sponable called results “pretty promising,” said plans for immediate future await arrival next week of president Spyros Skouras, now on West Coast.
Biggest complaints about TV Code—at least the most vocal—are coming from advertisers and agencies, many of which find suggested time limits on commercials intolerable and discriminatory. Don Nathanson, advertising director of Tonio Co., addressing Chicago TV Council, complained that national advertisers with expensive programs in Class A time are limited to 3 minutes of commercials per half hour, while local announcement and shoppers’ programs may have as many as 6. Benjamin J. Green, TV-radio director of Arthur Meyerhoff & Co., Chicago, is quoted in Advertising Age as saying code is unworkable for many advertisers and that many TV stations are “refusing to cut their own throats,” and are not adhering to what he called “ridiculous standards.” He said that if local retailers are forced to conform to the suggested time limits, “they would have to give up TV entirely.” Meanwhile, NARTB signed up 89th code subscriber.

U of Pennsylvania’s battle against NCAA’s TV control plan flared up again this week when athletic director Fran Murray said Penn won’t participate if his legal advisers term it illegal. At January’s NCAA convention (Vol. 8:2), Murray’s position was that any agreement imposing restrictions on individual colleges is illegal. Penn led lengthy fight against TV controls last year (H. 7:5, 21-24), and its possible defection might expand NCAA’s elaborate plans for 1952 TV program still in formative stage. Murray contends: (1) Televising all games would demonstrate to public good side of intercollegiate sports, offsetting recent criticism. (2) Controlled TV hasn’t achieved its stated aim of protecting small colleges. Said Murray: “They’ve got to come to it—in a year or 2 or 3. It’s the greatest medium we have for telling our story to the public. Why don’t they understand that now?”

Defeat of Johnson-Case Bill to ban TV-radio liquor commercials (Vol.8:3-5) came March 26 when Senate Interstate & Foreign Commerce Committee voted it down by same bare margin (7-6) that killed similar Langer Bill in 1950. Commenting on this week’s action, NARTB president Harold Fellows, who spearheaded industry opposition to bill, reiterated that measure was unnecessary because of TV Code, that it discriminated against TV-radio, that it would have encouraged legislation against other products. Still pending in House is Rankin Bill (H.R. 5889), to prohibit commercials in all alcoholic beverages, including beer and wine. House Interstate & Foreign Commerce Committee hasn’t set date for hearing on it.

“Hard core of big stations” will form backbone of AM “when the too numerous ‘weak sisters’ are finally weeded out,” as more and more money is shifted to TV. So predicted Crosley Broadcasting’s chairman James Shouse, commenting in March 14 Tide Magazine on occasion of 30th anniversary of WLW, Cincinnati. He pointed to WLW’s loss of urban audience and “rather alarming decline,” for 2 years, from $4,500,000 sales in 1945. This trend was reversed by intensified rural programming and promotion, so that gross this year, Shouse estimated, will run over $5,000,000.

Those resolutions to investigate “offensive and undesirable books and radio and TV programs” (Vol. 8:8-9, 12) bore fruit this week when House Rules Committee favorably reported H. Res. 520, introduced by Rep. Gathings (D-Ark.). It’s expected House will pass resolution shortly, set up 15-man committee comprising 3 members from House at large, plus 4 each from Interstate & Foreign Commerce, Judiciary and Post Office & Civil Service committees. It’s presumed Gathings will be chairman.

FCC Chairman Walker, a Presbyterian elder, is subject of highly laudatory biographical sketch to appear in forthcoming edition of Presbyterian Life.

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

As of March 1, 1952

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<tr>
<th>Area</th>
<th>No. Stations</th>
<th>No. Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amer. Dep.</td>
<td>1</td>
<td>80,000</td>
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<tr>
<td>Moltenes</td>
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<td>181,000</td>
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<tr>
<td>Albuquerque</td>
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<td>360,000</td>
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<tr>
<td>Buffalo</td>
<td>1 (b)</td>
<td>2,593,000</td>
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<td>Wilmington</td>
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<tr>
<td>Non-Interconnected: 1,042,000</td>
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</table>

### Notes
- (a) Bloomington separately 148,000, Indianapolis separately 211,000.
- (b) Does not include estimated 47,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 32,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 129,000. Kalamazoo separately 136,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Note: TV sets sold in Canada totaled 83,297 up to Jan. 31, 1952, according to Canadian RTMA (Vol. 8:10). Since Canada has no stations of its own and nearly all of these are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The Canadian RTMA area counts only Canadian owned stations. (For details, see TV Addenda 14-J herewith; for tabulation of all pending applications, see TV Factbook No. 14 and Addenda to date.)

New-station applications for Chattanooga, Tenn. and Boise, Idaho this week brought total pending to 519, of which 36 are for uhf. Mountain City Television Inc., largely same principals as WAPO, Chattanooga, asks for Channel No. 3, and Boise’s KIDO seeks No. 7. It’s third application for Chattanooga, second for Boise. [For further details, see TV Addenda 14-J herewith; for tabulation of all pending applications, see TV Factbook No. 14 and Addenda to date.] Note: Actor Ronald Colman was disclosed this week as chairman of new corporation, of which KDB manager Colin Selph is president, applying shortly for TV in Santa Barbara, Cal. Already applicants are KIST (Harry C. Butcher) and M. R. Schacker, of Los Angeles, both for Channel 4. New-station applications for Chattanooga, Tenn. and Boise, Idaho this week brought total pending to 519, of which 36 are for uhf. Mountain City Television Inc., largely same principals as WAPO, Chattanooga, asks for Channel No. 3, and Boise’s KIDO seeks No. 7. It’s third application for Chattanooga, second for Boise. [For further details, see TV Addenda 14-J herewith; for tabulation of all pending applications, see TV Factbook No. 14 and Addenda to date.] New-station applications for Chattanooga, Tenn. and Boise, Idaho this week brought total pending to 519, of which 36 are for uhf. Mountain City Television Inc., largely same principals as WAPO, Chattanooga, asks for Channel No. 3, and Boise’s KIDO seeks No. 7. It’s third application for Chattanooga, second for Boise. [For further details, see TV Addenda 14-J herewith; for tabulation of all pending applications, see TV Factbook No. 14 and Addenda to date.]
TV Dominates the NARTB Convention: "The child is father of the man" -- not much question about that now, so far as TV and Radio are concerned, in minds of most of the 3000 or more persons who attended this week's record-breaking NARTB convention in Chicago (official registration: 1635).

This time, TV really took over -- the management & engineering conferences, the exhibits, the speechmaking, the planning, the hoping, the news, the gossip. This time, there was scant doubt in the minds of NARTB's 1350-old broadcasting members that they want to get into the swim with the 108 telecasters as soon as possible.

Biggest news was FCC Chairman Walker's assurance, widely publicized, even via the newsreels, that the 3½-year-old freeze will be lifted within 2 weeks, which now really puts the Commission on its mettle to finish that back-breaking job by April 14. There wasn't much new in the chairman's eagerly heeded and beautifully phrased speech that we haven't reported before, so far as plans for new allocations and rules are concerned. Hence we'll stick to its gist in ensuing pages.

There was lots of punch, plenty of keen thinking, in another outstanding convention speech -- that of Avco-Crosley topkick James D. Shouse on the business outlook, with special concern for political overtones and the state of the TV-radio businesses. Accordingly, we've printed salient portions as Special Report herewith.

There were other highlights, of course -- the stirring speech by NARTB president Harold E. Fellows, ending first term, designed to impress upon the industry its own strength, importance and responsibility in the nation's social and economic fabric; the great ovation accorded WTIC's Paul Morency, chairman of radio network affiliates, for spearheading battle against radio rate cuts due to TV's impact; the meaning of important Broadcasting Advertising Bureau (BAB) away from parent NARTB, with membership of own now totaling 572; and the various panels and symposiums.

Your trade press will dilate on these; we have chosen to report in these pages only on basic developments and trends relating to TV, as we discerned them.

'Stand By for Freeze End', Says FCC: "Within the next 2 weeks," FCC Chairman Paul Walker told NARTB convention April 2, Commission will lift freeze -- "barring some last-minute snag." Actually, absolutely earliest date is April 14. Inasmuch as FCC plans a Monday release date, there's 50-50 chance it will be April 21.

FCC's conference with Canadians went off smoothly in Chicago, so no delay is expected on that score. It was straightforward matter of compromise, both sides feeling they made best deal possible. No other holdup is apparent at the moment, though some people have been taken aback by analysis of allocation plan, presented at convention by Westinghouse's Ralph Harmon, which implies that plan will put uhf stations at competitive disadvantage with vhf (see p. 2).

Planning to streamline processing of applications after freeze, FCC staff has been feeling out industry attorneys and engineers for reactions to this:

Start with completely clean slate. Return all 522 applications already in, or declare them "dead" -- and start from scratch, maybe with new application form.

Most of those queried lean towards idea, though some wonder whether 90 days
will be enough -- to file new applications and do old ones again. Typical response:
"I'd rather take a little more time now, and save a lot of time later. If all applications are uniform, it's easy to find what you want."

Sen. Johnson bestirred himself this week, told Commission he's been worrying for 7 weeks about petitions requesting that 5-station owners be permitted to add 2 or more uhf to their holdings (Vol. 8:8,10).

"Postponement of this matter for a year or so would prove most salutary," he said. "Perhaps revision of the multiple ownership rule might accelerate development of uhf, but will it be done at the terrific price of still further concentrating TV in a few powerful hands?" He said that hearing on matter is desirable, too.

"If it appears that uhf is not developing as rapidly as desired," he went on, "and if smaller communities are not being served by TV, and if no other solution is in sight, there will be time enough to take such a drastic step...I don't like the old rush act, and this proposal may prove to be just that."

Since Sen. Johnson is always respectfully heeded at Commission, and since FCC had no plans to act on proposals simultaneously with ending of freeze, anyway, likelihood is that final action will be long delayed.

After indicating expected freeze-end date, Walker warned that TV stations won't spring into being very quickly. "TV will not gallop into its new frontier," said he. "It will apparently proceed at a snail's pace." Reason is FCC's lack of funds and staff. The chairman explained:

"Now here is what I am afraid of: I fear that much of the public and perhaps quite a few folks in the industry will expect a land-office dispensing of grants. It just can not happen that way."

"I want to build a backfire against that misconception right now...We may as well face it. The Commission seems destined to be a bottleneck."

"We are responsible for helping to launch one of America's leading, most profitable industries. Hundreds of millions of dollars will be invested. Yet to this lucrative industry, the FCC bears a Prince and Pauper relationship.

"We estimate hearings will be necessary for a great many of the 1000 or more applications. And what is our staff to handle these hearings?" Merely 7 examiners, he said, and far too few engineers, lawyers and accountants.

"I know this will be a bitter pill for the many communities that have been denied TV these long years and that have been hoping that the lifting of the freeze would mean a speedy end to their have-not status.

"It is important that you applicants understand this situation so that you can explain it correctly to the people in your community when they harass you with the inevitable question: 'When do we get television?'"

DANGERS SEEN IN UHF CHANNEL SPACING: Is FCC handicapping uhf, as compared with vhf, in forthcoming allocations plan? An affirmative answer to that question would be incredible, since Commission has long vowed to give uhf every possible break.

Yet -- one brief, unheralded technical paper, delivered in a quiet voice at this week's NARTB Broadcast Engineering Conference, points to conclusion that Commission may be giving uhf less than fair shake in competition with vhf.

To support that astonishing conclusion, Ralph Harmon, Westinghouse stations' engineering manager, presented following evidence:

(1) Tropospheric interference on uhf turns out to be more serious than indicated in FCC's proposed report of last year (see TV Allocation Report, March 24, 1951). At that time, in absence of adequate measurements of uhf tropospheric propagation, FCC assumed such interference to be same in uhf as in vhf. Engineers have since learned that it's about 10 db more.

(2) FCC is expected to specify 155-mile minimum co-channel uhf separation in Northeastern U.S., with 1000-kw maximum power. Vhf co-channel minimum spacing is scheduled to be 170 miles, with 100-kw maximum power on Channels 2-6, and 316-kw on Channels 7-13.
(3) UHF spacing should be 200 miles, rather than 155, to give same coverage possible with Channels 2-6 at 170 miles -- assuming maximum power for both.

That's it. Mr. Harmon also reported that, though vhf minimum is 170 miles, actual allocation has 280-mile median -- half of stations being separated by more than 280 miles, half less. He didn't analyze uhf spacing, and he noted that if uhf spacing were 240 miles or more, tropospheric interference wouldn't handicap uhf.

But if actual uhf spacing is 240 miles or more, which is unlikely, that 155-mile minimum (vs. vhf's 170) would still leave uhf at potential disadvantage.

FCC's answer to criticism implicit in the foregoing should be apparent when the allocations report is finally released. Mr. Harmon's analysis is particularly pertinent in light of fact Comm. Jones is expected to issue strong dissent, presumably including same thinking.

Biggest questions, of course, are: (1) Is uhf tropospheric interference as strong as Harmon indicates? (2) If so, is FCC fully aware of it?

Note: Westinghouse owns one vhf station (WBZ-TV, Boston), has applied for vhf also in Pittsburgh, Ft. Wayne, Portland, and for uhf in Philadelphia (Vol. 8:8). Its engineers have been among earliest and most assiduous experimenters in uhf.

PRECEPTS & EXAMPLES FOR TV OPERATION: Swapping experiences, TV management panels at NARTB convention offered some pertinent advice to prospective telecasters that would cost fat fees if given by professional consultants. They weren't always in agreement, yet there were some fundamental ideas that stood out. For example:

SPACE: "Plan your plant for what you think will be maximum needs, then double it," said one telecaster. Harold Hough, WBAP-TV, Fort Worth, related how his $2,400,000 plant (70,000 sq. ft.) handles 23 live local shows daily, is adding 6000 ft., planning still more. Walter Damm, WTMJ-TV, Milwaukee, urged "get away from downtown" to take advantage of cheaper land, room for storage, room for expansion, parking space, etc. Keep studios level with ground, he also suggested; it saves time and confusion and expense in handling props. Gaines Kelly, WFMY-TV, Greensboro, remarked: "A big weatherproof barn is my most desired equipment."

SIZE OF MARKET: Stations are doing well in all sizes, but economics will hold down number that can compete -- there can be no mushrooming and overcrowding of stations as in radio. Robert Lemon, WTV, Bloomington, Ind., suggested a rule of thumb that if there's a newspaper in the community that does a gross business of $500,000 to $750,000 a year, such a community can support at least one TV station.

COST OF OPERATION: Varies according to market and union situation. Glenn Marshall, WMBR-TV, Jacksonville, suggested formula of $1000 per employee per month, which others seemed to accept. But number of employees depends on size of operation. In Bloomington, said Lemon, it costs $20,000 a month to operate, which is lower than others would concede. Basic equipment varies; few have more than 2 cameras, fewer yet have mobile units. Mr. Damm said no more than 2 cameras are needed on most shows; if there's a third, it's almost always focused on cards, props, etc. Klaus Landsberg, KTLA, Los Angeles, said relay truck with camera is indispensable. All equipment and production costs run at least 90% higher than radio. Depreciation rate is generally 5 years, said Damm; Internal Revenue Bureau allows 4 years.

HOURS OF OPERATION: "Walk before you run," suggested Lee Wailes, of Fort Industry Co. Start with 2 hours a day, 6 days a week, and expand as income justifies, suggested Damm. Others disagreed, thought new stations could start on fuller schedules now because, as Thad Holt, WAFM-TV, Birmingham, put it: "TV is already accepted. Everybody has seen it and everybody's talking about it." So sets will sell fast. Enlist local dealers and distributors from start, said Mr. Kelly; they will make the first profits -- "you're offering them butter on their toast." Get sets into store windows, help dealer every way possible, echoed Landsberg. They are good local sponsors, too.

RATES: Admittedly, said several pioneers, they were "plucked out of air" at first; now they're more realistic, based on number of sets and ability to do job for advertiser. Walter Damm urged one rate for time, everything else extra (props, re-
hearsal time, talent, etc.). Apprehension was expressed lest TV may be pricing itself up too fast, even out of sponsorships. Hough admitted: "Since we started in 1948 we've increased every 6 months, but now we're seriously considering letting things rest for a while." Lee Wailes agreed this may be time for "leveling off."

UNIONS: Experiences varied from most cordial relations to year-old strike. Unions varied from 5 in one station to one or 2 in others, none in several. Main fears over unions were job classification, minimum crew requirements, jurisdictional disputes, control over the "program buttons." Landsberg said the program director must do all the switching, and Walter Compton, WTTG, Washington, said: "Management must not be robbed of its prerogatives and controls over programs."

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IS RADIO EXPERIENCE NECESSARY? Routine AM employes are satisfactory, and engineers can be trained for TV. But on the creative side, said Hough, AM people are not as quickly adaptable as beginners. Landsberg thought AM personnel helps very little; better to have young people without prejudices and preconceptions from other media but with enthusiasm for the new art. Said Thad Holt: "TV is a very mechanical operation. For every performer you need 5 mechanics. There's no automatic transition from a radio man to a TV man." It's possible to integrate, said Wailes, but some of the finest radio announcers can't handle a TV script.

PROGRAM SOURCES: They're plentiful, film and live. Landsberg said his Los Angeles outlet runs 40% film, 60% live. Local productions can cost up to $5000 & $6000 an hour, and "we're still not priced out of the market because we sell them spots and every-other-week use of the medium rather than whole show." Danger over-hanging TV is that talent has set its sights higher than in radio, has "fancy ideas" about scales and salaries, so expects more money.

Scant hour each for management & labor panels were packed with much more information, and NARTB will reprint transcripts if there's enough demand. Both panels ended on this note, first suggested by ex-FCC Comr. Jack Jett, WMAR-TV, Baltimore, and echoed by other panelmen: "Come and visit us, look over our operations, learn how to avoid our mistakes." And there was this remark by the ebullient Gaines Kelly: "You people who are going into TV are the luckiest people I know, because it's the most fascinating business in the world."

ENGINEERS FEAST EYES ON TV EQUIPMENT: "Hit of the convention" was phrase often used to describe DuMont's radically new continuous-motion flying-spot TV film scanner (Vol. 8:13). Demonstrating pictures of remarkable clarity -- in which kines looked like good film and good film looked like live pickups -- DuMont sales engineers were happily collecting kudos and on-the-spot orders at NARTB exhibition.

Pre-convention delivery estimates of 18-24 months were reduced to some 8-12 months, and a few telecasters said they were revising expansion plans to provide for inclusion of new gear.

Advantages over conventional film scanners, with shutters, sprockets, etc., according to DuMont, include these:

1. Simple operation. "Any technician can line it up, and it can run unattended. Almost no wear and tear on film."

2. Low tube cost. "Cheap photo-cell and CR tube, not $1200 camera tube."

3. "Automatically provides for expansion to any color system."

4. Can be "reversed" and used as a film recorder.

"It's simply a better way of producing pictures," said Louis L. Pourciau, chief of TV development for General Precision Labs. "If they can produce pictures like that, it's terrific. An iconoscope chain, with a highly skilled operator, might approach its quality. I suspect they'll have trouble with film shrinkage, however, and that may take a while to correct."

DuMont men aren't revealing key to system -- presumably some sort of rotating lens or mirror. Sound is yet to be added, poses no particular problems.

Some competitors were taken by surprise at disclosure of system, which all
of them flocked to see. Said one: "We've all been working on the principle. I think I know what they have. It's the Ehrenhoff projector, developed by a German physicist. We boondoggled $200,000 on it. They'll have trouble with it." Most were generous, however, in giving great credit to DuMont for what they saw, though skeptical about completeness of system and immediacy of availability.

* * *

Engineers were intrigued, too, with GE's "Synchro-lite" film projector, using xenon-filled flash lamp instead of mechanical shutter, and a center of attention also was RCA's completely redesigned studio camera (Vol. 8:13).

First all-electronic stage-light control system was featured by Century Lighting Inc. Initial installation goes into CBS's TV City in Hollywood. With it, operator can control 5,500,000 watts, and, according to inventor George C. Izenour, Yale School of Drama, it makes possible "a system of light-cue notation equivalent to that of music cues in radio."

CBS quotes Jo Mielziner, famous stage designer, saying system is "the most important single development that has been made in the theatre during the past 25 years." Yale's Donald Oenslager, professor of stage design, calls it "the only distinguished contribution to modern theatre lighting."

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Competition was rougher than ever when it came to TV fundamentals -- transmitters. "They're power hungry and dollar leery," was way one salesman phrased it. Accordingly, manufacturers have been hiking power ratings while maintaining prices.

Federal now rates its 5-kw unit at 7%-kw, at the same price. DuMont pushed Channel 2-6 amplifier from 20 to 25-kw, Channel 7-13 unit from 40 to 50-kw. GE contemplates running 12-kw uhf klystron tube up to 15-kw. Biggest transmitter maker, RCA, with most elaborate exhibit, played up its "basic buy" package, set up as though in actual operation. [For complete lines and prices of all transmitters, vhf & uhf, see Vol. 8:5.]

Since no one showed complete high-power uhf transmitters, some "shoppers" appeared wary of the manufacturers' ability to deliver by specific dates. Several prospective uhf telecasters told us they're contracting for 1-kw units "until the high-power picture shakes down."

AM transmitter makers not yet in TV -- Collins, Gates, Continental Electronics -- were coy, to various degrees, about their intentions. Collins men say they've experimented with uhf resonatron tube for several years, produced pictures with it, run it as high as 50 kw. Gates promises announcement soon. Rumors are that it will make 5-kw uhf with Eimac tube, which is also being used by DuMont in recently announced unit (Vol. 8:10).

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Primer on TV construction and operation was presented by consultant Robin Compton, who has performed "obstetrics" on several stations -- in New York, Philadelphia, Washington. Study of applications filed, he said, shows range of $180,000 to $1,500,000 in estimated construction costs, with median of $300,000 for full-power stations (100-200 kw, 500 ft.).

Ratio of first year operating costs to construction outlay is about 4:5. If little live programming is scheduled, ratio runs about 1:2.

Compton warned that remodeling would probably be needed in 90-120 days, that "don't fence me in" should be theme song. He also cautioned that few contractors have ever built TV or even radio stations. Other points:

1) "On-arrival" inspection and cleaning of equipment is mandatory.
2) Operating errors drop off after 10-15 days, recur at about 6 weeks.
3) Versatile field-studio gear may have great advantages.
4) Microwave remotes, particularly 2-hop, can become extremely costly, negating revenues they produce, unless they're carefully evaluated beforehand.

"Flubbed commercials," "blind aurals," "dumb pictures" were highly appropriate phrases Compton used to describe results of poor planning.
FCC CONTINUES AS BOOSTER FOR RADIO: TV may be center of attention on eve of freeze-lifting -- but FCC isn't selling radio short, particularly not local service. To delight of radio broadcasters, faced with impact of TV, worried lest they may not make TV grade, Commission Chairman Walker told NARTB conventioneers this:

"Now let us turn from the hypnotic allure of glamorous television and consider that celebrated bird-in-the-hand -- radio.

"Two decades ago when I came to the newly established FCC, radio was generally located in the bigger cities. It wasn't until after the war and subsequent rapid increase in stations that radio went Main Street.

"In a few short years AM stations zoomed from 1000 to 2300. Fifty per cent are in towns of less than 25,000; 35% in towns of less than 10,000. Back in 1934, less than 5% of the towns under 10,000 had radio stations of their own.

"What is the significance of this? To me, it means that radio is firmly entrenched...because it is rendering a local service to those communities that they need and want. Radio to them is an indispensable medium. They will never again be without this ready, efficient, powerful means of local expression.

"Economically, the present over-all status of radio is excellent. And the prospects for the future are also encouraging.

"Last year, TV took $240,000,000 out of the advertiser's budget. Despite that, radio still managed to collect more than $450,000,000.

"It suffered almost no loss from the total of the year before.

"Preliminary figures for last year reported to the Commission reveal that while the revenues and profits of the networks and network-owned & -managed stations declined somewhat, the revenues of more than 2200 other radio stations went up.

"These figures also show that more radio stations operated at a profit last year than in 1950...striking testimony to the health of the American economy which could support both these mediums [and] to the vitality of radio.

"In cities where TV moves in, radio does feel the effect of the new competition. The answer to that is not surrender but readjustment...more versatile programming, greater attention to local needs, and more development of the things that radio can do better than TV or which TV cannot do.

"And, in my estimation, it includes a more aggressive, more daring, more realistic employment of FM. We need more industry-wide action like the FM campaign now being conducted jointly by this organization and the RTMA.

"The truth is that some of you radio broadcasters who have been making a poor mouth about your future have not yet even begun to fight. Both radio and TV have their jobs to do. We need both systems, just as we need the railroad, the airplane and the automobile. No, I'm not one of those who believe aural radio is doomed to be transferred from the jurisdiction of the FCC to the Smithsonian Institution.

"A flourishing, far-flung system of radio is in the public interest. I conceive it to be the duty of the Commission in the years ahead to take every appropriate step to preserve, perpetuate and promote radio."

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Personal Notes: Thomas B. McFadden, for last 2 years gen. mgr. of KNBH, Los Angeles, succeeds James V. McConnell, now with John Blair & Co., as NBC spot sales director; Don Norman, sales director, is promoted to his KNBH post ... Harry Bannister, new NBC station relations mgr., elected v.p., takes over April 14 ... A. H. Kirchofer, who supervises WBEX & WBN-TV, honored at banquet March 22 celebrating his 25 years as managing editor of Buffalo News ... R. A. Isberg, chief engineer of KRON-TV, San Francisco, resigns to form TV consulting and systems planning firm, succeeded by Lee Berryhill, ex-field operations supervisor; William Sadler named technical dept. senior supervisor ... Sylvester Laffin (Pat) Weaver, NBC-TV v.p., is subject of sketch captioned "Idea Man" in April 7 Newsweek ... Robert E. Lee named program operations supervisor, WAAM, Baltimore, replacing Harriett George, resigned to join Red Cross ... Don D. Campbell, ex-sales mgr., WBRC & WBRC-TV, Birmingham, resigns to become gen. mgr. of WILD, that city, now owned by George A. Mattison Jr. and Roy Hofheinz ... Thomas W. Moore named CBS-TV film sales mgr. in Hollywood ... James Cornell named mgr. of NBC radio network research, succeeding Howard Gardner, now asst. mgr., radio sales planning section ... Edgar A. Peterson, producer of Paye Emerson Show, becomes mgr. of CBS-TV story dept. April 15 ... Chris J. Witting, DuMont Network gen. mgr., elected to board of Advertising Council.

Fred O. Grimwood, 40, engineering v.p., Gates Radio Co., and former owner of WTON, Bloomington, Ind., died of cerebral hemorrhage April 1.
DECEMBER 1 looks like earliest date for final decision in FCC's Paramount case, hearing examiner Leo Resnick estimated this week as hearing recessed until April 14. Additional factor in case will be rebuttal testimony by DuMont, which will recall network mgr. Chris Witting, perhaps others, to predict probable effect of ABC-UPT merger on network competition.

Most uncertain time element now is how long Commission will take for inquiry into specific theatre acquisitions by Paramount. Anti-trust angle—to which FCC counsel attaches vital importance—will take up nearly all time after recess. Paramount president Barney Balaban, v.p. Paul Raibourn and possibly others will be recalled; and FCC may bring in own witnesses.

UPT president Leonard Goldenson, only witness at this week's one-day session (March 31) which completed testimony on proposed ABC-UPT merger, listed these safeguards against possible anti-trust activities by merged company:

(1) Robert Kintner will be retained as head of ABC div. and his “prudent policies will be continued.”

(2) AB-PT board will include 7 well-known businessmen with no previous theatre background who were “approved by Justice Dept.”

(3) Management will be guided by competent counsel and anti-trust consent decree.

(4) Broadcasting is under Federal commission control—unlike other businesses.

Here's after-recess schedule: (a) Gordon Brown, owner of WSAY, Rochester, long-time network foe. (b) Du-Mont rebuttal, (c) Paramount theatre acquisitions.

On assumption all testimony can be completed in 3 weeks—by May 2—Mr. Resnick gave this possible timetable: 60 days for proposed findings; then 3 months, or until Oct. 1, for his initial decision. After 6 weeks for filing exceptions and probably oral arguments, final decision could come by Dec. 1.

American Civil Liberties Union this week revealed that it has had observer at hearing, wrote FCC Chairman Walker letter congratulating Commission for holding hearings on Paramount-DuMont “control” issue and ABC-UPT merger. Letter was signed by Patrick M. Malin, executive director, and Thomas R. Caruskadon, chairman of radio-TV committee, said ACLU hasn't taken any position yet but will notify Commission of views when hearing ends.

Noting Paramount's interest in stations, color, subscription TV and theatre TV, ACLU said it's primarily concerned that “principle of diversified ownership [should be] borne out in fact.” On merger, ACLU asks whether FCC approval would in effect override Supreme Court's decision that movie production and exhibition should be separately owned, and whether “in the short run at least” merged company would be “better able to compete with the 2 dominant networks and thus enlarge the area of diversification.”

Some FCC staff members have puzzled over letter, concluded ACLU seems confused, hasn't added anything of assistance to Commission.

PARTNER, NOT COMPETITOR—that's TV's role in relation to other recreation and communications media. This thesis is backed up by facts in report released this week by RTMA sports committee, based on 3-year study started by Jerry Jordan first at Princeton U, later at U of Pennsylvania graduate school, then continued by N. W. Ayer & Son agency while Jordan is in Army.

“The gloomy predictions that TV would cut heavily into newspapers, magazines and radio, and threaten the very existence of sports, movies and other recreation, have not proved true,” says latest Jordan report. “Nearly all are enjoying good years—many hitting an all-time peak in 1951 as the novelty of TV wears off.” Report shows that:

Newspapers not only held their record circulation in 1951, but gained twice as many dollars in total advertising revenue since 1947 as were spent on all TV advertising in 1951. Circulation gains were same in TV as non-TV areas. TV families buy more magazines; magazine advertising revenues broke all records in 1951.

Number of radio stations increased from 1062 in pre-TV 1946 to 2300 in 1951, radio sets rose from 60,000,000 to 103,000,000, advertising revenues climbed from $314,000,000 to $485,000,000. Good movies are bringing in big crowds; 80,000,000 people a week paid $50,000,000 more for movies in 1951 than 1941. While some theatres have closed their doors, more than 3000 new drive-in theatres have opened since birth of TV.

Spectator sports have largely held their post-war attendance gains. Major league baseball clubs that televised regularly had gain of 234,169 admissions in 1951 over 1950, while those reducing or eliminating TV showed loss of 1,485,000 admissions. Professional football, racing and boxing all showed gains. Only minor league baseball showed serious loss—about 20%—which could not have been due to TV because only 49 out of 350 clubs are near TV areas.

Copies of 18-page report titled Just What Has Television Done to Recreation-Communications? are available from RTMA, Wyatt Bldg., Washington 5, D. C.

Can common carriers handle theatre TV? Preparing for hearings now scheduled May 5, FCC this week requested AT&T, Western Union and independent telephone companies to come armed with this information: (1) Existing and planned intercity TV circuits, estimated dates of inauguration of planned services, and their suitability to theatre TV. (2) New developments in broadband transmission, feasibility and cost of channels wide enough for theatre TV. (3) Ability to provide for theatre TV and expanded TV broadcast requirements at same time. (4) Extent to which existing facilities could be used for theatre TV, and additional frequency requirements if common carriers furnish all intercity theatre TV services. (5) Past experience of common carriers in providing “theatre TV and other broadband video transmission services.” (6) Ability, plans and extra frequencies needed to provide intra-city theatre-TV pickup and distribution services.

Warm tribute was paid, in FCC Chairman Walker's NARTB convention address, to the memory of former Senator Wallace H. White Jr., of Maine, who died March 31 at his home in Auburn, Me. at age of 74. As chairman of old House Committee on Merchant Marine, Radio & Fisheries, Sen. White played leading role in writing Radio Act of 1927; as a Republican Senator (later majority leader) he helped draft Communications Act of 1934. “American broadcasting will forever be indebted to Wallace H. White Jr. for his leadership in formulating the fundamental law that has served the broadcasters and the public so well for a quarter of a century,” said Mr. Walker.

FCC chairman Paul A. Walker and Comr. Edward M. Webster will be main speakers at Ohio State U Institute for Education by Radio-Television in Columbus, April 17-20. TV will dominate discussions, including “Closed Circuit Theatre TV—a New Medium?” with Robert H. O'Brien, United Paramount Theatres; Ted Sherbourne Jr., Navy Special Devices Center; Jack T. Johnson, Civil Defense Administration. Educational TV will be discussed by panel headed by Dr. I. Keith Tyler and Ralph Steeble.
Telecasting Notes: Rates are going up, but actual cost of telecasting time has decreased 72% since 1949, said CBS-TV's Edward Shurick before Baltimore AAAA chapter last week. He showed that night costs, due to great increase in receivers, have gone down from $8.68 to $2.40 per 1000 viewers. "Summer Hit" titles new DuMont programming plan involving special summer rates, free feature films with each purchase of series of features or shorts, other film packages, being offered to affiliates, sponsors, agencies. Success stories of 156 TV sponsors are digested in Sponsor Magazine's 1952 edition of TV Results, just published; companion Radio Results gives 192 case histories of radio successes. Regent Cigarettes shifting its $1,500,000 ad budget from Brooke, Smith, French & Dorrance to Hilton & Riggio agency April 15 following decision to drop alternate week sponsorship of Causeo Theatre on NBC-TV and buy 3 spots weekly on Today (Vol. 8:13). CBS-TV scored best on President Truman's unexpected announcement March 29 that he would not run for re-election, being only TV network to carry Jefferson-Jackson day speech; all radio networks carried it. Atomic blast will be televised direct from Nevada proving grounds for first time sometime this month if networks can arrange relay facilities; AEC has given okay. Remote telecasts from 16 Southern California community fairs will be regular 2-hour Saturday afternoon summer series on KTTV, Los Angeles, beginning April 19, titled KTTV Goes to The Fair. Film stars Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings have signed to make half-hour TV films for Isaac Levy's Official Films Inc.; Cummings will star in Robert Cummings Show, others will appear alternately in Four Star Playhouse. TV rights to 18 films, most of them fairly recent, acquired from United Artists by George Bagnall & Associates, Hollywood. College credit courses will be offered this summer by U of Omaha on KMTV, Omaha; 5 quarter-hour "classes" weekly, station absorbing all costs. New 5% tax has been slapped on gross receipts from TV-radio rights to prizefights in Virginia. Pay raise of 7½% given 1200 New York CBS office workers April 2, subject to WSB approval. CBS-TV and Los Angeles Press Photographers Assn. sponsoring "TV City Photographic Contest" for best amateur and professional photos of network's new Hollywood studios. Margaret Truman renews contract with NBC for 1952-53 season, calling for 9 guest appearances. Edward Petry & Co. TV div. is publishing A Handbook of TV Advertising, which it will make available on request. NBC-Radio Rate Card No. 31, just out, covers all changes up to March 15.

CBS-TV took justifiable umbrage at April 4 leading article in Wall Street Journal, replete with erroneous statements, reporting that "trash of sponsor cancellations" has hit TV networks and that "more of the same may be on the way." "High-climbing cost of video shows and a conviction among some advertisers that regular network programs are not the best way to promote their products," were given as reasons for alleged wave of program washouts. NBC-TV, also sore, didn't deign to reply, but CBS-TV sales v.p. Fred Thrower, commenting on alleged dropouts (some dropping shows but retaining time), said such "shifting around" of clients was normal for this time of year. CBS-TV is at all-time high right now, he said, with time sales for first 2 months 95.7% ahead of last year [see PIB figures, p. 16]—not including added $5,000,000 in new business just signed, which embraces 11 quarter-hour programs sold to Lever Bros. and Pillsbury. CBS-TV night schedule, he added, is now virtually sold out, with only 3½ evening hours per week for sale, meaning 84 quarter hours of commercial programming at present. Daytime is almost double: 67 quarter hours per week now vs. 35 in 1951.

Network Accounts: Pillsbury Mills Inc. (Cape Mix, Pic Mix) will sponsor 2:45-3 Mon.-thru-Thu. segments and Lever Bros. (Surf) 3:15-3:30 Mon.-Wed.-Thu. portions of Art Linkletter's House Party when it starts Sept. 1 on CBS-TV, Mon.-thru-Fri. 3-3:30; Pillsbury agency is Leo Burnett, Lever's is N. W. Ayer. Mystic Foam Corp. (rug & household cleansers) April 9 starts Wed. 8:15-9:20 segment of Today on NBC-TV, Mon.-thru-Fri. 7-8 a.m., thru Carpenter Adv., Cleveland. Pearson Pharmacal Co. (Endns deodorant pills) April 7 becomes sponsor of Lights Out on NBC-TV, Mon.-Sat. 9-9:30, thru Harry B. Cohen Adv. & Hazen Bishop Inc. (lipstick) April 2 started Your Prize Story on NBC-TV, Wed. 9-9:30, thru Raymond Spector, N. Y. Aluminum Co. of America will use Draw Your Own Conclusions as summer replacement for Ed Murrow's See It Now on CBS-TV, Sun. 6:30-7 (new time starting April 20). Pepsi-Cola Co. April 19 drops Fayc Emerson's Wonderful Town on CBS-TV, Sat. 9-9:30, but will retain time for unannounced program.

Station Accounts: First all-night TV schedule, Swing Shift Theatre, begun March 17 on Pittsburgh's WDTV (Vol. 8:11), is off to flying start, reports sales mgr. Larry Israel. Full-length film feature starting 1 a.m. is sponsored Mon. by Rand Drug Stores (chain), Tue. by Brewing Co. of America (Carlings), Wed. by Charles Antell (hair lotion), Thu. by Central Drug Co. (chain), Fri. by R. M. Hollingshead Co. (auto accessories), Sat. by Herbert's Jewelry Co. Spots are also scattered through night, sold in packages of 10, carried in succeeding programs which are Superman or Flash Gordon serials, then full-length westerns, features, shorts, alternating to 6 a.m. Rates are 15% below Class C. Schedule is aimed at defense workers quitting work at midnight, has won such favorable response that WDTV management thinks it can also be made to pay off in other industrial cities. Sunshipbuilding & Drydock Co., one of nation's biggest, signs to sponsor Sunday baseball series on WPTZ, Philadelphia, advertising for specialized labor and technicians, thru Benjamin Eshleman Co., Philadelphia. CIO starts Issues of the Day April 18 on WMAL-TV, Washington, Fri. 10:30-10:45 p.m., may go on other stations later, thru Henry J. Kaufman & Associates, Washington. Beach Co., subsidiary of Goodall-Sanford (men's suits) using WLWT, Cincinnati, with 1-min. & 20-sec. spots, daily 12:20-1 a.m. Night Owl, Tue. Family Theatre, Sun. 15-15. Goodall Sports, totaling more than 5 hours per week, may also try similar "saturation" campaigns in other markets, all thru Rothrauff & Ryan, Chicago. Jewel Food Stores buys Noontime Comics on WNBQ, Chicago, Mon.-thru-Fri. 12-12:30, Johnny Coons narrating oldtime comedy films; 52-week order was placed by Herbert S. Laufman & Co., Chicago. Tidewater Oil Co. (petroleum products), thru Lennen & Mitchell, and Melville Shoe Corp. (Thom McAn shoes), thru Neff-Rogow, will share sponsorship of Happy Felton's Talk to the Stars after Brooklyn Dodgers games on WOR-TV, New York. Among other advertisers reported using or preparing to use TV: Wellington Fund (investment trust service), thru Doremus & Co., Philadelphia; Table Talk Pastry Co. Inc. (pies & cakes), thru Reingold Co. Inc., Boston; N. Y. State Dept. of Commerce (vacation booklet), thru BBDO, N. Y.; Coty Inc. (instant beauty liquid base), thru Franklin Bruck Adv. Corp., N. Y.

Complaint against American Television Laboratories Inc. (U.A. Sanabria), charging misrepresentation in sale of TV-radio correspondence courses, was dismissed this week by Federal Trade Commission.

FCC's report on 1951 AM-FM revenues and expenses, due next week, will show that in 5-6 top markets TV revenues exceeded radio for first time.
License renewals for 15 of those 26 stations put on temporary basis for lack of educational and religious programs (Vol. 8:5) have been granted by FCC. Ten more will be approved shortly, now that their explanations are in. One, however, hasn’t filed any comment at all. Renewal grants went to WAVE-TV, Louisville; WBNS-TV, Columbus; WBTV, Charlotte; WDEL-TV, Wilmington; WJAC-TV, Johnstown; WJBK-TV, Detroit; WKRC-TV, Cincinnati; WKTU, Utica; WNBQ, Chicago; WNBT, New York; WNBW & WTOP-TV, Washington; WSPD-TV, Toledo; WTAR-TV, Norfolk; WXEL, Cleveland. Still pending: KING-TV, Seattle; KPHO-TV, Phoenix; KTTV, Los Angeles; WGN-TV, Chicago; WJAR-TV, Providence; WLWC, Columbus; WLWD, Dayton; WLWT, Cincinnati; WOR-TV, New York; WOKW, Omaha; WNHC-TV, New Haven. Still awaiting hearing date or removal of hearing threat in FCC’s campaign against broadcasts of horse racing results (Vol. 8:9) are WJZ-TV & WPIX, New York, and KLAC-TV, Los Angeles. New York stations have requested removal from hearing, saying broadcasts have been discontinued; KLAC-TV hasn’t yet filed comment.

High cost of TV is a big reason behind Senate’s current efforts to hike ceiling on campaign expenditures of Senatorial candidates. The subcommittee on Privileges and Elections, of Rules Committee, is considering 2 suggestions: (1) Raise present limit of $10,000 for Senators (it’s $2500 for Representatives) to $25,000 or 10¢ per vote for every vote cast in last election in state—whichever is higher. (2) Set no ceiling, but give full publicity to money spent. Committee will invite testimony of industry during hearings expected to start about April 7. Bill may be introduced to set up bi-partisan commission to oversee campaigns, make candidates responsible for literature, require those spending money for candidates to register as fiscal agents.

Broadcast Advertising Bureau (BAB) added 125 stations to bring membership to 572 as it began existence as independent corporation, president Wm. B. Ryan reported after NARTB convention. It thus is assured biggest operating budget in its history—more than $653,000 for fiscal year starting April 1 as against $340,000 for preceding year. Charles C. Caley, WMBD, Peoria, was elected chairman at Chicago meeting to succeed Edgar Kobak, WTWA, Thomson, Ga.

Radio Pioneers Club, comprising veterans in broadcasting, were informed at NARTB banquet meeting that they had “elected” WOR’s John R. Poppele as 1953 president to succeed BMI’s Carl Haverlin. Dinner guests included Dr. Lee DeForest, “the father of radio,” who was awarded plaque for great contributions to radio. Plaques also were awarded to Gen. David Sarnoff, Dr. Alfred N. Goldsmith, Herbert Hoover, Charles Pannill.

Geer tri-color tube, which was highly publicized in 1949-50 (Vol. 5:42, 45; 6:10), will probably be abandoned by its developer, Technicolor Corp. Dr. Herbert T. Kalmus, president, in annual report, expressed disappointment in research on tube invented by USC physics professor, Dr. C. W. Geer. On basis of laboratory demonstration early this year, Dr. Kalmus said, it’s likely company will discontinue further work on tube.

March of Time (Frank Shea, TV sales mgr.) is readying for spring release series of 26 half-hour films titled American Wit & Humor; 15-min. Ballet de France, Milton Cross commentator; 15-min. Our Living Language; 52-week sports series with Ed Thorgerson as commentator. Some are being sold for local or national spot sponsorship, as were Crusade in Europe and Crusade in the Pacific.

Rorbaugh Reports expanding monthly service covering spot radio with appointment of James M. Boorst, publisher of Radio-TV Factuary and Time Buyers Register, as associate publisher.
MORE 'INBOARD PRICING': OUTPUT DOWN: Philco's big "convention" of distributors and dealers, via nation-wide closed-circuit hookup of NBC-TV stations in 42 cities next Tuesday at 5:45 p.m., is more likely than not to be told that last of the Big Four has also gone in for "inboard pricing" -- for all but tax, at least.

Always a leader in merchandising, Philco will use a full hour (not on air) to afford preview of its sponsorship on NBC-TV of the political conventions in July, and to build up distributor-dealer enthusiasm for this great stimulus to TV sales.

Four or 5 new sets will be introduced, new prices disclosed. Details were very hush-hush at week's end, as Philco executives were deployed to New York and Chicago to plan for the origins in NBC-TV studios there. Locally, invitations went out to dealers to come to station studios for the viewing and for suppers.

* * * *

If Philco does as Admiral, Motorola and RCA are now doing -- namely, lumps excise tax, year's picture tube warranty and 90-day parts warranty into list prices -- it's foregone conclusion that rest of industry will follow suit. Fact is that Hallicrafters, Raytheon and to some extent DuMont are already doing it, too, and it was reliably reported this week that Zenith would adopt "inboard pricing" shortly.

Hallicrafters' president Wm. Halligan reports company has had "one price" policy since Jan. 1. "It seemed to us that a price quoted on one of our sets," said he, "should be the full price. One inclusive price is traditional in the radio industry. The practice of neglecting to mention excise tax and warranty in advertising, or wording announcements so that these extras would go unnoticed, is in our opinion a breach of faith with the consumer."

Motorola, elucidating its motivation for the new pricing policy (Vol. 8:13), denied it was impelled to do so because RCA did it first, stating: "We have been very sensitive to the requirements of our retailers and distributors and have taken this opportunity -- the introduction of our new line -- as the most sensible time to convert to this more acceptable pricing method."

Admiral released price list on new line of 21 TV sets starting with 16-in. plastic table at $180, again featuring "radio added" in some 17 & 21-in. models (see Topics & Trends).

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Dun & Bradstreet report on dealer sales and inventories, released April 4 and covering February, shows 417,000 TV units sold during month, up about 10% from the 377,000 for February (Vol. 8:10). February sales were 193,000 table models and 224,000 other. Dealer inventory at month's end was given as 671,000 (277,000 table and 394,000 other) as against 650-800,000 (250-300,000 table, 400-500,000 other) at end of January.

Dealer sales of radios were 449,000 home sets, 51,000 battery portables in February; dealer inventories at end of month were 940,000 home, 213,000 battery. In January sales figures were 394,000 home, 77,000 battery; end of January dealer inventories were 1,200,000 home sets, 200-250,000 battery portables.

RTMA distributor inventory figure for end of February (Feb. 22) was 459,804 -- down more than 25,000 from Jan. 25. Radio figures were 790,879 vs. 804,205.

Adding up the foregoing D&B dealer inventory and RTMA distributor inventory figures as of end of February, and the RTMA factory inventory of 202,938 of Feb. 29 (Vol. 8:10), we arrive at figure of 1,333,742 TVs in all pipelines at that time.

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End of first 1952 quarter shows 1,212,791 TVs were produced, or average of about 93,000 per week, according to tentative recapitulation of RTMA figures. This compares with 2,199,669 for same 1951 quarter, 1,134,836 second 1951 quarter, 636,352 third quarter, 1,295,626 fourth quarter.
Radios totaled 2,152,215 (average per week: 173,000) for first quarter vs. 4,135,111 in first quarter 1951.

For week ended March 28, 15th week of first quarter, TV production fell to 94,323 units (6185 private label) from 100,410 week before (Vol. 8:13). Factory inventories rose to 231,020 from 227,320 preceding week.

Week's radios were 205,476 (77,753 private), up from 183,886 week before. Inventory of radios went to 283,123 from 294,885. Week's radios were 80,015 home receivers, 20,853 portables, 39,112 clock, 65,496 auto.

NO NEW ANTI-TRUST probe developments are indicated as yet in Dept. of Justice's move to bring RTMA and 18 or more TV-radio-electronics manufacturing firms before Federal grand jury in New York May 12 for inquiry into suspected collusion in connection with color, FM and patents (Vol. 8:9, 11-12). But hugeness of projected probe, enormous burden of documents requested (dating back to 1934), lend to belief neither Justice Dept. nor company attorneys can be ready by that time. Delay may also be occasioned by possible departmental changes resulting from naming of new Attorney General after McGrath resignation this week.

Justice Dept. provers, however, did get indictments last week against 5 TV-radio parts distributors and others in Northern California for alleged restraint of trade. Indicted after San Francisco grand jury investigation were: Golden Gate Chapter, National Electronic Distributors Assn.; Associated Radio Distributors and C.C. Roark, president; Kaempfer & Barrett Dealers Supply Co. and C.C. Smoot, secy.-treas.; Pacific Wholeso Co. and Edward G. Tilton, president; Zack Radio Supply Co. and Victor N. Zachariah, president—all of San Francisco. Also, Frank Quement Inc. and Frank J. Quement, president, San Jose, and Louise N. Miller, Oakland, associated with Miller's Radio & Television Supply Inc.

Case has no relation to New York proceeding against RTMA and manufacturers. California defendants are accused of conspiring since 1946 to prevent other parts distributors who are not members of their association from doing business; to boycott manufacturers' reps who sold parts to other distributors; and to push sales of cooperative reps' products. Thirteen reps were named co-conspirators, but weren't indicted. If case goes to trial, it probably won't be before fall.

British electronics workers produce 10-30% less than Americans working the same amount of time in similar plants with similar equipment. These results of recently completed productivity study have been disclosed by management consultant James H. Duncan (Work Factor Co., New York & Cleveland) to meeting of industrialists at University of Birmingham, England. He cited as example the wiring of radio receivers at British factory: a specific set required 85 minutes of work, while comparable operation in a New York State TV-radio plant would take only 68 minutes. The difference, he explained, "is due primarily to a difference in the skill and effort of individual workers rather than to a difference in production techniques," which usually are identical. Major factor contributing to difference in productivity, said Mr. Duncan, was greater time devoted to tea and personal relaxation in British plants. American plants used for comparison included RCA, Sylvania, Motorola, Bell & Howell, for whom Mr. Duncan's firm makes regular productivity studies.

Herbert H. Horn Inc., Admiral distributor for southern California, starts construction of new 120,000-sq. ft. $1,000,000 TV-appliance center on 10-acre site at Washington & Garfield Blvds., Los Angeles, which it expects to occupy by October.

Trade Personalities: Rear Adm. Clyde W. Smith (ret.) appointed asst. to president, Kellemson Instrument Corp., div. of Standard Coil Products Co. ... Arthur E. Welch, ex-Raytheon merchandising mgr., joins Bendix Radio May 1 as asst. gen. mgr. of TV-radio receiver div. ... Dr. Allen B. DuMont named member of Industrial Council, Rensselaer Polytechnic Institute, his alma mater; Dr. Roy P. Baker is director ... R. J. McNeely has resigned as Hoffman Radio sales mgr. to become western sales rep for Raytheon in Chicago ... Dr. Zay Jeffries, ex-GE v.p., and J. R. Townsend, Bell Labs materials engineer, named to new committee on materials, Defense Dept. Research & Development Board ... R. T. Capodanno, Emerson engineering director, elected v.p. in charge of engineering ... Donald W. Jackson, Belmont west coast rep, promoted to asst. sales mgr. in Chicago under William J. Helt; James R. Butler new Belmont sales promotion mgr. ... Robert I. Gaines promoted to export mgr., new DuMont international div. under director Ernest A. Marx ... Lewis C. Radford Jr. named eastern district sales mgr., DuMont TV transmitter div. ... Bernard L. Cahn, gen. sales mgr., Insuline Corp., elected 1952 chairman, Sales Managers Club, Eastern Div., an association of electronics parts & equipment manufacturing executives; Jerome Kirschbaum, Precision Apprentus Inc., named vice chairman; Walter Jablon, Espay, secy. ... Nat Barnes, ex-Zenith Chicago distributing staff, named Zenith district mgr. in Dallas, succeeding A. W. Kilgore ... Thomas D. Finley promoted to Midwest field sales rep, Capehart-Farnsworth technical products div. ... H. R. Letzter promoted to sales mgr., Webster-Chicago industrial div. ... Earl Poorman, ex-gen. mgr. of GE Appliances Inc., named merchandising v.p., William N. Scheer Adv., Newark ... James A. Sumpter, ex-Philco, named Belmont southeastern district mgr., Atlanta ... Donn F. King named east central district sales mgr., Sylvania parts div. ... George DiRado named asst. to David H. Cogan, president of CBS-Columbia Inc., succeeding Mort Barron, now asst. sales mgr.

TV interference caused by radiation from equipment in 2 New England plants has been reduced or eliminated in response to complaints from nearby viewers. Sprague Electric Corp., Nashua, N. H., has adjusted its operations to reduce radiation in conformance with FCC requirements. Kestral Corp., Springfield, Mass., has eliminated use of offending equipment in evenings, plans expensive shielding job that may take several months, to cut out interference entirely.

Landlord cannot require tenant to remove TV aerial if it was erected with his permission prior to March 1, 1950. Brooklyn appellate division so ruled recently in holding roof aerial an essential service which could not be discontinued after that rent-freeze date.

Dr. Lewis Warrington Chubb, 69, director emeritus of Westinghouse Research Labs, Pittsburgh, who was in charge of Westinghouse radio engineering when KDKA was set up in 1920, died in Pittsburgh April 2.
Admiral introduces 21 new models next week, continuing its new policy of including tax and warranty in one list price (Vol. 8:13). Low-end is 16-in. plastic table at $180. Other tables: 17-in. plastic $230, with AM $240, mahogany with AM $250, blonde $260; 20-in. plastic $260 & $270, with AM $290, mahogany with AM $300, blonde $310. Consoles: 17-in. plastic $230, walnut with AM $300, mahogany $310, blonde $320, half-door mahogany $360, blonde $370; 21-in. open-face walnut with AM $390, mahogany $400. Combinations: 17-in. walnut $430, mahogany $450, blonde $470. New prices, says sales mgr. Dick Graver, represent reductions which range to $70 below comparable models of January 1951. Admiral distributor meetings were held in New York and Chicago this week, are due next in New Orleans April 8, San Francisco April 9.

Purchase of TV set is planned by 54% of non-owners, 55.5% of owners, according to Magnavox survey of New York, Chicago, Boston, Detroit, St. Louis, Houston, Los Angeles. Of non-owners, 18% want combinations, 58% TV only. Of owners, 18% plan on second set, 70% on replacement. Survey also showed 85% of owners satisfied with their sets.

Most TV-appliance retailers favor end to price-wage controls but are divided on whether credit controls should be killed, according to recent NARDA survey. Poll of members showed: 61.3% want end to wage-price controls, while 38.7% desire continued or standby controls; 45% feel Regulation W credit control should be abolished, while 55% want it retained or put on standby basis.

Paid TV service calls have dropped to average of 3.5 per set a year, compared with 5.5 in 1950, according to April Electronics Magazine, which explains that sets are better and public is now more tolerant. Magazine also notes that at $12.50 a call on 17,500,000 sets-in-use in 1952, TV servicing is “approaching billion-dollar-a-year business.” Survey showed that tube replacement (other than picture tubes) is largest item, comprising 40% of service calls. Other repair jobs include: picture tubes 5%, antenna troubles 3%, back-of-set controls 15%, circuit design deficiency 2%, false calls 8%, capacitors 7%, resistors 7%, tuners 6%, other parts 4%, soldered joints 1%, realignment 2%.

“Spring checkup plan” for TV sets is being offered again this year by RCA Service Co. during April. Service costs $7.95, includes inspection, tightening, adjustment, cleaning of sets, will be advertised via TV-radio and 500,000 circulars mailed to former service-contract owners. RCA last week also again ran its famous “Caveat Emptor—Let the Buyer Beware” ads in New York in attempt to prevent sale of its sets by unauthorized dealers. Ad pointed out how serial numbers can be tampered with to disguise second-hand or damaged merchandise, advised buyer to ask for untampered factory-sealed carton and to check serial number so he can get factory service.

TV servicemen in Missouri, Kansas, Illinois and California are reported to be using novel method in attempt to forestall possible entrance of Western Union Services Inc., WU subsidiary, into their states. They’re forming service companies with titles similar to WU’s, according to Retailing Daily. In Illinois, for example, Television Installation & Service Assn. has organized Western United Services Inc. Service organizations complain WU Services has advantage because: (1) It has tremendous resources, can buy components in volume. (2) TV service bill can be added to customer’s phone bill, making service charge easier to collect. Western Union Services has been operating in 5 New Jersey counties for almost a year, denies it plans to expand to other states and says its bills are not added to phone bills.
Financial & Trade Notes: Among officers’ and directors’ stock transactions reported by SEC for Feb. 11 to March 10: David H. Cogan received 5104 CBS “A”, 5104 “B” in exchange for Hytron stock (July 1951), sold 100 “A”, 300 “B”, holds 5004 “A”, 4804 “B”; Leonard W. Schneider received 150 Decca as gift, holds 250; Harold L. Thorp sold 100 Decca, holds 400; Allen B. DuMont gave 200 DuMont as gift, holds 54,200 common, 2000 pfd.; Edwin L. Weisl gave 340 DuMont as gift (Aug. & Dec. 1951), holds 160; William H. Hurlbut sold 400 Monogram Pictures, holds 2029; Walter H. Stellner sold 1000 Motorola, holds 3400; Harold W. Butler gave 20 Philco as gift, holds 11,125; Charles F. Adams Jr. exercised right to buy 500 Raytheon, holds 7500 common, 600 pfd.; Wallace L. Gifford exercised right to buy 25 Raytheon, holds 123 common, 100 pfd.; Paul F. Hannah exercised right to buy 43 Raytheon, holds 213 common, 65 pfd.; N. R. Krim exercised right to buy 55 Raytheon, holds 300; Stanley P. Lovell exercised right to buy 125 Raytheon, holds 625; Curtis A. Haines bought 159 Sylvania, holds 202.

Olympic Radio reports 1951 net income of $425,534 ($1.11 on 383,593 shares) on sales of $14,467,071, after Federal taxes of $109,000. This compares with 1950 profit of $1,575,494 ($4.66) on sales of $21,937,175 after $1,164,500 taxes. President Adolphe A. Juvelier reported slow but steady increase in demand for TV sets has brought sizable reduction in inventories from April 1951 high. He said Olympic is tiding up for some $9,000,000 in defense contracts.

Stewart-Warner sales of $103,269,258 in 1951 were up 28.3% over 1950’s $80,482,372, but net earnings of $4,104,799 ($3.20 per share) were down about 10% from the $4,584,936 ($3.65) of 1950. Federal taxes were $5,850,000 in 1951 and $5,420,000 in 1950.

Dividends: RCA, 50c payable May 29 to stockholders of record April 18; Emerson Radio, 25c payable April 15 to holders April 9; American Phenolic, 20c payable April 25 to holders April 14.

General Precision Equipment Corp. will ask stockholders to approve additional 500,000 shares of common stock at annual meeting in New York April 22. In statement filed with N. Y. Stock Exchange, company said the boost to 1,500,000 shares of common and an increase in preferred from 120,000 to 150,000 will help future financing plans. Firm is also considering issuing 10,000 shares of $100 preferred and 45,000 shares of common to buy controlling interest in unnamed company.

New Tung-Sol issue of 50,000 shares of $50 par value 5% cumulative preferred stock is being offered at $50 a share by syndicate headed by Harriman Ripley & Co. Stock is convertible into common until April 1, 1962 at rate of 2.8 shares of common for each preferred. Proceeds will go for working capital and to help finance expansion.

Motorola transferred $2,938,449 to employees’ savings and profit-sharing fund in 1951—largest amount put in 4%-year-old fund, which now totals $10,552,794. More than 5300 Motorola employees participate in the fund, which last year represented company contribution of $4.24 for every dollar they contribute.

Teleprompter Corp., which recently signed contract with CBS for minimum payments of $200,000 a year for use of its prompting machines for studio performers (Nov. 8), reports 1951 income of $96,221 and operating loss of $16,092. Currently, however, with weekly gross income of $5000 (vs. $1800 during 1951), operations are in the black, and bright future is seen for company in president Fred H. Barkau’s annual report. It now owns 60 Teleprompters, 25 master control units, other equipment; has franchised Hollywood service; includes many network shows and Govt. among its clients, and expects to expand to use among individual stations. It has 100,000 shares of $1 par common outstanding, only issue, reports capital surplus of $85,751, net worth of $168,328. Irving B. Kahn, ex-20th Century-Fox, is v.p. & secy., Hubert J. Schlaffy v.p.

Twentieth Century-Fox and subsidiaries, including National Theatres Corp. and Roxy Theatre Inc., report consolidated net profit for 1951 of $4,308,431 ($1.47 on each of 2,769,485 shares), down from 1950’s profit of $9,553,260 ($3.26), which included $2,262,888 of income from prior years from countries with currency restrictions and net gain of $1,183,985 from exchange of theatre properties.

Monogram Pictures had net income of $235,582 (31c a share) with gross earnings of $4,330,861 for 6 months ended Dec. 29, 1951, compared with $103,312 (21c) on gross of $3,937,810 same 1950 period.

Technicolor Inc. reports 1951 net income of $1,918,537 ($2.06 a share) on sales of $29,806,344 vs. $2,216,173 ($2.40) on $23,454,256 sales in 1950.

I-T-E Circuit Breaker and subsidiaries had net income of $1,954,574 ($7.12 a share) on record 1951 sales of $48,988,866 after Federal income taxes of $2,866,894. This compares to 1950 income of $1,704,425 ($6.21) on sales of $34,784,425 after taxes of $1,339,574.


American Phenolic Corp. earned net income of $941,868 ($2.55 a share) on net sales of $25,495,024 in 1951, compared with $920,883 ($2.30) on $12,944,833 in 1950. Backlog exceeds $23,500,000.

Aeroxov will show net profits after taxes of about $200,000 on sales of $5,500,000 for first quarter 1952, dropping from some $300,000 from sales of $6,000,000 in same 1951 quarter, reports president W. M. Owen. P. R. Mallory & Co. reports net earnings of $1,923,314 ($3.59 a share) on sales of $45,438,278 in 1951, compared with $2,553,758 ($5.29) on 1950 sales of $30,158,150.

Weston Electrical Instrument Corp. net profit was $753,866 ($4.69 a share) on sales of $19,242,764 in 1951 vs. $725,278 ($4.50) on sales of $11,684,895 in 1950.

RCA is still pouring away at president Frank Folsom’s favorite topic—that it takes many small businesses to supply and make possible big business. Last week, it carried full-page ads relating how D. P. Mossman Inc., Joliet, Ill., switch maker employing 45 persons, is one of 121 companies supplying parts and materials for new “push-button” master communications console being built for Navy. Owner Dan Mossman also went on Dave Garway’s Today show on NBC-TV March 25 to relate how he makes switch requiring 889 different parts compressed into size of cigar box. Altogether, RCA has 5000 suppliers, says Folsom, of which 70% are classified as small businesses. He called Mr. Mossman a typical member of the “All-American industrial team.”
**Mobilization Notes:** No shortage of CR or receiving tubes is foreseen in 1952 by the men who make them. Receiving tube manufacturers, meeting April 3 with NPA in Washington, estimated that 5,500,000-6,000,000 picture tubes will be required this year, including 1,600,000 for replacement. This will be above 1951 production but below record of nearly 8,000,000 turned out in 1950. Civilian economy will absorb about 310,000,000 receiving tubes in 1952, compared with 325,000,000 last year, they predicted.

All military and civilian requirements for tubes are being met on a 2 1/2-shift basis, manufacturers said. They minimized importance of recent report from National Electronic Distributors Assn. that 70 receiving types (out of more than 600) were in short supply. They said supply of receiving tubes for all purposes is ample; that most types purposed to be in short supply are “semi-obsolete” with very small demand, and are put into production from time to time as demanded. Tube makers unanimously recommended that NPA Order M-17, which sets ceiling on the amount of rated orders they are required to accept, be continued in force.

George Henyan, NPA Electronics Div., presided over meeting attended by J. M. Lang, GE; J. Q. Adams, Hytron; Kenneth C. Meinken, National Union; W. J. Pelz, Philco; Carl Hollatz, RCA; N. B. Krim, Raytheon; R. F. Marlin, Sylvania; R. E. Carlson, Tung-Sol.

**Tax-aided expansion of 31 firms’ capacity to produce electronic and related equipment was approved by DPA Feb. 28-29. The 36 electronic projects involved, representing a total cost of about $6,000,000:**

- RCA, Marion, Ind., tubes, $1,900,000 (65% amortization);
- Arma Corp., Brooklyn, ordnance, 3 projects totaling $1,852,000 (65%);
- Sylvania, Buffalo, N. Y. & Emporium, Pa., tubes and production equipment, $771,405 (65%);
- Stackpole Carbon Co., St. Marys, Pa., $350,000 (65%);
- Radio Receptor Corp., N. Y., $165,283 (65%);
- Sylvania Inc., Cambridge, Mass., aircraft electronics, $130,000 (65%);
- George W. Borg Corp., Delavan, Wis., $122,118 (70%);
- Aerovox, New Bedford, Mass., $118,983 (65%);
- Raytheon, Newton, Mass., $110,125 (65%);
- Model Engine & Mfg. Co., Huntington, Ind., $103,148 (70%);
- General Instrument Corp., Joliet, Ill. & Chicopee, Mass., 3 projects, $96,512 (65%);
- Doelecam Corp., Newton, Mass., $79,906 (70%);
- Superior Electric Co. Bristol, Conn., $72,750 (65%);
- Micro Precision Co., Los Angeles, $58,093 (75%);
- Georgiana Massa, Hingham, Mass., $54,000 (65%);
- Electra Mfg. Co., Atchison, Kan., $34,687 (65%);
- Telecomputing Corp., Burbank, Cal., scientific equipment, $32,481 (75%);
- Allied Control Co., Plantsville, Conn., $28,704 (70%);
- Specialty Spraying & Machine Co., East Meadow, L. I., connectors, $25,247 (70%);
- Magnaweld Corp., Copiague, N. Y., $24,420 (75%);
- Opera-adio, St. Charles, Ill., $23,513 (70%);
- Underwood Corp., Bridgeport, Conn., $22,758 (80%);
- Allied Control Co., N. Y., $19,143 (70%);
- Kellett Aircraft Corp., Camden, N. J., $16,934 (75%);
- Canoga Corp., Van Nuys, Cal., $12,755 (75%);
- Bird Electronic Corp., Cleveland, $10,905 (75%);
- Diamond Mfg. Co., Wakefield, Mass., $10,109 (75%);
- Litton Industries, San Carlos, Cal., $6000 (50%);
- Electrical Industries, Newark, $4795 (75%);
- CFG Labs Inc., Stamford, Conn., $4161 (65%);
- Radio Tool & Machine Corp., Brooklyn, $2847 (65%).

Program to reclaim scrap cobalt and nickel from grindings in magnet plants received active support of permanent magnet industry at March 26 meeting with NPA. Manufacturers were told that armed forces are taking steps to channel magnets from worn-out magnetron tubes back to suppliers so that critical materials may be reclaimed.

**Coordination of Govt’s research and development projects to eliminate waste and duplication was urged by 4 top electronic engineers at recent IRE convention in New York. GE electronics v.p. Dr. W. R. G. Baker proposed that National Science Foundation conduct “investigation to determine the over-all efficiency and the extent of duplication of governmental research and development.” He noted Govt. will spend more than half of the nearly $3 billion earmarked for research this year, and added: “I do not believe that complete socialization of research is so inevitable that we cannot fight vigorously against it.”**

A. S. Brown, of Stanford Research Institute, criticized complexity, unreliability and short life of military electronic equipment, recommended streamlining the Armed Forces’ research and development programs, with closer liaison between projects. GE’s A. F. Combs and C. W. Dic reported progress in improving airborne radar through coordinating design of equipment with design of aircraft that carries it. Further improvements of this kind, they said, can be brought about by early exchange of basic information and close contact of all gov’t. research agencies. * * * *

**Miniaturization and the “electronic marvels” it is making possible provide material for interesting story by Joseph M. Guilfoyle in March 26 Wall Street Journal. Transistors, printed circuits and miniature tubes, says article, are paving way for large-screen home TV sets half the size of present models and selling for as little as $110. Also in works are electronic air conditioners and portable computers (“magic brains”). Already, Guilfoyle notes, miniaturization has made possible RCA’s “walkie-lookie” portable TV camera and transmitter to be introduced at this year’s political conventions, as well as military electronics gear far more compact and reliable than World War II counterparts. Recent advances in miniaturization, particularly for military, will be subject of several papers at AIEE-IRE-RMTA “Symposium on Progress in Quality Electronic Components” May 5-7 in Washington.**

Trav-Ler Radio Corp. has received $1,750,000 contract from Signal Corps for electronic equipment, bringing its backlog of military orders to $6,700,000, according to president Joe Friedman. Other military contracts announced recently include 5 Navy contracts for electronic tubes placed with Raytheon for $1,824,875, and Navy award to J. P. Seeburg Corp. for $768,000 for mechanical ship’s recorders. Raytheon v.p. D. R. Hull announced receipt of letter of intent award for one of largest orders of Navy radar fire control equipment ever placed.

To speed flow of components for military orders, NPA this week issued new priority rating symbol—B-5—which extends to producers of components for defense items the same priority treatment accorded the producers of the end items in which they are used (aircraft, tanks, guns, etc.). At some time NPA announced drastic curtailment in number of non-military DO priority orders that will be authorized. Theory is that with fewer such ratings, the effectiveness of remaining ones will be automatically enhanced.

**Submarine TV apparatus that magnifies what it sees on sea floor has been developed for Scottish Marine Biological Assn.’s research ship. Remotely focused TV camera with 2 1/2-in. magnifying lens can “observe” underside life with more detail than eye of diver, reports association’s Dr. Harold Barnes from London. He related how codfish could be spotted at distance of 16 feet in water of 73% turbidity, how in less cloudy water the twitching of antennules of moderate-sized crabs could be observed at 6 feet.**

Sonotone Corp., Elmendorf, N. Y., has arranged $3,000-000 loan from Manufacturers Trust Co. to finance production of miniature tubes and batteries on govt. contract.
Impacts of Statism

WHAT’S AHEAD IN BUSINESS?

Address by James D. Shouse

V.P. & Director, Avco Manufacturing Corp., and Chairman, Crosley Broadcasting Corp.

Before Convention of National Assn. of Radio & Television Broadcasters, Chicago, April 1, 1952.

Editor’s Note: At 68, veteran broadcast executive “Jimmy” Shouse is already by way of being an oracle, if not an elder statesman, of the broadcasting-telecasting industry, in which his company operates some of the nation’s most successful stations. He has an unexcelled record of having called the turns correctly in FM and TV, to say nothing of early radio; and he is already a commanding figure in the world of finance, having come up the hard way to earn his $110,000 post as Victor Emanuel’s right-hand man in the big Avco organization. His speech touches so significantly on subjects so close to the minds of everybody in TV-radio manufacture & distribution, as well as in station operation, that we earnestly commend the reading of these main portions by those of our subscribers who weren’t privileged to hear it.

In preparing this material it has become very apparent that to cover this subject properly without getting into politics is going to be difficult and that is not advisable for me at the present time. I could, I think, properly make this observation:

Whether we like it or not—the business outlook is so closely intertwined with the political future as to be impossible of complete segregation.

The great majority of radio stations in this country are still operated as proprietorships. The same thing is true of the newspapers. You, the newspaper people, the small retailers, and the farmers of this country collectively represent the last great proprietorship class left in the United States. You are a part of the remaining bulwark which stands between this country and statism in whatever modified form it may appear. Almost no big companies today are operated by the people who own them. Taxes prevent even key officers of big corporations from accumulating equities of appreciable size in the business they administer. Your importance as a vital and pervading force in the small but hard core of the proprietorship class in this country cannot be overestimated.

Those of us in broadcasting knew long before most of the rest of American business what it was to be regulated. We have been regulated by Congress since 1928, and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act, under whose provisions and interpretations we have, from time to time, been restive has through these past 24 years, actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction . . .

Govt. & Business Now Indissoluble

Government and business have become so enmeshed that the bonds which join them together may have already reached the indissoluble state. Let’s take a simple series of sentences to illustrate how basically though reluctantly we are joined together.

The housewife today, your wife and mine, is deemed by the Government to be stupid—so stupid that the Govern-
Field grow into great American institutions by cheating their customers? Further, what in the World War records of companies like General Motors, Chrysler, and DuPont leads anyone to believe these things?

I do believe that it is stupid on the part of our Government to build up Russia to the point where she challenges our very national existence. I do believe there is something dishonest when people can fix their taxes, and I do believe that there is something unpatriciotic in condoning fellow travelers in offices of national responsibility.

Politics and Our 'Unhealthy Economy'

That's why politics and what's ahead in business are hard and almost impossible to disassociate.

As a matter of fact, at a round table discussion at a club of mine in Cincinnati recently, I advanced some general thoughts along this line, and our city manager of Cincinnati, either in tones of disgust or commiseration—I have not yet decided—said, "Jimmy, there is no worse type of Republican than a reformed Democrat."

I might as well come right out and say it. I do not think our economy is healthy by any standard that I can determine. I do not believe that the period we are now going through is what has been, I think overoptimistically referred to, as a lull.

I heard the theory advanced last week, that even if the present Administration would attempt to pump prime our economy between now and November by accelerating our defense spending, it would be difficult to make results show before November. The complexity of modern armaments and weapons is such that the lead time needed to get into production would not, in the vast majority of cases, provide any pronounced reaction by election. A year ago this very month virtually every plant in the country was straining for capacity production rather than relying upon consumer demand as the limiting factor.

Prices, especially of raw materials, had climbed violently since the Korean outbreak, and were again headed still higher. Unemployment had fallen rapidly. Employers were competing vigorously to gain or retain labor and this, in turn, was producing an equal rise in wage rates.

Another ratchet in the inflationary spiral had apparently taken a firm hold. Consumers were in the throes of a second buying spree. This was not quite so pathological as the first war-scare buying. It was actually somewhat smaller than the first in volume but bigger in dollars because of the intervening rise in retail prices. Virtually every form of business was engaged in an inventory buying spree of its own. I am quoting here in part from a recent address by Martin R. Gainsbrugh, who is the chief economist of the National Industrial Conference Board.

The Recession in Private Business

The needs, now just one year later this month, are entirely different. And that in itself is a conservative statement. This is what is important to you and to me whose businesses depend not on defense contracts, but on the advertising, promotion and sale of consumer goods. In a wide and growing range of consumer industries, plant capacities are idle. Employment and hours of work are reduced. Raw material prices have broken and now many retail prices are shaky. Total personal income is no longer moving up on the charts. It is moving sideways. In many markets liquidation of inventory is being forced by price cutting.

Look at your corporate profits as they are coming out from day to day and you will find that, even before taxes, they are down roughly 20% from their level of the first quarter of last year. But in the consumer industries that provide your income and mine, believe me, the declines have been a great deal sharper than 20%.

To these general elements of recession, there must be added other factors arising from the fact that the tempo of defense spending is slower than anticipated. The garrison state is now nearing the close of its second year, but it has not yet passed into an area where it could become a sharp stimulus to activity. The advance of tax rates, and the rise in prices and incomes, have thus far obviated any recourse to major deficit financing. The Federal Government will apparently wind up the first two post-Korean years with little or no budget deficit. In 1951, expansion of the private money supply was held to only about 5%, compared with an increase of about 30% annually during World War II.

The picture I have described—of fundamental recession in the private sector offsetting the advance of defense—has implications for both the short term and the longer term.

Inflation, Prices, Demand and Taxes

Nothing like a quick transition from lull to inflation appears to be in prospect. In the light of the factors at work, it is hard now to visualize any rapid resurgence of inventory demand in the private sector. It is likewise hard to visualize any rapid change in the rate of personal consumption. A subsiding of the retail price level, or a new sharp advance of income, could improve the current position of consumers, but even such an improvement is likely to be gradual. Few now look for any rapid change in the saving rate until the consumers find a new sense of value in the existing retail price structure and until demand for durables revives from its post-war saturation.

And neither a substantial price adjustment nor a substantial increase in income is as yet in the offing. We are nearer now to a general retail price correction than we have been since Korea. But the squeezed condition of manufacturing margins and retailers' margins still casts some doubt on how much of a correction can be expected in the near future. And advancing income in the defense sector does not loom large in the light of the stability of income in non-defense business, which outnumbers it 5 to 1.

I suppose that I read as many market and news letters as most of you, but until after March 15, after a year of really bad business in many consumer lines, particularly in consumer durable lines in which our company is heavily involved, I did not read a single line or hear of a single economist who related the new tax schedules to what happened and is still happening in the consumer durable field. We have not yet encountered the worst.

The pyramiding of two tax increases has caught the whole country completely unaware. Technically, the last tax bill would represent only a nominal increase but when the time came to pay the taxes it became apparent that the American people honestly did not know what had been done to them. The pyramiding effect of two increases passed within the same year, neither of which was sold to the American people as individually severe, has resulted in really big taxes hitting a really big segment of the population for literally the first time in the history of the country.

No TV-Radio Sponsors for Cannon or Jets!

Somebody is frightened and that somebody, I think, is the American people. I submit that the current rate of savings that grows out of this fright is, I understand, greater than at any time in the history of the country with the single exception of a period of the year 1905. It had better be greater or a lot of people are going to jail when the next round of tax increases hit.

A great deal of the analytical material and forecasts on the current business outlook comes from banks and financial institutions and almost every one of the services and business magazines are predicting that our current plight is temporary and that by mid-year private spending again
will be starting up and that the Government will go on spending more and more and that industrial activity will rise.

My only concern is that our overall financial picture includes tremendous expenditures in behalf of the military and it is entirely possible for the financial indices to reveal nationally a very high rate of activity. But I do not think that we, in radio and TV, are going to sell many station breaks advertising cannons or dramatic programs advertising jet bombers.

In conclusion, I can only say that obviously I anticipate a difficult year, although not as bad as some that we have been through. I do think that it is always well for us in broadcasting to continuously remember that we have never yet run into a really depressed year. The rest of the country had a depression through most of the 30s, but we were an infant industry and we continually showed gains when almost every other business was in trouble.

That can only happen so long. It could be that radio broadcasting has reached something approaching a point of stabilization. We could anticipate in radio some gains in the future. My guess is that they will be strictly marginal.

Television is like radio in 1930. It has more of its future ahead and lacks most of radio’s 30 years of past.

Radio’s ‘Bad Break’ Unwarranted

I would be the last person in the world to try to evaluate the ultimate future relationship between radio and television. I am glad that I have both kinds of stations, and I am sure there will always be both kinds. Radio, I think, has had a terribly bad break from the time that television really got started. It was a bad break and completely unwarranted. I feared it would happen and it did happen.

There is literally no more reason for radio budgets to be cut in favor of television than for magazines or newspapers to be cut in order to provide funds for television. But the tragedy has been in the sheer mechanical facts of the way advertising is bought. It was perfectly natural that when television started, its purchase would be sought as a prerogative of radio departments and timebuyers, not as a prerogative of space buyers, so that, psychologically, at the very start of the competition of the two, agencies and advertisers were indoctrinated through the processing and channeling of television activity through the timebuying and not the space buying sections of the media departments. Fortunately, I understand that there is some tendency toward disassociation and I certainly hope this can be encouraged and expedited.

With the business outlook as I see it, with the intricate co-mingling of Government and business, and with the uncertainty which must arise in the minds of every one of us as to whether our advertising economy can continue to support the thousands of stations we now have in our business, I can only assure you that we all need to exercise extreme caution, extreme care and extreme adroitness if we are to survive in the highly competitive era, which I am sure, we are approaching.

In the not very distant past, it was, in some circles, thought "smart" to point to the accomplishments, somehow metamorphosed into misdeeds, of such American figures as Mr. Rockefeller, Mr. Carnegie, and Mr. Morgan. It is, therefore, a matter of some gratification to note that recently the respected historian, Professor Allan Nevins of Columbia University, made a forecast. Speaking at Stanford University, Prof. Nevins said that history is changing its interpretation of these men.

"In the past," he said, "our historians tended toward a feminine idealism. They were apologetic about our dollars, our race to wealth, our materialism; they mentioned deprecatingly our worship of size and deplored our boastfulness about steel tonnage and wheat production. They spoke scornfully of the robber barons, who were not robber barons at all; they intimated that America had grown too fast.

Business Men in a Free Society

But today, Prof. Nevins goes on, all this is changing. A great injustice, he declares, has been done to our business and industrial leaders, the Carnegies, the Rockefellers, and the rest. He offered a guess that "this great development by which America has been projected into world leadership, with all the exhilarations and perils, the opportunities and cost of that position, will be in some fashion connected, by future interpreters, with the advent of the age of mass action, mass production and mass psychology in American Life."

I suspect that you [broadcasters and telecasters] are a part of the last frontier, and that sooner or later, the same pattern of mass psychology which has been increasingly effective in the subornation of many other groups, may be trained in your direction. You have had every warning that this can happen. I hope that you heed it more intelligently and more successfully than some other groups have.

You are, individually, institutions in your communities. You know the people whom you serve. The function you perform inevitably ties you in with the producer of the goods you sell. You have a great deal in common with the propietor merchants with whom you do business together with the producer of the products you advertise. You are a part of the remaining national dyke against what could be an engulfment.

As independent business men, who recognize the importance of the individual contribution to the sum total of our economic system, you must make sure that you do everything possible to preserve your status in a free society, both economic and social. It is not enough for us to be satisfied with operating our own business at a profit and leaving the defense of the system which makes our business possible to others.

The "let George do it" philosophy can result only in the destruction of the proprietary impulse. Resisting the influences which bring us daily toward more centralized Government control, more taxes, more regimentation is not easy. You must talk to your representatives in Congress—they are your servants, you are not theirs.

A very wise and astute friend of mine recently pointed out some wisdom of the ages; he said there are very few incentives that will drive a man to success. These incentives, he continued, eventually resolve themselves down to a basic two: Money—and all it will do—or Power, and all it will do. In America, so far, the incentive is profit, which in turn means money which can be exchanged for the goods and services of our fellow citizens. However, if that incentive is removed, the only remaining incentive will be power—and it is power, coupled with ambition, greed and avarice, which has brought us, since time immemorial, the dictatorships and the cruel, inhuman rulers in all human society.
Frequencies of 50,000 mc and up, piping bandwidths of "thousands of megacycles" through network of laminated 1-in. or 2-in. tubes, may relieve congestion of networking facilities by TV and telephone "which have gobbled up transmission facilities as fast as it has been possible to provide them." Bell Labs’ Dr. W. H. Doherty, director of electrical communications research, this week told NARTB Broadcast Engineering Conference that Bell is working in 2 directions: (1) Pulse code transmission, which takes great bandwidths, but is extremely easy to send through many repeaters. (2) Bandwidth reduction. He showed traveling wave tube which can now handle 50,000 mc, said laminated tubes may solve old problem of "skin effect" which now limits transmission of high frequencies over conductors. Advantage of "non-radiating systems," he said, "is that they can be duplicated without limit." He also foresaw tremendous future of trouble-free service with transistors (Vol. 8:1, 8:9).

"Reasonably unfrozen," is how NPA chief Henry Fowler characterized post-freeze TV station construction outlook in address to NARTB Chicago convention April 1. Said he: "The present outlook is that construction controls [will] permit the initiation of projects for new TV stations on a fairly regular scale as the licensing procedures are worked out by the FCC. [But] copper conservation measures . . . will be required for some time to come. I do not want to leave the inference that every application can be immediately approved and allotments made for every quarter as fully as desired." Previous day, J. Bernard Joseph, chief of NPA Electronics Division’s broadcast equipment section told broadcast engineers that many construction jobs—even some TV station building—can be accomplished under self-authorization procedures without application to NPA, if construction is carefully scheduled and usage of metals phased out over several quarters (Vol. 8:8-10, 12).

U. S.-Canada radio treaty was ratified by Senate April 1, permitting pilots, mobile radio transmitter operators and amateurs of each country to operate equipment in territory of other (Vol. 8:2). Non-controversial convention, negotiated by State Dept. and FCC, grew out of incidents affecting AT&T mobile systems, U. S. Park Service cars, Interior Dept. launches, Atomic Energy Commission convoys, was signed at Ottawa Feb. 8, 1951 and unanimously reported by Senate Foreign Relations Committee Feb. 27.

The 518 FCC employees with 10 or more years of service (40% of total personnel) will be awarded pins in ceremonies to be conducted April 8 in Departmental Auditorium. First such awards, pins will be given on basis of service with FCC or its predecessors—Federal Radio Commission and Commerce Dept. radio div. Among the 15 in 30-year class are Wm. Norfleet, chief accountant, and Paul Sheehy, chief of administrative services div. Among 110 in 20-year class are Comrs. Hyde and Sterling.

Four mobile units, including a "crash truck" fully equipped to transmit either live or film pictures direct, will be used by NBC-TV to cover Chicago political conventions in July, Philco-sponsored; they’re to be equipment of peri- patetic "human interest team" of newsmen headed by Adolph J. Schneider, acting special events chief. Technical chief is F. A. Wankel. Wm. R. MeAndrew, director of NBC-TV public affairs, will be in overall charge of staff.

First intercity TV transmission, telecast of Secretary of Commerce Herbert Hoover, sent from Washington to New York, has 25th anniversary April 7. AT&T notes occasion by summarizing growth of coaxial-microwave facilities to total of 28,500 channel miles by end of this year. First transmission, over telephone lines, was supervised by Dr. Herbert E. Ives, Bell Labs’ director of electro-optical research.

Buenos Aires has 2500 sets, including most U. S. name brands, receiving LR3-TV 5 hours daily, 7 days weekly, Federal’s (IT&T) James Valentine reported at NARTB engineer session. Because of different standards (625 lines, 50 fields), import duties, etc., prices are 2-5 times those in U. S. Company plans to assemble own sets there, as it does in Rio de Janeiro. Elaborate installation includes: transmitter slightly over 5 kw, new "triangular loop" antenna with 8½ gain, 12 cameras, "Telecrusier" mobile unit, tractor-trailer outfit—total cost over $750,000. Station operates 4-7 p.m., shuts down 7-9 because of line voltage drop, resumes 9-11, features soccer, opera, pickups from legitimate theatres. Valentine reported that first sets have been going into taverns, that crowds of poorer folk regularly gather in front of appliance stores to watch favorite programs. He estimated 12,000 sets now in Rio, 15,000 in Sao Paulo, said plans are under way to link the 2 by coaxial or microwave and build satellites throughout Brazil, which has greater area than U. S. Note: New York Herald Tribune reported April 1 that TV receivers most widely sold in Brazil are GE, RCA, Zenith, Emerson, Admiral, Philco and Motorola, with DuMont just coming in.

Graft in form of "tips" and kickbacks to TV technicians is costing sponsors $2,500,000 a year, according to managing editor Frank Rasky in February Television Magazine. Many technical directors and cameramen, article charges, demand gratuities from performers with threats that otherwise they would not be presented photogenically. Script writers also complain they have to kick back part of their fees to "shady show packagers" in order to get assignments. Practice is said to have grown out of ad agencies’ custom of winning good will via tips, meals, etc. for personnel working on their shows. But, in words of unnamed McCann-Erickson executive, practice now "threatens to ruin the medium."

Home TV is "enemy" of movies, said 20th Century-Fox’s outspoken president Spyros Skouras in recent interview with Variety editor, Abel Green. If big producers sold old films to TV, he said, "we would be cutting our own throats." Besides, he added, TV "can pay us only buttons . . . . In one week, for instance, my company or any company can pick up more theatre rental from almost any picture than what TV offers to pay for it outright!" According to Skouras, the only good TV is theatre TV—specifically 20th Century’s Eidophor system. He sees theatrecasts of super-stage attractions eventually supplementing films and stimulating boxoffice.

Eidophor theatre-TV projection system’s principle and operation are explained in layman’s language by engineer Aaron Nadell in March 1 Motion Picture Herald, seventh in series of articles on operation and maintenance of theatre-TV equipment.

Alfred P. Sloan Foundation is underwriting, to extent of $5000, Pennsylvania State College’s Educational Television Programs Institute, bringing together top-level college executives under auspices of American Council on Education April 21-26 at Nittany Inn, State College, Pa.

ASCAP expects to get about $6,000,000 from TV this year, about 20% more than last. It’s now distributing record quarterly dividend of about $3,000,000; last year’s distribution to members totaled $11,640,000.

Capitol Records Inc. reports 1951 profit of $498,439 (75 3/4c each on 746,230 shares) on sales of $13,285,548 vs. $201,500 profit (26c) on $12,316,319 in 1950. Book value of common stock was increased 77 1/2c a share last year when company purchased and retired half the 30,000 shares of preferred stock outstanding.
SLIGHT SOFTENING of network TV sales, and considerable softening in network radio, are manifest in February billings reports by Publishers Information Bureau. TV billings of $14,786,047 were down from January, though well over $1,000,000 ahead of radio billings. Short month isn’t believed to account for change.

CBS-TV billings, about same as January, went ahead of CBS-radio billings for first time. NBC-TV continues far ahead of its radio. It was NBC-TV’s drop from January, however, which counted in February drop, for ABC-TV, CBS-TV and DuMont all showed eight gains. Network radio fell nearly $1,500,000 below same period last year, whereas TV billings were almost double. Detailed PIB figures follow (for comparison with 1951 month-by-month figures, see Vol. 8:4, p. 14).

NETWORK TELEVISION
1952 1952 1952 1952

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<tr>
<th>Network</th>
<th>February</th>
<th>January</th>
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<tbody>
<tr>
<td>ABC</td>
<td>$ 6,815,549</td>
<td>$ 3,945,360</td>
<td>$10,072,856</td>
<td>$ 5,136,382</td>
</tr>
<tr>
<td>CBS</td>
<td>$ 3,105,043</td>
<td>$ 2,600,329</td>
<td>$ 4,472,886</td>
<td>$ 2,001,354</td>
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<tr>
<td>MBS</td>
<td>2,120,911</td>
<td>1,254,851</td>
<td>4,141,372</td>
<td>2,583,570</td>
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DuMont
$14,786,047 | $ 8,210,399 | $29,857,606 | $14,763,262

Network TV and radio figures for January and February, including revisions of PIB January figures:

1952 ABC CBS NBC Total

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<th>Network</th>
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<tr>
<td>CBS</td>
<td>$ 4,298,561</td>
<td>$ 6,917,200</td>
<td>$ 9,952,370</td>
<td>$12,031,362</td>
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<tr>
<td>MBS</td>
<td>2,994,018</td>
<td>2,471,635</td>
<td>8,351,211</td>
<td>7,947,573</td>
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<tr>
<td>Total</td>
<td>$11,292,579</td>
<td>$15,388,835</td>
<td>$18,303,581</td>
<td>$20,978,935</td>
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NETWORK RADIO
February February
1952

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<tr>
<th>Network</th>
<th>February</th>
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<tbody>
<tr>
<td>CBS</td>
<td>$ 317,970</td>
<td>2,702,731</td>
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<tr>
<td>MBS</td>
<td>1,600,399</td>
<td>1,426,705</td>
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Total
$431,560,948 | $14,958,789 | $29,062,498 | $31,650,667

Network TV—radio figures for January and February, including revisions of PIB January figures:

1952 ABC CBS NBC Total

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<th>Network</th>
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<tbody>
<tr>
<td>ABC</td>
<td>$ 330,479</td>
<td>$ 5,144,309</td>
<td>$ 1,675,499</td>
<td>$ 3,278,808</td>
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<td></td>
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<tr>
<td>MBS</td>
<td>1,600,399</td>
<td>1,426,705</td>
<td>5,978,808</td>
<td>5,960,392</td>
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Total
$6,479,449 | $9,592,870 | $27,328,698 | $35,371,371 | $28,062,499

* Revised as of March 31, 1952.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They are 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%.

Those Stories about a Mutual Broadcasting System
TV network can be discounted, short of merger with one of existing chains, at least so far as immediacy of coaxial-microwave interconnections are concerned. Thomas F. O’Neil, MBS chairman and v.p. of General Tire & Rubber Co., operating its TV-radio subsidiaries, put it this way when asked for official comment:

“Based on studies now underway, Mutual may shortly be in a position to make available a TV service that would undoubtedly offer in many respects the same programming advantages to both small and large stations in the field of TV as are enjoyed by Mutual affiliates in the field of broadcasting.”

General Tire’s Thomas F. Lee Enterprises Inc. (soon to be changed to General Teletelradio Inc.) owns WOB-TV, New York, WNAC-TV, Boston, and KHI-TV, Los Angeles; now controls MBS (Vol. 8:9); is reasonably assured of affiliation with WGN-TV, Chicago—but these are spaced too far apart to make conventional networking feasible. Accordingly, until many more stations get on air, it’s apparent that O’Neil has in mind the syndication of kine recordings of the best locally produced shows on those stations plus possible other film offerings.

General Tire, for which TV-radio subsidiaries earned $775,827 last year (Vol. 8:9), this week split stock 2-for-1, authorized increase in common shares from 750,000 to 1,500,000, of which 1,206,528 are now outstanding.

TV-radio are extricated from ones of probe into “offensive and undesirable books and radio and TV programs,” proposed in H. Res. 520 introduced by Rep. Gathings (D-Ark.) despite last week’s favorable report of House Rules Committee (Vol. 8:13). House Interstate Commerce Committee protested that select committee authorized in bill to conduct investigation would encroach on its jurisdiction. Accordingly, as a clarifying measure, Rep. Gathings on April 3 introduced another resolution (H. Res. 596) calling for study of “offensive and undesirable books” only. However, Commerce Committee could institute own TV-radio investigation.

Two Colorado broadcasters joined forces this week to apply for joint station operation—200-kw outlet atop Cheyenne Mts., telecasting on Channel No. 12. They are James D. Russell, KVOB, Colorado Springs, and Gifford Phillips, KGHF, Pueblo (Vol. 8:10). Also applying this week were Spokane Chronicle’s KHQ, Channel 6, and WONE, Dayton, O., Channel 22. These made 522 applications now on file, 37 of them uhf. [For further details, see TV Addenda 14-L herewith; for complete list of pending applications, see TV Factbook No. 14 and Addenda to date.]

Haley, McKenna & Wilkinson, prominent Washington radio law firm, splits April 15 into 2 firms—Andrew G. Haley and Dwight D. Doty becoming Haley & Doty, retaining offices in Duryea Bldg., adding to staff Howard J. Schellenberg Jr., ex-FCC Aural Facilities Div. James A. McKenna Jr. and Vernon L. Wilkinson, who retain ABC as client, become McKenna & Wilkinson, will continue at same location until new offices can be procured.

Clem Randau, ex-UP business mgr., now an asst. administrator of Civil Defense Administration, as 55% stockholder, heads group buying KXOB, Stockton, Cal. (1 kw on 1280 kc) from Lincoln Dollar. Others in group include Sherrill C. Corwin, manager; Ralph Stolkin, Los Angeles; Edward Burke, San Antonio.

John P. Cunningham, Cunningham & Walsh agency, elected chairman, American Assn. of Advertising Agencies, succeeding Louis N. Brockway, Young & Rubicam; other officers are Henry M. Stevens, J. Walter Thompson, vice chairman, Harold Cabot, Boston, secy.-treas.
April 12, 1952

I—END-OF-FREEZE, CONTENTS OF REPORT: For your convenience, we're publishing FCC's new city-by-city channel allocations and a table of the 30 channel shifts ordered for existing stations on pages 8-14 herewith. But, in addition to our analyses and digests of the basic aspects of the Final Allocations Report, which follow, you must obviously consult its full text. This covers 250 printed pages, which our full-service subscribers should receive shortly after they get this Newsletter.

Thanks to round-the-clock efforts of 5 printing and composition houses in Washington and Baltimore, prodigious job of printing and binding the full Report, which was fed to us piecemeal by FCC Monday-thru-Friday, should be completed by noon Monday, April 14, its release date. We are sending one copy to each subscriber to our full services at that time, via first class mail (extra copies: $5).

Biggest, most complicated document ever turned out by FCC, Final Allocations Report includes exhaustive dissents of Comrs. Jones and Hennek. Excerpts from the table of contents indicate its huge scope: Proceedings, General Considerations Supporting Adoption of Table of Assignments, The Channels (use of vhf & uhf), the Educational Reservation, Assignment Principles (basis of table, predictions of service areas and interference, powers and antenna heights, grades of service, station separations, image interference, IF beat, intermodulation, multiple interference, offset carrier, etc.), Directional Antennas, Stratovision or Polycasting, International Considerations (Canada & Mexico), New Rules & Regulations, and the Dissents -- all these and other topics, bulwarked by scores of charts, graphs and tables.

II—END-OF-FREEZE, PROMISES & PROSPECTS: "The freeze is dead, long live the freeze!"

By that, we don't mean to be facetious -- but merely to emphasize that the FCC's order isn't the be-all-and-end-all that will bring new telecasting facilities into being overnight. Far from it.

All the hurly-burly surrounding issuance of end-of-freeze decision should not obscure plain fact that very few stations will get on the air this year -- and most likely only a modest number next year. Consider:

(a) Freeze decision date, April 11, gives until July 1 for filing of new applications, amending old. No stations to be granted before July 1, and then only in non-competitive cases, which will be extremely few, if indeed there are any at all, in markets of any importance.

(b) After July 1, hearings will tie up the most important channels in the most important cities for months, if not years.

With awkward elephantine haste, after 3½ years of hemming and hawing and pursuing such will-o-the-wisps as color, FCC threw together its 3½-lb. document, embracing more than 600 mimeographed pages, countless statistical tables and charts, and adopted it officially Friday, April 11, for release Monday, April 14.

This last-minute haste, ironical after so much wasted time, should not de-
tract from enormous and painstaking efforts put into the project by commissioners and legal and engineering staffs. Paul Dobin, chief of Rules & Standards Div., who bossed the staff and wrote most of Report -- with brilliant clarity -- was finally knocked out by a virus this week after driving himself day and night.

Unwonted haste since ex-Chairman Coy's departure had obvious motivations: Senator Johnson, whose home State of Colorado is without TV, yet who kept the coals burning and so contributed to lengthening freeze by several years, was threatening to pry decision loose by a legislative "Caesarian".

Commission didn't even take time to include a considered refutation of the scathing, scornful dissent by Comr. Jones, carefully documented with engineering data, submitted to colleagues and staff for first time April 10.

Dissent points up all criticisms of new rules and procedures freely voiced as facts seeped from Commission meetings, and may be basis of court actions that could spell even more delay in getting things going.

At least a year was saved, in opinion of most at the Commission, by holding "paper" rather than oral hearing. And --
"If all the vhf and uhf channels are utilized," says FCC, "there should be few, if any, people of the United States residing beyond the areas of TV service."

* * *

Noteworthy is Commission's attempt to remove "rigidity" of its proposal of last year. It contends that no "mechanical" formula was used in allocating channels to various cities; that realistic economic and social factors were taken into account; that decision is "based on the record," meaning that everyone's arguments were carefully weighed.

Separate stories that follow undertake to analyze the various phases of the decision ("Sixth Report"), in which one particular aspect stands out -- the great effort to make it "appeal-proof".

The continued emphasis on distribution of vhf among all states, the detailed analysis of everyone's comments submitted during the "paper hearing," are ample evidence of that. In same vein, Commission obviated appeals by those existing stations among the 31 it originally proposed to shift to new channels, by acceding in general to their "counterproposals". Thirty must shift, but they're "compensated" by being able to get their power-height increases quickly, while others must wait.

It's still conjectural whether anyone will appeal. Industry hasn't seen report yet, so there aren't any reactions. Whether courts would uphold appeal, or delay implementation of decision, is anyone's guess. At FCC they're confident it will stick.

III—END-OF-FREEZE, WHO GETS FIRST CPs? Reacting to tremendous pent-up pressures for TV service, FCC seized upon every technique promising quick erection of stations.

"The processing procedure adopted today," Commission said, "is designed to make TV service available to the greatest number of people in the shortest time consistent with the provisions of the Communications Act and the public interest."

New applications and amendments will be accepted immediately, and new forms are now available -- but no CPs will be granted before July 1. Thus, there's 2½-month hiatus while estimated 1000-1250 applications and amendments pour in.

Everyone must fill out complete new form. Though all applications now on file may be "amended", they'll be complete new applications in everything but name.

* * *

Channel-by-channel proponents won out over "lumped" hearing advocates -- one of decision's most important facets. There were 3 principal reasons behind this; quicker grants are expected; quicker uhf grants are expected; transmitter site problems are minimized, since grantee gets channel and site he specifies.

Channel-by-channel procedure means simply this: Each applicant indicates channel he wants. If no one else asks for that channel "one day before Commission action" (meaning one day before FCC would have granted the CP), he's eligible for grant without hearing. If 2 or more apply for the same channel, a hearing is set.
Additional applicants may join hearing up to 20 days before it’s due to start. This is exactly same as present AM procedure.

All pre-freeze hearings which had not been finally decided were declared null and void. Participants in those hearings, some very extensive and all very expensive, get no preference, must start from scratch like everyone else.

The order in which applications will be handled -- their priorities -- are extremely complex. You’ll have to read carefully that all-important “footnote 10” (Appendix C-1 of Report -- Processing Procedures) several times to find out where you stand, but FCC's whole intention is this:

Give highest priority to biggest cities now getting least service, and to those cities in which uhf will provide the only new service -- such major no-service cities as Portland and Denver thus obviously being in line for prior handling. [For list of major non-TV areas, see pages 42-46 of TV Factbook No. 14.] There are 4 groups of applications, with subdivisions, as follows:

GROUP A: (1) The 30 existing stations shifted to new channels (see p. 14). They will be cleared right off the bat -- so that their prospective co-channel and adjacent-channel neighbors can pick properly spaced transmitter sites. (2) Applications for cities with no TV service now -- "no service" embracing those communities located 40 miles or more from existing transmitters.

GROUP B: (1) Uhf-only cities less than 40 miles from existing stations.
(2) Vhf-uhf cities where all the commercial vhf channels are presently occupied.
(3) Cities with no local station, but within 40 miles of one operating station.
(4) Cities with only one local station, but located 40 miles or more from others.
(5) Cities getting 2 or more services, local or within 40 miles.

GROUP C: Various applications and petitions filed by those granted new CPs or set for hearing after July 1. These include modifications of CPs, requests for waiver of hearings, etc.

GROUP D: Applications for changes in facilities of existing stations.

* * *

Simultaneous processing lines for Groups A & B will be set up. Therefore, cities with some service now get a fair break, won't have to wait until the last tiny "no service" hamlet has been cleared.

Group C applications will be taken as they come, rushed through in order to get new stations on air with minimum delay.

Commission obviously isn’t shedding many tears for Group D -- the "haves". FCC says, specifically, that it won’t even consider their applications until Nov. 1. Actually, few at FCC think they’ll be able to get to them even by that date.

The big exceptions among existing stations requesting power-height increases -- and getting best break in whole complicated deal -- are those 30 stations which must shift to new channels. They can go to maximum power-height when they shift -- and their shifts have highest priority of all.

Priorities within each group or subgroup will be made on basis of size of city or number of services now received, or both. After July 1, Commission will publish lists of the various groups, showing "position" of each city.

Educational applications will be handled separately, taken up as they come.

No deluge is anticipated (see p. 5).

Commission saved a kicker for those folk who may have been quietly planning to latch onto a uhf channel, then quicklike ask for modification to vhf (Vol. 8:13). Once you get a CP, Commission says -- that's all!

Channels can’t be changed for one year, with 3 exceptions: (1) Cities with no channels assigned, and located more than 15 miles from cities with channels.
(2) Cities with no commercial channels. (3) Cities with no educational channels. Applicants from these may petition for rule-making, before year is up, to put channels into their towns -- if channels can be found.

It remains to be seen whether such precise pre-planned procedures can stand up in actual practice. FCC staff agrees it will have to play by ear, shift personnel -- perhaps even change rules of game -- depending on flow of applications.
IV—END-OF-FREEZE, WHERE THE CHANNELS GO: Real proof of the whole TV pudding lies in final table of allocations -- which cities get what channels (see pp. 8-13). After enunciating its allocation principles with oceans of words, consulting plethora of charts, drawing countless circles on maps, FCC produced an end product. What is it?

We've made a careful study of channel assignments as time permitted, found that general outlook brightened slightly -- with a net gain of 13 vhf assignments for commercial applicants to shoot at.

There are relatively few important changes from allocations proposed by FCC last year (see TV Factbook No. 14, pages 74-78). No city gained or lost more than one vhf channel. Here are salient statistics for whole country and territories:

(1) Total of 1275 communities get 2051 channels, against 1250 communities and 1914 channels in last year's proposal.

(2) Vhf channels allocated total 606, of which 108 are already in use and 80 are reserved for educators. Total last year was 557, with 73 reserved.

(3) Uhf channels total 1445, with 162 reserved for educators. Last year's total was 1357, with 136 reserved.

(4) Vhf-only communities number 110, uhf-only 910, intermixed 255.

(5) One vhf channel, for commercial use, was added to the following cities which had no vhf before: Santa Barbara, Cal.; Durango, Grand Junction & Montrose, Colo.; Hartford, Conn.; Bay City, Cadillac & Calumet, Mich.; Altoona, Pa.; Spartanburg, S.C.; Vernal, Utah; Harrisonburg, Va.; Bellingham, Wash.; Beckley, W.Va.

(6) One more vhf channel is available for commercial use in following, which had vhf in last year's proposed allocation: Denver, Colo.; Champaign-Urbana, Ill.; Cedar Rapids, Ia.; Eugene, Ore.; Memphis & Nashville, Tenn.; Lubbock, Tex.; Salt Lake City, Utah; Green Bay, Wis. Following 3 got another vhf, but it was reserved for education: Sacramento, Cal.; Gallup & Silver City, N.M.

(7) Elimination of educational reservation gave following one more vhf: Indianapolis, Kansas City, Omaha, Columbia, Mo.


(9) Following still have vhf, but lost one each: Pensacola and Tampa-St. Petersburg, Fla.; New Orleans & Alexandria, La.; Jackson, Miss.; Columbia, S.C.; Amarillo, Tex.

* * *

Narrowing analysis to top 162 markets (TV Factbook No. 14, pages 42-46), we find the following:

(1) Vhf channels total 298, compared with 288 in proposed allocation of last year. Vhf educational reservations number 35 vs. 37 last year.

(2) The 8 vhf-only markets (vs. 10 in the old allocation) are: Shreveport, Savannah, Spokane, Green Bay, Albuquerque, Charleston, Amarillo, Phoenix.


It's apparent that vhf gains weren't merely token; that quite a few of the improvements came in large cities; that all losses weren't in large cities. Terms "vhf-only" and "uhf-only," as used above, don't mean too much in many cases -- since overlaps of the 2 types of signals will be almost universal.

V—END-OF-FREEZE, POWER-HEIGHT-SPACING: Technical aspects of the allocation plan -- spacings, powers, heights, etc. -- have been reported to you in our newsletters of recent weeks, while FCC was engaged in final deliberations. Final Report shows we hit key data solidly on the nose. Following is amplification of those facets:

(1) Three zones are established. All are described and illustrated, with maps, in Report itself. Very roughly, Zone I comprises Illinois and most of area lying directly between Illinois and Atlantic Ocean. Zone II comprises all areas within approximately 150 miles of Gulf Coast. Zone III covers rest of the country, as well as all U.S. territories.
(2) Minimum vhf co-channel spacing in Zone I is 170 miles; Zone II, 190; Zone III, 220. Uhf minimum is 155, 175 & 205 miles in respective zones. Adjacent-channel minimum is 60 miles for vhf, 55 for uhf -- everywhere. In last year's proposal, FCC provided that whole country would have co-channel minimum of 180 miles on vhf, 165 on uhf. Adjacent-channel minimum is same as in previous proposal.

Population density is reason given for closer spacing in Zone I, and high tropospheric interference accounts for greater spacing in Zone III.

(3) Only one set of spacings is adopted for each zone -- city-to-city -- as against previously proposed 2 sets: city-to-city and transmitter-to-transmitter. In measuring distances, if an existing transmitter is involved, its site is the reference point. If no established station is involved, the mileages used are those contained in Commerce Dept. publication "Air Line Distances Between Cities in the U.S." If that publication doesn't contain mileages for cities involved, main postoffice is the local reference point.

No deviation from mileage minima is permitted, except where a few existing stations may continue to be under-spaced. City-to-city spacing is sole criterion. It does applicant no good to find adequately spaced transmitter site, if city itself -- as measured by foregoing yardsticks -- doesn't qualify.

(4) Maximum power is 100 kw for Channels 2-6, 316 kw for Channels 7-13 and 1000 kw for all uhf. Minimum powers permitted are tailored to size of city, remain unchanged from last year's proposal -- except that 1 kw is the absolute minimum now, regardless of channel or height. All stations will be free to go to maximum allowed by height limits in respective zones.

(5) With antenna heights up to 2000 ft. above average terrain, vhf & uhf stations may use maximum power. Above 2000 ft., powers must be reduced according to formula shown in charts. Only exception is in Zone I, where vhf stations must cut powers below maximum if their heights exceed 1000 ft. If vhf stations in Zone I want, say, 2000 ft., power permitted is 10 kw for Channels 2-6, 31.6 kw for 7-13.

(6) All the uhf "taboos" proposed last year are retained. These specify minimum distances between stations on various channels needed to protect against oscillator radiation, image interference, IF beat, intermodulation, etc.

(7) Offset carrier operation will be mandatory throughout. FCC will publish list, "at an early date," showing how each station is to be offset. Stations will be offset 10 kc, and 1-kc tolerance will be required in uhf as well as vhf.

VI—END-OF-FREEZE, EDUCATIONAL CHANNELS: Educators should have few complaints about final allocation -- though Comm. Hennock has plenty.

Wherever educators put up any fight at all, they got what they wanted. In many cities, they had channels thrust upon them whether they lifted finger or not. Commercial interests won a few important cities from the educators. A vhf channel previously "asterisked" for educators was freed for commercial use in Omaha, Indianapolis, Kansas City, Columbia, Mo. We find no cities where educators gained vhf at expense of commercial aspirants -- beyond what was proposed by FCC last year.

Like commercial applicants, educators benefited from the fact that channel juggling made modest increase in number of vhf and uhf channels available. Of 606 vhf channels assigned, 80 were reserved for "non-commercial educational use" -- compared with 557 and 73 in last year's proposal. Of 1445 uhf channels assigned, 162 were reserved -- compared with previous 1357 and 136. [For previous proposals, see TV Factbook No. 14.]

Commission stuck by its educational philosophy in virtually all respects, rejecting radical deviations proposed by both educational and commercial camps. It turned thumbs down on these ideas:

(1) DuMont's and NARTB-TV's request that no channels be reserved at all.

(2) Various proposals that schools get TV via microwave or wired circuits.

(3) Sen. Johnson's proposal that commercial stations give specific percentage of time to educators, to be spelled out in commercial licenses.

(4) Partial commercialization asked by U of Missouri and Bob Jones U, and
known to be desired by many others hard put to find means of supporting stations.
(5) Temporary use of network programs, by educational stations, until commercial stations come to town -- requested by Joint Committee on Educational TV.
(6) Time limit on reservations requested by number of parties.

* * * * *

In justifying educational reservations, Commission repeats its previous premises -- that schools can make "important contributions" via TV, but that they and the holders of their purse-strings are slow-moving and need lots of time.

Comr. Hennock wanted simply -- more. Her "partial dissent" insists that all reservations proposed last year should have been retained; that all new reservations requested should have been granted; that all cities with 2 vhf channels should have one of them set aside for educators; that vhf should have been squeezed into more cities (such as Columbus, O., Detroit, Ft. Wayne) and given to educators; that FCC should have made "effort" to reserve vhf in cities where all vhf is now in use.

Educators got nearer one-third of total channels than the one-tenth indicated by bare statistics, according to other commissioners -- if you consider population. Fact is, they point out, Commission generally gave educators a channel if city has 3 or more channels -- and these are the big cities.

Comr. Webster is disappointed with both camps. Educators, he says, are "imbued with lofty motives and high hopes, but, generally speaking, without funds or reasonably firm plans." And commercial interests are "apparently possessed of means for televising educational programs in the reasonably near future, but likewise without plans as to what, if anything, would be done." His reluctant conclusion: Give educators their channels; take them back if they aren't used.

* * * * *

Commission thus gives educators every possible break -- even to setting up separate application processing line for them. It's expected that about half dozen serious applications will be filed immediately, and Commission should be able to grant them by its earliest possible date -- July 1.

JCET executive director Ralph Steetle reveals more than dozen educational applicants which he says are "straining at the bit" and should be on file "within a month": Ohio State U, Columbus; UCLA, Los Angeles; U of Illinois, Champaign; Southern Illinois U, Carbondale; State U of Iowa, Iowa City; U of Kansas, Lawrence; Kansas State, Manhattan; Wichita U, Wichita; Michigan State College, East Lansing; U of Missouri, Columbia; Houston U, Houston; New York State Board of Regents; New Jersey State Dept. of Education -- plus coordinated groups in San Francisco, Detroit, Pittsburgh, Milwaukee.

List could be expanded considerably, Steetle says, if organizations which have "indicated readiness" were included. But in light of costs and non-revenue possibility of educational channels, it's generally assumed some may get cold feet when they find FCC didn't give them hoped-for vhf channels. On other hand, a few may get hot about TV because vhf was found for their areas.

VII--END-OF-FREEZE, FCC's UHF HOPES: Commission places considerable faith in uhf, in statements throughout Report -- though Comrs. Jones and Hennock claim it's mere "lip service" and assert that Commission has actually shackled uhf. Commission's bullishness about uhf is reflected in following excerpts:

"Because TV is in a stage of early development and the additional consideration that the limited number of vhf channels will prevent a nationwide competitive TV service from developing wholly within the vhf band, we are convinced that the uhf band will be fully utilized and that uhf stations will eventually compete on a favorable basis with stations in the vhf.

"Uhf is not faced, as was FM, with a fully matured competing service. In many cases, uhf will carry the complete burden of providing TV service, while in other areas it will be essential for providing competitive service.

"With respect to the propagation characteristics of the uhf band, as compared to the vhf, we believe that such differences as exist will prove analogous to
those formerly existing between the higher and lower portions of the vhf TV band.

"Present equipment and economic problems may temporarily handicap operations in the new uhf band and place certain communities at a disadvantage. Such immediate considerations, however, cannot be allowed to obscure the long-range goal of a nationwide competitive TV service.

"We have considered the effect of our action [on powers and heights]. We are unable to conclude that the Rules adopted herein will prevent the fullest development of this new and valuable portion of the spectrum."

Comrs. Jones and Hennock, particularly former, are convinced that majority is completely cockeyed -- technically, economically, any way you want to look at it.

VIII—END-OF-FREEZE, THE DISSENTERS: The burning dissent of Comr. Robert Jones will leave a lot of people puzzled. Commission already had its Report on presses when it received copies of his opinion. Therefore, Report doesn't contain point-by-point answers to his charges it might otherwise have included. Also dissenting in part, Comr. Hennock agrees in general with Jones, who makes 2 basic charges, documented with numerous charts, graphs and tables:

1) Vhf allocation is a shocking waste that "literally shrinks the 12 vhf channels...to the equivalent of 4 in the northeastern part of the U.S. and other areas like it."

2) Uhf is sold down the river.

* * *

Jones first points out that vhf co-channel spacings have median of 280 miles for whole U.S., 250 miles in Zone I -- vastly greater than the minima. This, he says, doesn't merely reduce the number of vhf stations -- it actually affords less service to everyone, including rural population.

To provide most service, Jones says, vhf spacings should be around 125-150 miles. This is based on "triangular lattice" theory wherein stations are assumed to be equally spaced across country. Jones doesn't contend that stations can be so spaced, but he believes optimum condition can be approached.

Uhf's inferior position, Jones says, results from fact that uhf stations with 2000-ft. antennas and 1000-kw power should be spaced at least 200 miles to compete with vhf stations spaced 170 miles apart. But, to compete with vhf stations as FCC has actually spaced them -- 280 miles median -- uhf stations would have to be more than 250 miles apart and have powers "considerably above 1000 kw."

Jones' position is generally that taken by Westinghouse's Ralph Harmon in paper delivered at NARTB convention (Vol. 8:14) and by Bernard O'Brien, of WHEC, Rochester, in testimony given before last year's proposal was adopted.

* * *

Others at Commission challenge Jones by pointing out that:

1) He is inconsistent in saying that wide-range vhf stations will hamper uhf. If closer vhf spacing would make possible many more vhf stations, wouldn't there then be less need for uhf stations?

2) Allocation is based on the record, not on a "theory blind to the actual distribution of population -- and economics of station operation. Cities don't follow a geometric pattern."

3) Allocation provides TV channels for more cities than have AM stations. And more channels are available in many cases. One commissioner says that "our distribution of channels is far greater than the demand -- as expressed by existence of AM stations or newspapers in most cities. There are no more one-channel TV cities than there are one-station AM cities."

4) Jones threw in many Canadian allocations, in measuring co-channel spacings -- and these are generally much more widely spaced than ours.

5) Actual uhf assignments are about 200 miles apart, rather than 155-mile minimum provided in final decision.

6) Just as many small cities got vhf as did large.
### Final Allocations by States and Cities: VHF & UHF

As Promulgated in Part III of FCC Rules & Regulations Relating to TV

Included in Appendix D of Sixth Report & Order (FCC 52-294) Released April 14, 1952

With Table of Changes in Channels of Existing Stations, Compiled by Television Digest

These Channel Allocations Supersede All Existing and Proposed Tables. Canadian and Mexican Allocations Not Included in the New FCC Rules, To Be Announced Later.

Asterisks (*) Indicate channel reserved for non-commercial educational use.

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#### ALABAMA

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**NOTE:** Printed copies of full text of entire End-of-Freeze Report being mailed separately to all full-service subscribers.
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| Brunswick| 28,24 |
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| Carrollton| 33   |
| Cartersville| 63  |
| Cedartown| 53  |
| Columbus| 4   |
| Cordele | 43  |
| Dalton  | 25  |
| Douglas | 32  |
| Dublin  | 15  |
| Eiberon | 16  |
| Fitzgerald| 23  |
| Fort Valley| 18  |
| Gatesville| 52  |
| Griffin | 39  |
| La Grange| 50   |
| Macon  | 13  |
| Marietta| 57  |
| Milledgeville| 51  |
| Moultrie| 48  |
| Newport | 61  |
| Rome   | 9   |
| Savannah| 3,9*11 |
| Statesboro| 22  |
| Swanseaboro| 20  |
| Thomasville| 6   |
| Tifton  | 14  |
| Toccoa  | 35  |
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| Vidalia | 26  |
| Waycross| 16  |

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| Gooding| 23  |
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| Jerome | 17  |
| Kelllog| 43  |
| Lewiston| 3   |
| Moscow | 15,9 |
| Nampa  | 6,12 |
| Payette| 14  |
| Pocatello| 6,10 |
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| Rexburg| 27  |
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| Sandpoint| 9   |
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| Dixon  | 47  |
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| Freeport| 23  |
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| Elizabethtown| 23 |
| Frankfort| 43  |
| Glasgow | 26  |
| Harlan  | 36  |
| Hazard | 19  |
| Hopkinsville| 20 |
| Lexington| 27,33 |
| Louisville| 3,11 |
| Madisonville| 26 |
| Mayfield| 49  |
| Mayville| 24  |
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| Murray  | 33  |
| Owensboro| 14  |
| Paducah| 42  |
| Pikeville| 14  |
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<td>Pullman</td>
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<tr>
<td>Seattle</td>
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<td>Spokane</td>
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<tr>
<td>Tacoma</td>
<td>11,13</td>
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<td>Walla Walla</td>
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<td>Yakima</td>
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<td>Hinton</td>
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<td>Huntington</td>
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<tr>
<td>Logan</td>
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<td>Martinsburg</td>
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<td>Morgantown</td>
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<td>Parkersburg</td>
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<td>Welch</td>
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<tr>
<td>Weston</td>
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<td>Wheeling (also see Wheeling-Stebenville, O.)</td>
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<td>Wheeling-Stebenville, O.</td>
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<td>Ashland</td>
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<td>Beloit</td>
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<td>Kenosha</td>
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<td>Madison</td>
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<td>Manitowoc</td>
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<td>Milwaukee</td>
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<tr>
<td>Sheboygan</td>
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<tr>
<td>Shell Lake</td>
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<td>Sparta</td>
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<tr>
<td>Superior (See Duluth, Minn.)</td>
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<td>Wausau</td>
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<tr>
<td>Wisconsin Rapids</td>
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<td>Cheyenne</td>
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<td>Cody</td>
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<td>Douglas</td>
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<td>Gillette</td>
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<td>Lovell</td>
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<td>Lusk</td>
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<td>Torrington</td>
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<td>Wheatland</td>
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<td>Fairbanks</td>
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<td>Juneau</td>
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<td>Kotzebue</td>
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<td>Seward</td>
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<td>HAWAIIAN ISLANDS</td>
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<td>Lihue, Kauai</td>
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<td>Honolulu, Oahu</td>
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<td>Hilo, Hawaii</td>
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<td>San Juan</td>
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<tr>
<td>Charlotte Amalie</td>
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### Channel Shifts of Existing Stations

**Under New FCC Rules, Standards & Allocations**

<table>
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<tr>
<th>Licensee or Permitee</th>
<th>City Affected</th>
<th>Present Channel Assignment</th>
<th>Proposed Channel Assignment</th>
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<tbody>
<tr>
<td>Iowa State College of Agriculture and Mechanical Arts (WOI-TV)</td>
<td>Ames, Ia.</td>
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<tr>
<td>Broadcasting Inc. (WLTW)</td>
<td>Atlanta, Ga.</td>
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<tr>
<td>Birmingham Broadcasting Co. Inc. (WBRC-TV)</td>
<td>Birmingham, Ala.</td>
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<tr>
<td>Sarkes Tarzian Inc. (WTTV)</td>
<td>Bloomington, Ind.</td>
<td>10</td>
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<tr>
<td>Balaban &amp; Katz Corp. (WBBB)</td>
<td>Chicago, Ill.</td>
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<td>4</td>
</tr>
<tr>
<td>Crosley Broadcasting Corp. (WLWT)</td>
<td>Cincinnati, O.</td>
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<tr>
<td>Radio Cincinnati Inc. (WKRC-TV)</td>
<td>Cincinnati, O.</td>
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<tr>
<td>Scripps-Howard Radio Inc. (WCPO-TV)</td>
<td>Cincinnati, O.</td>
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<tr>
<td>Empire Coil Company Inc. (WXEL)</td>
<td>Cleveland, O.</td>
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<tr>
<td>National Broadcasting Co. Inc. (WNBK)</td>
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<td>Crosley Broadcasting Corp. (WLWC)</td>
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<td>Crosley Broadcasting Corp. (WLWD)</td>
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<tr>
<td>Miami Valley Broadcasting Corp. (WHIO-TV)</td>
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<tr>
<td>Central Broadcasting Co. (WOC-TV)</td>
<td>Davenport, Ia.</td>
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<tr>
<td>Grandwood Broadcasting Co. (WOOD-TV)</td>
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<tr>
<td>WSAZ Inc. (WSAZ-TV)</td>
<td>Huntington, W. Va.</td>
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<tr>
<td>WJAC Inc. (WJAC-TV)</td>
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<tr>
<td>WGAL Inc. (WGAL-TV)</td>
<td>Lancaster, Pa.</td>
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<tr>
<td>WAVE Inc. (WAVE-TV)</td>
<td>Louisville, Ky.</td>
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<td>WHAS Inc. (WHAS-TV)</td>
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<td>Memphis Publishing Co. (WMCT)</td>
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<td>The Journal Co. (WTMJ-TV)</td>
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<td>The Elm City Broadcasting Corp. (WNHC-TV)</td>
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<td>WTAR Radio Corp. (WTAR-TV)</td>
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<tr>
<td>Allen B. DuMont Laboratories Inc. (WDTV)</td>
<td>Pittsburgh, Pa.</td>
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<tr>
<td>The Outlet Co. (WJAR-TV)</td>
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<td>Stromberg-Carlson Co. (WHAM-TV)</td>
<td>Rochester, N. Y.</td>
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<td>General Electric Co. (WRGB)</td>
<td>Scheneectady, N. Y.</td>
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<td>Central New York Broadcasting Corp. (WSYR-TV)</td>
<td>Syracuse, N. Y.</td>
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<td>WDEL Inc. (WDEL-TV)</td>
<td>Wilmington, Del.</td>
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**Charges of “blacklisting” by 4 networks and 2 stations were placed before FCC this week by American Civil Liberties Union, which asked Commission to investigate and establish regulations to ban the practice. Charges were based on 5-month investigation and report for ACLU by author Merle Miller on anti-Communist newsletter Counterattack and its Red Channels list of 151 TV-radio personalities alleged to have been associated with Communist or front activities. Miller’s report was published this week by Doubleday under title of The Judges and the Judged ($2.50).**

Petition was prepared by ex-FCC chairman James L. Fly, communications attorney and ACLU board member; board member John F. Finerty, and ACLU counsel Herbert Monte Levy. It asked Commission to establish whether (1) “blacklisting” is against public interest; (2) licensees have “improperly delegated programming power [and] acquiesced in or endorsed blacklisting”; (3) “conditional renewal of licenses is appropriate.”

FCC was asked to deny license renewals to the accused networks and stations unless they pledge not to “discriminate upon the basis of alleged or real associations and beliefs . . . past, present or future” or to permit discrimination by advertisers or packagers. ACLU made these specific blacklisting allegations:

**NBC-TV**—cancelled Weavers quartet from Dave Garroway Show, permitted General Foods to drop Jean Muir from The Aldrich Family.

**CBS-TV**—cut dance by Paul Draper from kine of Toast of the Town.

**DuMont**—eliminated pianist Hazel Scott’s program.

**ABC-Radio**—“possibly barred 2 outspoken anti-Communists,” ex-reds Ralph DeToledano and Benjamin Gitlow from Cholly Knickerbocker Show.

**WPIX, New York**—cancelled series of 35-year-old Charlie Chaplin films.

**KOWL (AM), Santa Monica, Cal.**—barred Rev. Clayton Russell from air.

On Author Meets Critics program on DuMont April 11, author Miller and Herald Tribune columnist John Crosby engaged in heated debate with Red Channels author Theodore C. Kirkpatrick, ex-FBI agent, who publishes the newsletter Counterattack, and Miller repeated thesis of his book—that TV-radio executives and sponsors have abjectly acquiesced to unfounded attacks on persons charged with Communist affiliations, depriving 151 of them of means of livelihood.
First step in forming educational TV network was signed into law April 5 by New York's Gov. Dewey. Measure sets up 15-man temporary commission to study educational TV, with an eye toward State's proposed 11-station educational network. Financed by $25,000 appropriation, commission is directed to: (1) Study desirability of governmental operation and control, and feasibility of operation by private educational groups. (2) Look into cost of construction and operation of stations and methods of financing them. Commission is empowered to act immediately after channel allocation "to make and sign any agreements and do and perform any acts that may be necessary or desirable."

Uniform TV film standards may be in offing if Joint Committee for Inter-Society Coordination acts on suggestion by NARTB's Recording and Reproducing Standards Committee. NARTB engineering director Neal McNaughten says he'll propose film standardization to JCIC, which comprises Institute of Radio Engineers, Society of Motion Picture & TV Engineers, RTMA and NARTB, after JCIC studies possibility of modernizing current disc and magnetic recording standards. Film studies would cover such topics as magnetic sound stripe on film, sprocketed tape, synchronization and video-on-tape. Point was made at recent JCIC meeting that such standards would necessarily be general in nature, to accommodate future TV film developments.

Merger of TVA and AFRA on July 1 has been approved by members of both organizations if overall merger with 3 other talent unions is not accomplished by that date. AFRA members voted 98% for merger, TVA 82%. Nationwide referendum approved constitution for combined organizations, which would be known as American Federation of TV & Radio Artists. Study is now being completed at U of California and Cornell U industrial relations schools on plan for merger of AFRA, TVA, Actors & Chorus Equity Assn., American Guild of Musical Artists, American Guild of Variety Artists—all members of Associated Artists & Artists of America (AFL).

TV discussions and papers will occupy first day of April 21-25 convention of Society of Motion Picture & TV Engineers at Drake Hotel, Chicago. Featured in TV talks will be RCA's M. C. Bacs, on independent TV; Victor, Trad, Trad TV Corp.; Frank H. Rissle, Motigraph Inc., and John M. Sims, GPL, on theatre TV; Robert E. Lewis, Armour Research Foundation, on "A Color or Stereoscopic Frame-Sequential TV Viewer." Other TV speakers will include Fred Barton and H. J. Schaaf of TelePrompter Corp., A. D. Fowler and H. N. Christopher of Bell Telephone Labs and Consultant Sam H. Kaplan, Chicago.

Edmund A. Chester, CBS Radio news & public affairs chief, has resigned to become gen. mgr. of RHC-Cadena-Azul, operating 14-station Cuban radio network and planning network of 6 TV stations. Heading group purchasing it is Caspar Pumarejo, who recently sold his interest in Union Radio's CMUR-TV (Col. 7:32). Unverified is report that Elliott Roosevelt is involved with him and others in acquisition from tornado Room of Cadena Azul. Chester is a former Latin American correspondent for AP.

"Pattern for TV Profit," series of articles described as "basic text for those planning to operate TV broadcast stations," began in March issue of Milton B. Sleeper's Radio Communication. Roy F. Allison is author in collaboration with A. B. Chamberlin, CBS; Raymond Guy, NBC; Rodney Chipp, DuMont; Frank Marx, ABC; Thomas Howard, WPIX.

Democratic National Committee has named Joseph Katz Co, Baltimore & New York, to handle its TV-radio timebuying for 1952 presidential campaign.
PRICING TREND—AND MARKET OUTLOOK: Philco isn't adopting "inboard pricing", after all, despite manifest trend that will probably take hold by end of summer. On neither its old TV models nor the 5 new ones it introduced during highly successful "convention" conducted via NBC-TV closed-circuit hookup April 8, was anticipated "lump price" policy adopted (Vol. 8:14).

Nor is Crosley going in for inclusion of the excise tax and tube and parts warranties in suggested lists, despite example of Admiral, Motorola, RCA, et al. That the pressures are on, however, is plain from this quote from a Philco distributor: "Unfortunately, inboard pricing for us is still a fond hope. Probably won't be a reality until the June convention or, if they're stubborn, later." He said he had expected Philco to announce the policy during its "TV convention".

Some 20,000 persons, mostly dealers, were said to have watched showing of new models in 38 NBC-TV station studios during closed-circuit hour which was also in nature of dress rehearsal for Philco's 47-station sponsorship of July political conventions (Vol. 8:11). They were highly enthusiastic, especially when told about merchandising tie-ins that are expected to boost summer TV-radio trade enormously.

New sets introduced, quite appropriately, were called "Campaigner" models. They were 17-in. leatherette table at $230, mahogany console ensemble $260; 20-in. mahogany console ensemble $290, mahogany console $320, with half doors $350.

* * * * *

Optimism about trade prospects were indicated in TV sales v.p. Fred Ogilby's observation that he expects second quarter to account for higher percentage of 1952 TV set sales than any similar quarter since 1948.

Admiral sales v.p. Wallace C. Johnson went further than that, in addressing dealer meeting in San Francisco this week: He foresaw Admiral turning out 800,000 TV sets this year as against 675,000 last -- and with a ready market for them.

Avco (Crosley) chairman Victor Emanuel, also at annual meeting, told his stockholders principal problem is no longer materials and production but sales and merchandising, and promised aggressive selling and promotion this year.

While there will be less metal for TV-radio manufacturers this quarter than first (Vol. 8:3), there's not much doubt they can turn out as many sets as they did first quarter (about 1,200,000) or even more -- if they want to. Again in second quarter, trade conditions rather than material supply will be governing factor. The more liberal rations already announced for third quarter (Vol. 8:13), and still substantial inventory supply (Vol. 8:14), should more than accommodate anticipated upsurge in demand for TV-radio receivers this summer and autumn.

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TV factory inventories jumped more than 30,000 in week ended April 4, according to RTMA. Figure went to 262,932 from 231,020 week before (Vol. 8:14).

Production fell to 83,031 (4853 private label) from 94,323 week earlier, or lowest since Jan. 4 week (Vol. 8:2). It was first week of new quarter.

Radio output was 204,987 units (86,478 private), practically unchanged from preceding week, but inventory went up to 307,691 from 283,123. Radios produced in week ended April 4 were 70,598 home, 25,056 portables, 33,771 clock, 75,562 auto.

Electronics employment in Chicago area has dipped 27.3% from last year's level, according to Muter Co.'s Leslie Muter, president of Radar-Radio Industries of Chicago. He told association's board that Chicago electronics industry has been dealt severe blow by recent defense manpower directive channeling defense orders into "distressed areas." Chicago isn't classified as distressed area. Defense Dept. officials said distressed area policy went into effect in latter March and hasn't been in operation long enough to affect electronics industry, and that it's doubtful if any electronics contracts have been channelled to distressed areas. Said Mr. Muter: "More than one-tenth of all Chicago's industrial production is in electronics and electrical products. We are in danger of losing a great number of our skilled electronics workers, which would seriously cripple Chicago's effectiveness as the greatest potential source of military communications equipment in case of all-out war."
Topics & Trends of TV Trade: If we can accept Federal Reserve Board’s annual survey of consumer finances, conducted for it by U of Michigan Survey Research Center, a soft market for TV-radio and other consumer durables should continue through 1952. Based on 1400 interviews with consumers in 60 sampling areas during January-February, survey estimates demand for TV sets at “close to the 1951 level.” Consumers’ intentions to buy console radios, refrigerators and washing machines were found to have fallen off as compared with planned purchases of other major household goods.

But there’s many a quick change that can occur (e.g., accelerated demand for TV and radios due to political campaign)—and FRB frankly warns that its study is in no sense a “prediction.” However, it’s interesting to note that its earlier surveys forecast 1950’s upsurge in buying (Vol. 6:16) and last year’s trade slump (Vol. 7:16-17). Highlights of current survey:

(1) “Consumer plans to purchase major household goods in 1952 appear to be somewhat less frequent than those expressed for 1951 in the survey a year ago.”
(2) More consumers than a year ago considered the present “a bad time to buy”;
(3) As in 1951, “high prices” was given as principal reason for belief that now is bad time to buy.
(4) Fewer people indicated that their buying plans were dictated by fear of shortages.
(5) Although in every 10 feel prices for things they buy would rise during 1952, survey notes that “less than one in 10 consider the present a good time to buy before prices go higher.”

Trade Miscellany: Starrett creditors unanimously rejected offer of 20% at New York bankruptcy hearing this week; proposal was 10% cash, 10% in 9-month notes...

Hoffman Laboratories Inc. has been set up as subsidiary of Hoffman Radio to engage in research and handle specialized electronics production, including military...

National Video Corp. (picture tubes) constructing new 115,000 sq. ft. plant at 4300 W. 47th St., Chicago, moving in fall...

Standard Piezo Co., Carlisle, Pa., will merge with Brown-Allen Chemicals Inc., which recently also acquired Chasers Inc. Holders of Standard common will get 1½ shares of Brown-Allen for each share, and each $20 pdf. will be exchanged for 3 shares of Brown-Allen...

Joyner Corp. closes down components plant in Bourbon, Ind. because of copper and other restrictions, will concentrate on main plant in Warsaw, Ind....

Stromberg-Carlson’s defense contracts currently account for 40% of its billings, are expected to run 50% before year’s end.

Trade-practice rules for TV-radio industry (Vol. 8:3) will come another step closer to adoption in week or two, by which time industry recommendations are expected to be submitted to Federal Trade Commission. Next move will be to set third trade practices conference—probably in late May or June, according to FTC attorney Paul Butz. He indicated, however, there’s “very slight possibility” that recent anti-trust conspiracy indictments against 5 California TV-radio parts distributors (Vol. 8:14) could delay work on rules—or at least that part dealing with anti-trust conspiracies—until case is settled.

Canadian RTMA reports 4274 TVs sold in February at list value of $24,162,204. Most sales were in Toronto-Hamilton area (44.5%) and Windsor area (32.1%). Niagara Peninsula took 18.1%, newly added Montreal .8%, remaining 4.5% going to other areas. Feb. 28 TV inventory was 13,395.

Merchandising Notes: Regulation W, relaxed this week to raise transaction exemption from $50 to $100, won’t help TV trade much—except for sales of under-$100 used sets and small radios and appliances. That’s reaction of most merchandisers to Federal Reserve Board’s ruling this week...

Recent NARDA survey showed 61.3% of members opposing wage controls; on Regulation W, 45% were for continuance, 45% against, 10% proposing credit regulation on “standby basis”...

Cuts excise tax from 25% to 15% on TVs, radios, phonos, tubes; its first TV stations go into operation in Montreal & Toronto this summer...

Consumer buying of TV-radios in New York depart. stores during March was “below expectations,” Herald Tribune’s retail survey finds, with sales running 11-55% below March 1951, start of last year’s trade slump. At that time TV-radio declines ranged from 7-71% below March 1950. Two stores showed March 1952 with gains of 209% & 21%...

RCA Victor, now holding TV sales clinics around country, features 26-min. film titled “The Most Natural Thing in the World,” giving quick pictorial once-over of all major RCA activities, designed to re-inforce dealers’ faith and confidence in company; film will be made available later for showings in schools, clubs, etc. ...

General Electric launches institutional ad campaign “to acquaint the public with the importance of electronics and with GE’s leadership,” with 4-color ads in Life April 21 and Saturday Evening Post April 28...

Emerson’s 13,000,000th receiver (radio and TV) came off receiving line last week—TV model 700, which was presented to president Ben Abrams with appropriate ceremony by production v.p. Edward J. Kelly...

February sales of TVs in District of Columbia area totaled 6865 sets vs. 5091 same month last year, $108 radios vs. 4130, 862 radio combinations vs. 1087, according to Electric Institute.

Shortage of 17-in. TV sets was reported by some stores in NPA Office of Civilian Requirements’ February retail survey of leading independent and chain stores in 10 large cities. NPA stated: “Thirteen per cent of the stores contacted in 5 or more of the cities reported inadequate inventories for 3 of the 37 items selected for the survey: low-priced radios, 17-in. table model TV sets and automatic washing machines. Approximately the same proportion advised that new supplies were cut off from some sources. Other models and sizes of TV sets were not included in the list of items checked... Approximately 20% of the stores contacted regarding 17-in. TV sets... reported limitations on shipments of these items.” Monthly survey is part of NPA program to determine whether manufacturers are turning out sufficient low and medium-priced items.

Anticipating arrival of Canada’s first TV station (Vol. 8:12), one Montreal dealer has begun “education” program to answer customer questions. Newspaper ads of Melody House, in suburban Westmount, attempt to answer such queries as: (1) When will telecasting begin? (some time this summer). (2) When will live U.S. network programs be available? (6-10 months later). (3) Which are best-size sets to buy? (20 & 21-in.). Ads also suggest layaway plan.

Multiple Television Mfg. Co., Brooklyn, assembler of custom-built TV sets, has agreed to stop representing, by use of “Edison” in brand name, that its products are those of Thomas A. Edison Inc., agreed to Federal Trade Commission.

National Union Radio Corp. reports 1951 sales of $13,671,112, net income of $370,910 after taxes and special reserve of $100,000 for contingencies. In 1950, sales were $14,799,107, earnings $1,268,851.

Film on community antennas, featuring installation at Pottsville, Pa., is being planned by RCA.
Mobilization Notes: Transmitting tube manufacturers will soon be shopping for new defense orders to continue normal operations in last quarter of this year. Makers of transmitting and special purpose tubes told NPA at meeting this week that they're very busy now on military contracts and that present facilities plus planned expansions should be sufficient to meet any defense needs.

Some manufacturers reported difficulty in obtaining nickel and other scarce materials. NPA officials said after meeting that this week's interruption in steel production may cause spot shortages of nickel alloys in military tube and component plants. All in all, industry representatives said they've been getting sufficient materials. NPA told them to look for no relaxation of controls; copper shortage should continue for another year, and nickel is now tighter than ever.

Manufacturers reported some shortages of civilian transmitting tubes, but attributed this to misallocation rather than curtailed output. NPA's George Henyan presided at session attended by representatives of Ampex, Chatham Electronics, Eitel-McCullough, GE, Machtel, Raytheon, RCA, Varian Associates, Western Electric.* * *

Rapid tax write-off for expansion of productive capacity by 16 additional electronics and related firms was approved by DPA March 1-20. The 18 projects involved, representing total cost of about $7,000,000:


"Slight easing" of copper shortage was noted this week by NPA—"in spite of the fact that refined copper has been in shorter supply during the past few months." Paul B. Andrews, acting director of Copper Div., said all second-quarter CMP copper orders probably can be filled. Easing is due to increased flow of copper and brass scrap, he explained, as result of softness of foreign markets, return of increasing amounts of scrap to defense producers and the armed forces themselves, and OPS pricing policies. He said inventories of raw copper are still "dangerously low at mill levels.

Among larger military electronics contracts announced this week: Signal Corps—Lavole Laboratories Inc., Morgantown, N. J., $3,024,650, frequency meters (2030 items, 2 contracts); Motorola, $3,510,000, radios (5550 items, 2 contracts); CBS-Columbus, $289,032, tube testers (1000). Air Materiel Command—DuMont, $500,000, camera control system. Navy Bureau of Aeronautics—Hewlett-Packard Co., Palo Alto, Cal., $435,025, signal generators (215).

Sir Robert Watson-Watt, the noted British scientist and developer of radar, who recently set up own Montreal branch, has been retained by Canada's Defense Research Board as part-time adviser on radar and electronics.

RCA is asking Federal court in New York either to vacate or modify subpoena duces tecum served upon it for appearance before grand jury May 12 with documents and data back to 1934 (Vol. 8:9, 11-12, 14)—and this is expected to set off wave of similar motions from others among the 19 firms (including RTMA) which were similarly subpoenaed in Dept. of Justice probe of alleged collusion in connection with color FM and patents. RCA counsel John T. Cahill claims much if not most of data sought has to do with its patent licensing, which was controlled by consent decree of 1932 in civil suit brought by Govt. Other companies are known to be irked by probe, claiming it is result of spiwetwork because they refused to go along with FCC's choice of CBS's incompatible color system now shelved by NPA order. None seriously thinks grand jury will bring criminal indictments as result of Dept. of Justice's "fishing expedition."

Trade Personalcs: Fred A. Lyman, mgr. of New York factory distribution agency, promoted by DuMont receiver div. to national merchandise mgr., succeeded by John Hunt, mgmr. of New Jersey factory distributorship, who in turn is succeeded by Irving Sarlin, ex-Emerson-New Jersey... Robert W. Ferrell, ex-assist. sales mgmr., GE receiver dept., Syracuse, appointed mgr. of GE marketing administrative services with headquarters at 570 Lexington Ave., N. Y.... Bert Fredericks now TV-radio mgmr. of Gough Industries, Los Angeles, ex-Philco distributor, now handling Sylvania; Max Goodman, ex-Philco, is asst. mgr. of dept. ... Tom C. Paxton, ex-Zenith, named district mgr. for Hallcrafters in Cincinnati-Louisville-Indianapolis area... Charles L. Day, ex-Owens-Corning, heads new Washington district office of Corning Glass in Kass Bldg. ... Stanley R. Andrews, ex-works mgmr., elected v.p. in charge of Standard Coil Products Co., Chicago production facilities... Ralph M. Cohen, 192 Lexington Ave., New York, named Kaye-Halbert eastern representative; Al Feherty appointed new San Diego factory regional rep.

Raymond Roson, 58, president of Philadelphia RCA distributing firm bearing his name, died suddenly of heart attack in his home, April 7.

Louis Gerard Pacent, 58, pioneer radio researcher and developer, died April 7 at his home in New York.
**Financial & Trade Notes:** International Resistance Co. reports all-time peak sales of $12,973,170 in 1951, compared with $11,085,109 in 1950. Profits were $754,675 (71¢ a share), compared with $1,056,638 ($1.01) in 1950. Federal and State Income taxes went up to $1,380,000 in 1951 from $1,152,946 in 1950. All classes of IRC's business, except sales to TV-radio manufacturers, shared in sales increase. Military is now buying about 92% of company's output.

Wilcox-Gay Corp. and wholly owned subsidiaries, Majestic and Garod, suffered loss of $254,101 on sales of $12,618,369 in 1951—president Leonard Ashbach attributing $200,000 of loss to pre-Korean gov't contract for radiosonde and for which a new contract at more favorable price has since been made. In 1950, Wilcox-Gay earned $28,205 on sales of $8,902,372. Company now has backlog of $12,000,000 in govt. contracts, mainly for 1952 delivery, has attained such improved sales position in TV, that Mr. Ashbach states: "We confidently expect 1952 to be profitable."

Trav-Ler Radio's president Joe Friedman, reporting to stockholders meeting this week, said firm shipped $2,800,000 worth of apparatus first quarter of this year, which should show profit of between $100,000 and $125,000. Shipments were 30% phonograph, 7-8% defense, remainder TV. For 1951, Trav-Ler showed net loss of $577,950 on sales of $8,015,922, as against 1950 net profit of $1,156,851 on sales of $13,892,485.

Reeves Soundcraft Corp. reports 1951 net loss of $77,570 on sales of $2,054,401, earned surplus account amounting to $1,128 as of Dec. 31, 1951. This compares with $118,455 profit, $1,513,470 sales, $79,052 surplus in 1950 (Vol. 7:14). Company reports its tube division at Springdale, Conn., "suffered substantial losses, due in part to the slump in the TV manufacturing industry." Springdale plant was leased to Chromatic TV Laboratories in October 1951, but lease was surrendered early this year. Annual report says color TV cameras were delivered to Remington-Rand last year, "and negotiations are in progress for a contract to manufacture additional color TV cameras." Operations of Tele-Video Corp., two-thirds owned by Reeves, were suspended in 1951 "and will not be resumed until the market for projection TV sets warrants such resumption."

Radio & Television Inc., manufacturer of Brunswick TV's, radios and phonographs, reports net loss of $100,431 on net sales of $966,437 during 1951, compared with loss of $32,267 on sales of $2,115,103 in 1950. Profits of Thomasville Furniture Corp., states chairman David E. Kahn, are not reflected in New York company's balance sheet and operations statement, though it owns 50% of Thomasville firm which showed net profits after taxes of $224,843 for fiscal year ending April 30, 1951 and is "returning a highly gratifying monthly net profit from its present operation."

Webster-Chicago 1951 profits fell to $457,635 ($1.01 on 430,000 shares), sales to $17,971,409 after Federal taxes of $556,338, from 1950's record $1,212,050 ($2.69) profits, $19,086,151 sales after $1,112,444 taxes. Company had $11,000,000 in gov't. contracts on hand at year's end. Working capital at end of 1951 was $4,099,351 vs. $4,051,063 year before. President R. F. Blash attributed declines to increased costs, materials conservation work and stoppage of color TV work as result of ban by Gov't.

Indiana Steel Products Co. (magnets) reports $2,666,180 sales, $256,325 net income ($4.12 per share on 143,149 shares outstanding) after Federal taxes of $1,250,000 during 1951 vs. $1,746,956 sales, $500,740 ($3.50) net income, $875,000 taxes in 1950. Working capital was $1,240,654 as of last Dec. 31, net worth $2,129,600.

**INITIAL DRAFT** of color TV order (M-90 revised) has been completed, and is now making rounds of NPA officials for comments and suggestions. Then it will be revised again—completely reworked if there are serious objections from agency chieftains. If all goes smoothly, order should be issued within next 2 weeks.

Tentative draft continues ban on commercial production of home color TV receivers (Vol. 7:47), but language is far more detailed and explicit than old order, spells out exact criteria NPA will use in making exceptions in hardship cases. Original M-90 order, like all NPA orders, had "hardship" clause, but no manufacturer ever used it. Current draft exempts from ban such non-home color TV equipment as theatre TV and merchandising aids such as closed-circuit dept. store setups, as well as other industrial TV equipment.

President Richard Hodgson of Chromatic TV Laboratories (50% owned by Paramount Pictures), only manufacturer actively pushing for revocation of M-90 (Vol. 8:6), said his company is ready to begin color receiver production, using Lawrence tri-color tube, whenever NPA lifts ban. Chromatic is now concentrating all operations in enlarged Oakland (Cal.) plant, having moved in February from Springdale (Conn.) factory it leased last October from Reeves Soundcraft.

Will transistors (Vol. 8:9) eventually replace tubes? Representatives of 2 of the electronics industry's biggest corporations ventured to answer question this week. J. Milton Lang, gen. mgr. of GE tube dept., predicted widespread use of transistors will eventually lead to greater market for tubes. He reasoned that transistors will lead to vast new expansion of electronics industry by making possible new electronics devices; but these new products will require tubes, as well as transistors, in important roles. RCA president Frank Folsom's answer to same question, in address this week to N. Y. Assn. of Customers' Brokers: Probably—"but not in our lifetime."

Capital profit of $3,143,557 in 1952 and $750,795 in 1951 is reported by R. H. Macy & Co., in semi-annual earnings report for period ending Jan. 26, 1952, resulting from merger and sales of its radio and TV properties WOR & WOR-TV (Vol. 7:46, 8:3). Applicable provisions for Federal income taxes are $677,000 in 1952 and $290,000 in 1951. Total net earnings and capital profit of big dept. store firm for the 6 months was $6,335,729 on sales of $185,411,300 vs. $5,677,455 on sales of $164,303,736 for comparable 1951.

Westinghouse and Johns Hopkins U, Baltimore, have announced joint work-study program to enable 30 students a year to combine work experience at Westinghouse with studies at university leading to certificate in electrical engineering. Students selected for program will receive about $1200 worth of courses over 5-year period. Westinghouse is footing the bill; program eventually will cost it about $30,000 annually.

"Coax tax hoax" aptly describes latest TV racket in Miami, where swindlers lost no time in trying to capitalize on publicity attending coming extension of TV cable-microwave relay to that city (Vol. 8:12). WTVD reports viewers are being visited by self-styled "Federal tax-collectors" who ask them to pay $30 license fee on "home TV reception of the cable programs."

Study of subscription TV has been completed by Stanford Research Institute for a Mr. Edgar Sutro, San Francisco, Institute reveals in annual report. No details are given; report merely says: "A survey of the existing systems for subscription TV has been made and various new systems have been outlined ... The complexity of various systems has been evaluated and their relative costs estimated."
Telecasting Notes: Sidelight on fabulous growth of TV: When national political conventions were held in Philadelphia July 1948, only 18 stations along Eastern Seaboard were hooked up for network service, while others carried kine recordings, about 450,000 TV sets were in use (Vol. 4:26). There were only 50 stations in operation as of July 1, 1948. This July's conventions will be carried by 105 interconnected stations out of the 109 serving U. S. audiences (Vol. 8:12) and viewable on at least 17,500,000 TVs, probably more. Wave of ABC-TV cancellations looks like it's over, said president Robert Kintner at stockholders meeting this week; in any case, ABC-TV is 50-60% ahead of last year. Total ABC income of about $59,000,000 in 1951 (Vol. 8:12) was derived about 50% from TV, he said. Annual "showmanagement" awards for 1951-52 were announced by Variety April 9 to include these plaques for distinction in TV: WHAS-TV, Louisville, education by TV; WCAL-TV, Philadelphia, TV origination; KSTP-TV, St. Paul, outstanding news coverage. Special citations went to: Edward R. Murrow's See It Now, CBS-TV; Lucille Ball-Desi Arnaz I Love Lucy, CBS-TV; Red Skelton, NBC-TV; Celanese Theatre, ABC-TV; NBC-TV opera Amahl and the Night Visitors. NBC's WNBT, New York, is called "biggest and richest TV operation in the world" in April 9 Variety, which says its gross was $10,- 000,000 of the $40,000,000 attributable to all NBC owned- & managed stations (TV & radio) during 1951. Ernie Kovacs, whose pioneer 7-9 a.m. Three to Get Ready on WPTZ, Philadelphia, has been displaced by NBC-TV's Today, joins WCBS-TV, New York, April 21, taking over daily 12:45-1:30 p.m. strip to be titled Kovacs Unlimited and sold on participating basis. March edition of Johns Hopkins Magazine carries 10-p. article on "Education by Television," featuring Johns Hopkins Science Review keyed from Baltimore's WAAM to DuMont; reprints available from station on request. Radio Writers Guild voted strike at ABC & NBC-radio in New York, no date set; at issue are questions of commercial fees for news writers, ownership rights to material written by continuity writers.---

ASCAP-BMI feud has reached such intensity that ASCAP has filed complaint with Dept. of Justice charging BMI with restraint of trade, pointing particularly to "interlocking" roles of Justin Miller, chairman of both NARTB and BMI, and Sydney M. Kaye, vice chairman of BMI board, its v.p. & gen. counsel and a member of the law firm representing CBS. In exclusive story in April 5 Billboard, Washington correspondent Ben Atlas reveals complaint, which he states Dept. of Justice got month ago, and states it is conducting inquiry. In such cases, Dept. of Justice anti-trust div. usually maintains strict silence, is particularly cagey now while change in Attorney Generalship pending. Climax in ASCAP-BMI rivalry, says Atlas, was reached with collapse of ASCAP negotiations on TV per-program fees, Society complaining that BMI had been spared similar negotiations because of its kindred interests with broadcasters.

Four applications filed with FCC this week brought total pending to 526, of which 39 are for uhf. Week's uhf applicants: WCNV, Centralia, Ill., Channel No. 2; John A. Barnett, Roswell, N. M. (falcon), No. 8. Uhf applicants: WHFC, Chicago, No. 25; WHYU, Newport News, Va., No. 33. [For further details, see TV Addenda 4-14-M herewith; for listing of all applicants to date, see TV Facebook No. 14 and Addenda to date.]

Sports anti-trust case, in which Govt. charges National Football League and its members with illegal agreement to limit TV-radio broadcasts of games (Vol. 7:41, 44, 47-48, 52 & 8:2, 6, 9) was set for hearing on June 16 in Philadelphia Federal Court. At same time, Judge Alan K. Grim denied NFL access to govt. records in connection with case.

Associated Press enters TV news film field in competition with INS and UP, with gen. mgr. Frank Starzell's announcement this week that AP will turn out "a completely finished product [with] meaning and significance [part of it] completely scored with music and sound effects." Oliver Gramling, asst. gen. mgr. for TV-radio, will supervise new subsidiary to be called Spotnews Production Inc., located at 653 Eleventh Ave., New York, which also houses Major Film Laboratory, Republic Pictures subsidiary, engaged to process film. Officers of Spotnews are Theodore A. Morde, ex-military intelligence & information officer, president; John T. Tobin, ex-INS Telenews, v.p. Production staff includes George Johnston, ex-Washington Video Productions; F. D. Kahlenberg, ex-INS Telenews; Tom Craven, veteran Paramount News cameraman; Bernard Dresner, ex-NBC-TV, Washington cameraman; Louis Tumola, ex-March of Time. First subscriber signed: St. Louis Post-Dispatch's KSD-TV.

McFarland Bill report (No. 1750) by House Interstate Commerce Committee (Vol. 8:11) was made public this week, but House recess until April 21 precludes chances of immediate vote on measure. Assuming Senate-passed bill to streamline FCC procedures gains House approval, 3 differences in House version may arouse considerable discussion in House-Senate conference: (1) Provision banning FCC discrimination against newspapers in obtaining licenses. (2) Power given FCC to suspend as well as revoke licenses—some Senators feel suspension is as deadly to broadcaster as revocation and is thus unnecessary addition. (3) Authority to refuse license to those convicted of Federal anti-trust violation, as in present law. Sen. McFarland (D-Ariz.), bill's author, and several other Senate Commerce Committee members, feel strongly that applicants for licenses shouldn't be subject to "double jeopardy." Network officials will testify at April 17 hearings of Senate Rules Committee subcommittee on privileges and elections, on proposals to raise ceiling on campaign expenditures and to curb campaign abuses (Vol. 8:14). Networks have accepted invitation, but haven't named representatives as yet. Committee will also invite FCC personnel to offer technical testimony. Besides fiscal provisions, proposed bill would outlaw use of "composites" in newspaper pictures, voice recordings, motion pictures, "or any other means or medium".

TV-radio investigation of "offensive and undesirable" programs was again urged this week by Rep. Gathings (D-Ark.), whose resolution for select committee to conduct probe was set back last week when House Interstate Commerce Committee protested that select committee would encroach on its jurisdiction (Vol. 8:14). Rep. Gathings inserted remarks in April 10 Congressional Record reminding Rules Committee of his year-old pending resolution that would authorize Commerce Committee to investigate programming, particularly crime stories.

TV station operation clinic for all CBS-TV and radio affiliates will be held May 1-2 at New York's Waldorf-Astoria Hotel. CBS-TV president J. L. Van Volkagen said he expects more than 500 to attend from network's 62 TV and 207 radio affiliates. He said clinic will take up station operation "from the point of view of those planning to enter TV as well as those now in it." Sessions will cover such topics as how to apply, construction costs, equipment requirements, income expectations, programming, sales, research, promotion.

Theatre-TV hearings were postponed again by FCC—this time indefinitely. Scheduled to begin May 5 (Vol. 8:9), proceedings were put off for fifth time to give Commission opportunity to re-appraise its pending matter and make up new calendar for rest of year. New date will be announced, said FCC, "as soon as possible."
STUDY OF TV STATION OPERATING COSTS: Because it's the most frequently sought data of all by new station enterprisers, we're sending all subscribers herewith reprint of study of TV station operating costs prepared by RCA station planning consultant Joe Herold. It's part of a continuing study to be published later in book form.

Engineer Joe Herold knows whereof he writes, for he set up Omaha's WOW-TV and Havana's CMUR-TV, and has worked on other station projects. He drew on data of others as well in compiling figures on salaries, transmitter operating costs, rent, programming costs, depreciation, insurance, repairs -- even floor-space requirements of typical vhf stations of 2, 10 & 20-kw and maximum transmitter powers.

Note: With this issue we are also sending all full-service subscribers, who last week received our printed copies of FCC's Final Allocation Report, a separate and handier sliding scale for use with FCC's field strength curves on pp. 200-201. In response to technicians' requests, we've also published list of geographical coordinates (latitude & longitude) for transmitters of all existing TV stations. And because mileages are so important under the new rules, we're henceforth including coordinates in our weekly Addenda (blue sheets) reporting applications filed.

REACTIONS TO THE FREEZE-THAW ORDER: Screams of outrage, sighs of resignation and expressions of satisfaction -- all followed the issuance of FCC's Final Allocation Report last week. Which of these reactions is most important, we don't know yet.

Decision is bound to be appealed to courts, according to some industry attorneys. One lawyer says he has recommended appeal to 3 clients, and is sure that at least one will go through with it.

Zenith says it will challenge FCC action in taking Channel 2 in Chicago, which it has been using experimentally for Phonevision, and giving it to WBKB.

Pittsburgh area is particular sore spot, since it missed getting another vhf channel by fraction of a mile. Suburban Braddock, it's pointed out, loses out simply because its postoffice is mere 5½ blocks short of FCC's minimum mileage.

Disappointed parties generally go along with Comr. Jones' dissent. These are a few of arguments they make:

1. FCC has no legal right to make a fixed table of allocations. Channels must be granted "on demand".
2. It's illegal to say that once a station is granted a channel it can't file application to change to another channel.
3. "Rules of the game" were switched, i.e., minimum mileages adopted are quite different from those proposed last year. What's more, they're arbitrary, have no technical support.
4. System of "priorities" was dropped, though FCC limited parties' comments to the priorities proposed.
5. "Protected contours" have been illegally omitted by FCC.
6. Technical flaws create artificial scarcity of channels.
Those satisfied with decision say: "No decision would have pleased everyone. People would have threatened appeals in any case, whatever the mileage."

Majority of commissioners and staff feel they have adequate answers for every criticism, asserting "we won't botch up TV as we botched up AM." In April 18 speech before Institute for Education by Radio & TV at Ohio State U, Chairman Walker defended decision thus:

"We refused to sacrifice a margin of safety for the sake of jamming in a few extra stations. It is possible that when many stations go on the air, their operating experience will give us concrete information that may permit us to reduce that safety factor. If that should prove true, we can always reduce the mileage separations between stations and make some additional assignments."

Majority argument against Jones' dissent holds that, under his principles, vhf would gravitate to the big cities; rural coverage would suffer; stations would be vulnerable to constant erosion of service areas (as happened in AM); propagation data is meager, yet Jones offers no safety factor for new higher powers & antennas.

As for Jones' data on greater channel efficiency with lower spacings, FCC majority claims it tried such spacings in tight New England area, gained only one assignment. Outside attorneys challenge this, saying that the proposals introduced during hearing did find more assignments.

Engineers' opinions of the Jones findings differ radically. Some say he's "dead right," others that his conclusions are "pure baloney." It's too early to get rank-and-file reaction, but it's known the 108 existing stations (including the 30 who must shift channels) are in the main satisfied; that many applicants and would-be applicants are bitterly disappointed by paucity of vhf channels; that the network engineering departments are working overtime, analyzing big report so far as it affects them and their present and potential affiliates.

Any court appeal, it's deemed certain, will use the Jones dissent as basis. But FCC majority is confident "the courts won't substitute their judgment for ours" -- same as in color decision.

If there are appeals to courts, might they hold up whole unfreezing process beyond July 1 date for beginning of consideration of applications? Possibly. For example, if courts should send allocation back to FCC to put another vhf into Philadelphia, great chunk of allocations all over northeastern U.S. would have to be reshuffled. On the other hand, a question of reserved channel in particular city could be limited to that city.

Manufacturers and the merchandisers of transmitting and receiving equipment were inclined to welcome long-awaited break in the dike holding back new stations. They weren't much concerned with charges of local inequities in allocation plan, were ready with uhf (see pp. 7-8).

The press hailed end-of-freeze, generally with predictions of great future -- and news stories and editorials made it clear expansion will be slow. An April 15 editorial in New York Times epitomized popular feeling:

"Great as have been the strides made by the TV industry, the biggest growth still lies ahead...Economically, the lifting of the 'freeze' will materially reinvigorate the country's industrial life...will mean jobs for untold hundreds of thousands...Technically and legally, [the plan] unquestionably will produce considerable controversy [but] it hardly can be overemphasized that FCC had an almost incredibly difficult task in reconciling all the demands for space on the air...Probably no plan would please all."

Various city fathers got excited -- for various reasons. The Philadelphia Chamber of Commerce lambasted FCC for not giving city another vhf channel. St. Louis Board of Aldermen, seconded by Post-Dispatch (KSD-TV), urged that city be given second station in a hurry.

Educators appeared delighted with decision. Members of Joint Committee on Educational TV issued statements expressing assurance that schools would seize their opportunity, build stations quickly.
HEAVY FLOW OF APPLICATIONS BEGINS: Full flood of TV applications hasn't broken yet -- but it's starting. This week saw 10 filed for new stations, 5 old applications amended (see item on p. 10 and detailed data in TV Addenda 14-N). These were more than have been filed in any single week during 3½ years of the freeze.

Who was "first" is hard to determine. WTSP, St. Petersburg, was first to amend, filed Tuesday, April 15, day after release of Allocation Report; it thereby won big publicity play via press associations, including AP wirephoto of manager Joe Kelley and counsel Neville Miller which got 2-column play in New York Times.

Johnstown (Pa.) group was first to file on new 301 form, among those who had never previously filed. First from territories was WAPA, San Juan, Puerto Rico.

New applications and amendments of old will pour into FCC from here on in, against July 1 date when Commission will begin making grants of uncontested applications and setting contestants for hearing. This isn't to be a "cutoff date" by any means, for applications will be accepted at any time, though for a particular hearing they must be filed at least 20 days before hearing date.

* * *

"Strategy" was order of the day, as applicants huddled with counsel. The channel-by-channel procedure -- which most attorneys still deplore -- is encouraging some applicants to stake claims quickly, trying to scare off opposition. Others are preparing forms for each channel in town, ready to jump in any direction, depending on moves of opposition.

Demand for uhf in big, well-served vhf cities may prove surprising. In New York, city-owned WNYC announced plans to file for commercial uhf. Uhf enthusiast John Poole is ready to apply in Los Angeles. Westinghouse has long been on file for Philadelphia, and Chicago's WHFC put in its claim for uhf in that city last week.

Some commissioners doubt whether quick vhf grants will be achieved in any big cities, but they expect fast action in uhf and in smaller communities.

One technique for speeding grants -- AM stations joining forces, in the same city, thus reducing number of applicants and pooling resources -- still awaits FCC action. Sen. Johnson this week released exchange of letters with FCC Chairman Walker, in which Johnson requested "positive clear-cut answer" to the question. Walker gave him no satisfaction, saying:

"I do not even have these answers myself. This problem has not yet been considered by the Commission itself...I am for getting TV going as quickly as possible. On the other hand, during my 18 years on the Commission, I have been particularly concerned with the protection of the public against the dangers of excessive concentration of control over the mediums of mass communication. I would want to study that angle most carefully."

NPA BREWS YES-&-NO COLOR TV ORDER: New color dispute may be in making, possibly setting off another wave of wait-for-color recalcitrance among consumers.

It could arise from NPA's attempts to please everybody -- the Defense Dept., Senator Johnson, Paramount's Chromatic TV Laboratories, the TV industry -- in its revision of Order M-90 now banning color TV production (Vol. 7:47).

If revised order, as currently drafted, comes out next week-end as planned, it probably will please no one -- because it will leave unanswered the important question whether color set production is permitted or banned.

Widespread publicity of order as a "relaxation" of present ban could again create antipathy among customers against buying now, albeit nobody in the industry really believes non-compatible system approved by FCC can be resurrected or will stand up against new all-electronic and compatible systems now being perfected.

Nor is anybody -- not even CBS-Columbia or Paramount -- in position to mass-produce color tubes or sets, let alone telecast in color on substantial enough scale to create enough demand to make color production pay off.

Bans won't exactly be lifted, but it won't be retained, either. Said NPA asst. administrator Horace E. McCoy, captain of team that drafted new order:

"The opportunity will be provided for the production of home color TV sets
under the proper circumstances. But a manufacturer will have to prove that so doing will not in any way interfere with the defense program."

This will be the neatest trick of the week, say Defense Dept. experts, who point out that one of toughest problems of whole mobilization program is shortage of electronic engineers, draftsmen and technicians. And, to quote one official, who has seen draft of order but did not participate in drafting:

"It's absolutely impossible to set up for mass production of color TV sets without requiring virtual armies of extra engineers, draftsmen and all sorts of other scarce technical people."

Intent of order is solely to get NPA off the hook. But if it goes through as now drafted -- which is probable -- NPA may be more firmly on hook than ever.

For NPA will have to interpret its own order, and police it. It will have to decide in each case whether applicant has proved that defense effort won't be hurt "in any way" by production of color sets. Mr. McCoy himself said: "I don't know if anyone will be permitted to make color sets under this order. The burden of proof will rest with the manufacturer."

From the time of defense mobilizer Wilson's famous letter to CBS president Stanton (Vol. 7:42) to Sen. Johnson's angry intervention (Vol. 8:14) -- and ever since -- mobilization agencies have realized they were sitting on dynamite. Through new order, NPA will seek to put itself in position of "regulating" rather than prohibiting -- production of home color TV sets.

Some changes may be made in draft order before it is released. Pentagon, Labor Dept., other agencies, as well as key NPA officials, are scheduled to meet with Mr. McCoy and NPA's clearance committee April 23. Unless there are major objections to new order -- considered unlikely by Mr. McCoy -- NPA hopes to issue revised order by the coming week-end.

TVs HELD TIGHTLY AS AMs GO ON BLOCK: One effect of freeze-thaw, not much talked about and seemingly anomalous in light of prospect of more stations and more competition, has been to increase the valuation of the 108 existing TV stations. They're being held more tightly than ever, as would-be purchasers are finding out.

Reasons aren't hard to discern -- quite aside from their priority of establishment as advertising media and their proved earning capacity:

(a) Their channel positions are secure -- "fixed", except for the 30 which must shift (Vol. 8:15) with no material disadvantages for most part.

(b) Their service areas, already substantial, will increase with greater powers and antenna heights authorized. In fact, the 30 which must shift to new vhf channels can go to ultimate power-height as soon after July 1 as FCC can move them.

Those who pioneered, or bought in early, would therefore seem to be sitting pretty indeed, while other enterprisers continue to seek to circumvent competitive new-station quests under the new allocations.

* * * *

Whether playing hard to get, or really intent on holding on, existing stations tell us they're turning down fantastic offers or are holding out for prices that are unbelievable. For example, we know of one that sought a buyer less than 3 years ago willing to take over for what had been invested (less than $500,000) because it was then losing $1000 a week. Now, the asking price is $7,000,000!

Thus far, there have been 14 transfers of ownership (TV Factbook No. 14, p. 6), and proposed sale of KOB & KOB-TV, Albuquerque (Vol. 8:8-9) will be filed next week. It's revealed that, while Time Inc. is buying the properties for net of $600,000, ex-FCC chairman Coy's half-share in the new operating company will cost him $75,000 inasmuch as Time Inc. subsidiary will own and lease out physical plant. Stations reputedly earn $15,000-$20,000 per month, so it's plain that Coy gets a wonderful deal -- quite aside from fact he now draws $24,000 a year salary from Time as consultant and will get salary of $26,000 a year as resident manager of the stations.

* * * *

Among other seekers after existing facilities, CBS has been most diligent, and its station relations v.p. Herbert Akerberg has left long trail of visits among
SPURRED by the fabulous growth of TV, the broadcasting industry— networks and stations, TV, AM & FM— piled up record aggregate revenues of nearly $700,000,000 last year. Total station and network earnings before taxes passed $100,000,000 for first time, despite slight drop in AM-FM profits. These figures are from FCC's preliminary summary of 1951 AM-FM revenues and earnings, released this week (Mimeo 07918) as companion to last month's financial report on TV (Vol. 8:10).

While TV accounted for lion's share of boost in total revenues, FCC report showed radio revenues at all-time high, too. The 2265 radio stations reporting took in a healthy $455,400,000— increase of 2.5% over $444,500,000 in 1950 (2230 stations).

In the 63 TV markets, the 108 TV stations accounted for 43.4% of the total revenues of 635 TV, AM & FM stations— up from comparable 1950 figure of 26.2%. For first time, total TV station revenues exceed total radio revenues in 6 markets— Columbus (3 TV stations), Los Angeles 7, Philadelphia 3, New York 7, Cleveland 3, Baltimore 3. Effect of TV on radio station revenues is reflected in these FCC tabulations: (1) Total revenues of 439 radio stations in TV markets decreased 1% in 1951, while revenues of 1395 stations in non-TV markets increased 8%.

(2) Increased revenues were reported by 75% of radio stations in the non-TV markets, 58.5% in TV markets.

(3) Profits increased in 1951 for 61% of stations in non-TV markets, 46.5% in TV markets.

Big 43.2% drop in earnings of radio networks and their owned & managed stations— from $19,000,000 (before taxes) in 1950 to $10,800,000 last year— was responsible for 9.4% dip in total radio earnings from $68,200,000 to $61,800,000. Actually, total earnings of non-network- owned stations increased from $49,200,000 to $51,000,000.

TV-AM-FM station revenues in 1951 totaled $694,000,000, up from $550,400,000 in 1950. Soaring TV profits pulled total TV-AM-FM earnings before taxes to $105,400,000 from preceding year's $59,000,000. Mere 8 of 65 FM-only stations reported profit last year, all 65 accounting for estimated revenues of $1,300,000 and loss of $1,500,000.

Hampson Gary, 79, who was member of original FCC for 6 months in 1934, then for 4 years was its general counsel, only to be ousted in a purge instituted by the late Chairman Frank McNinch in 1938, died April 16 in Palm Beach, Fla. He was native of Tyler, Tex., served as Minister to Egypt and was retired general counsel of Export-Import Bank.
Telecasting Notes: Network TV shows this week's Institute for Education by Radio in Columbus included: for public affairs, March of Time Through the Years, ABC-TV; cultural programs, Zoo Parade, NBC-TV; systematic instruction, Teleprogram Inc.'s American Inventory, NBC-TV; non-school children's programs, The Big Top, WCAU-TV & CBS-TV; special award, TV Spots Before Your Eyes, American Jewish Committee; Industry on Parade, public relations div., National Assn. of Manufacturers. Local station awards included: March On, Community Workshop and Telaventure Tales (3 shows) on KING-TV, Seattle; Your Family Doctor, WMAR, Baltimore; Inside Our Schools, WHAS-TV, Louisville; Science in Action, California Academy of Science, on KGO-TV, San Francisco; How Does Your Garden Grow? WNBQ, Chicago; Western Reserve University Telecourses, WEWS, Cleveland; Magic Window, WOI-TV, Ames; Operation Blackboard, WPTZ, Philadelphia, ... Ed Murrow wins Overseas Press Club 1962 award for best consistent TV presentation (See It Now, CBS-TV) ... "No guest" rule, barring its members from making guest appearances on network TV shows, is being drafted by American Guild of Variety Artists for vote at union's June convention; administrative seey. Jack Irving says plan will make more jobs for AGA members by forcing individual stations, rather than networks, to put on own vaudeville programs ... Los Angeles telecasters pooling facilities in attempt to carry next week's Nevada atom blast "live"; relay equipment being dropped by helicopter on mountain peaks between test site and Los Angeles ... Los Angeles' 7 TV stations are enjoying "boom biz," says Variety, revenues going up 10% to 50% in last 6 weeks, now exceeding $1,500,000 for all combined ... Stanley Neal, Hollywood industrial producer, now working on series of 100 dramatized 3-min. color films featuring Werner Janssen and 70-piece orchestra, to be distributed to TV as well as theatres ... CBS-TV has given up trying to produce own films, turned over filming of Amos 'n' Andy series to Hal Roach Studios ... Phil Rizzuto signed by WNBW, New York, for sports commentaries Thu. 6:30-6:45 p.m.; station also has Jackie Robinson and Joe DiMaggio under contract ... CBS-TV summer plans, right now, envisage "going dark" Sun. 1-3 p.m.—on its WCBS-TV as well as network ... ABC central div. has completed moving to 24th & 25th floor of Chicago Daily News Bldg. ... CBS Television City in Los Angeles is subject of cover story in April 18 Tide ... Life Magazine, which recently dropped plans for TV coverage of political conventions with DuMont Network, has made deal with Gulf Oil Co. whereby, for 13 weeks starting May 9, magazine staff will produce Gulf's We, The People on NBC-TV, devoting it to the conventions and campaign ... KSTP-TV, St. Paul, started new Class D morning rate April 1, covering 11:30 p.m.-11:55 a.m. daily at 70% of Class C rate, or $315 per hour & $63 per 1-min. freeze-thaw sidelong: "TV-starved Colorados", as its news release describes them, got immediate interpretation of FCC's freeze-lift order April 14, day of release, via special wire hookup from Washington to KLZ, Denver, in which FCC Chairman Walker, Sen. Johnson, ex-chairman Wayne Coy, CBS-TV chairman Jack Van Volkenburg, and Broadcasting publisher Sol Taishoff spoke ... Speed with which channels will be "oversubscribed" is well illustrated in Manchester, N. H., assigned vhf Channel 9, uhf Channel 48. Grandview Inc. is on file for Channel 12, presumably will amend to No. 9. This week, both WMUR and WFEA announced to ask for No. 9 ... DuMont reported sales of $5,500,000 worth of station equipment in 2 weeks since NARTB convention, including 32 transmitters—23 vhf, 9 uhf ... CBS announced May 1-2 clinic in New York for affiliates—applicants and telecasters—running gamut from application preparation to time sales.

BASEBALL season opened with TV sponsorships of games well established in all cities save Pittsburgh, where Pirates still don't permit telecasts. For most part, sponsors are brewing companies, and in all instances the stations have plenty of before- & after-commercial commentaries, films, etc.

In American League, New York Yankees home games are sponsored by P. Ballantine & Sons (beer & ale) on WPIX, with 45 games piped also to WHNH-TV, New Haven; Boston Red Sox, Atlantic Refining Co., Narragansett Brewing Co. & Chesterfield on rotation basis on WBJZ-TV & WNAC-TV, with 31 games piped also to WJAR-TV, Providence; Philadelphia Athletics, Atlantic Refining Co. 60% of games, Adam Scheidt Brewing Co. 40% on rotation basis on WCAU-TV, WFIL-TV & WPTZ; Washington Senators, Christian Heurich Brewing Co. on WTTG, 26 games; Cleveland Indians, Pfeiffer Brewing Co. on WXL; Chicago White Sox, Chesterfield & Hamm Brewing Co., 4½ innings each, 57 day games, on WGN-TV; St. Louis Browns, Falstaff Brewing Co. on KSDK-TV (partial schedule).

In National League, New York Giants, Chesterfield on WPIX; Brooklyn Dodgers, Schaefer Brewing Co. & Lucky Strike on WOR-TV; Philadelphia Phillies, Atlantic Refining Co. & Adam Scheidt Brewing Co., 28 daytime games rotated on WCAU-TV, WFIL-TV, WPTZ; Chicago Cubs, Hamm Brewing Co. & Chesterfield on WGN-TV; Cincinnati Reds, Burger Brewing Co., daytime games on WCPO-TV; St. Louis Cardinals, Griesedieck Bros. Brewery on KSDK-TV (partial schedule).

Personal Notes: Ernest Lee Jahnecke Jr., ABC radio v.p., appointed asst. to president Robert Kintner, succeeded by Charles T. Ayres ... Wm. F. Fairbanks promoted to ABC radio eastern sales mgr., succeeding Wm. H. Ensign, resigned ... Raymond M. Wilmette has completed assignment as consultant to Dept. of Defense Research & Development Board, returning to broadcast engineering consultant practice, 1409 Church St. NW, Washington ... Joseph Brenner, recently resigned FCC regional attorney in Los Angeles, named counsel for National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles, which is publishing Look & Listen, list of recommended TV and radio programs ... James D. Shouse, Crosley Bstg. Co., named chairman of Cincinnati Summer Opera Assn., replacing Hulbert Taft, editor of Time-Star ... Arthur Perles promoted to CBS-TV director of merchandising exploitation ... Robert S. Wood, ex-CBS and WOR, named asst. director of film div., Office of Price Stabilization, Washington ... Robert deSousa promoted to sales mgr., KNBH, Hollywood ... Alan Miller, Music Corp. of America v.p., and George Stern, MCA agent, shifted to Revue Productions, big talent firm's TV subsidiary, to handle its Chevron Theatre and Gruen Playhouse ... Thomas Naegle, ex-WATV, Newark, named head of WOR-TV art dept. ... Wickliffe W. Crider, BBDO v.p., resigns May 1 to join Kenyon & Eckhardt as TV-radio v.p. ... John Gilman, Colgate-Palmolive-Peet v.p. handling TV-radio, has resigned ... Allen Parr, CBS-TV program mgr. in New York, named business mgr. of CBS network program dept., Hollywood ... Frank Young succeeds Joe Dine as chief of NBC press dept. April 21 ... D. W. Whitmore promoted to sales mgr., John R. Vraha named national sales mgr., KTTV, Los Angeles.

New consulting engineering firm of Vandivere, Cohen & Wearn has been established in Washington (Evans Bldg.; phone National 2698) by 3 former staffmen of Weldon & Carr—Edgar F. Vandivere Jr., Jules Cohen, Wilson C. Wearn. They will specialize in TV-broadcast engineering and industrial electronics. Weldon & Carr will shortly announce replacements and expansion of both its Washington and Dallas operations.
NEW TRADE VISTAS—BUT NOT RIGHT AWAY: Neither transmitters, receivers nor uhf converters will be lacking to get new TV services going as soon after July 1 as FCC begins authorizing new stations (Vol. 8:15).

Soon thereafter will come the turn of the trade's "have nots" -- those distributors and dealers in non-TV areas, or in ill-served areas, who for such a long time have been enviously eyeing their colleagues in the 63 TV areas.

But the new stations may be few and far between for awhile, because of the inevitable competition of aspirants for the scarce channels in the small as well as large cities, which means hearings and delay. Best hope for trade lies in FCC's agreement to give non-TV areas first priority (see Vol. 8:15--Who Gets CPs First?) and in its avowed policy of hastening uhf onto the air.

At moment, it looks like some new vhf and uhf stations can be authorized reasonably soon in some smaller communities, where applicants won't outnumber the supply of channels; by end of this year or fore part of next year, these may total enough to account for substantial demand for new receivers.

But it would be sheer guesswork to attempt to spell out where and when at this time. You can discount wishful-thinking reports about this or that city getting new TV stations right away; nobody can possibly know before July 1, and even then the bureaucratic wheels will grind too slowly to be sure.

We've been deluged with requests for identification of the 28 enterprisers stated in RTMA's recent report on 'The Impact of TV Expansion' (Vol. 8:8) to have taken delivery already of transmitters--as though this assured them first priority. Actually, there are probably more than 28, and we do know a few -- but we can state unequivocally that their possession of the transmitters has very little bearing on how soon they can use them.

They simply gambled, in purchasing equipment before FCC makes grants, and it's a good guess that, where they get tangled in long legal hearings, they will be asked to "lend" the equipment to luckier ones who do get early grants.

Only thing sure is that FCC, very sensitive to political prodding, is just as eager now as you are to see new stations take the air -- especially uhf -- and promises to speed them as much as possible. Interesting factor -- one the Commission didn't take into consideration in color imbroglio -- is intensity of interest of the merchandising fraternity; fact is, an amazing number of distributors and retailers have been ordering our printed copies of FCC's final Allocation Report, which may even indicate some are thinking of going into the telecasting business.

We've reported quite fully on transmitter and receiver equipment in recent issues, notably on uhf receiver & converter plans (Vol. 8:11). What's now being talked about is still much the same, and we commend closer re-reading of our survey in that issue of what manufacturers said they have in mind -- and particularly the detailed information we gave you on the uhf tuners planned by Standard Coil (Vol. 8:9), Sarkes Tarzian (Vol. 7:40), Mallory (Vol. 7:45).

There are some misgivings in the trade about uhf tuners for well-saturated areas now served by vhf (like New York, Los Angeles, Washington). Dealers may not be very optimistic, even if uhf stations are added quickly. But it seems certain demand thenceforth will be for combination vhf-uhf receivers, if not converters to attach to existing sets and costing anywhere from $10 to $50.

And there's scant doubt that public will reach out eagerly for new service via uhf if that's the only way they can get any kind of programs.

Manufacturers are laying plans rather quietly, but assuring their dealers
they'll be ready just as quickly as stations are. This week, Admiral, throwing down
the gauntlet once again to Zenith by claiming to be "first with the turret tuner,"
announced it will give free to any of the 2,000,000 owners of its present sets with
turret tuners, and to any 1952 set purchasers, a tuning strip "to make available to
those who can this year receive telecasts of the newly authorized uhf stations."
No outside converter is required, said Admiral; all a serviceman need do is remove
one of unused vhf tuning strips in turret tuner and insert uhf strip.

New Emerson "price protection policy," also announced this week to go into
effect immediately, guarantees its dealers against depreciation in value of inven-
tory until Oct. 1, 1952. Said president Ben Abrams:

"Now that the TV industry is on the threshold of becoming one of the leading
multi-billion dollar industries in America, it becomes increasingly more important
for dealers to be afforded the complete cooperation of the manufacturers they repres-
ent...Emerson's new dealer price protection plan is part of an overall program to
stabilize the present market."

No other manufacturer had taken idea up at week's end, attitude of some
being that it's unnecessary because their inventories are in reasonably good shape.
Magnavox last month instituted price guarantees for 90 days after shipment.

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Production dropped to 79,276 TVs (3145 private label) for week ended April
11, according to RTMA, down from 83,031 week preceding (Vol. 8:15). At same time
inventory went to 265,754, new high for year, up in week from 262,932. It was the
second week of new quarter, 15th week of year.

Radio output totaled 201,994 units (88,128 private), not much change in the
week. Radio inventory went to 312,630 from 307,691 preceding week. Radios produced
were 72,981 home units, 24,435 portable, 30,285 clock, 74,293 auto.

Topics & Trends of TV Trade: Relaxation of Regula-
tion W to exempt products under $100 from credit con-
trol (Vol. 8:15) has spurred campaign for further amend-
ment or possible abolition of the regulation. William J.
Cheyney, executive v.p., National Foundation for Consumer
Credit, which has been carrying fight against the regula-
tion, was quoted in April 13 New York Times:

"Sources close to the White House indicate that some
governors of the Federal Reserve Board are beginning to
see the futility of continuing to cut back through regula-
tion of consumer credit the distribution of major products
in full supply, with inventories heavy...

Assn. of Better Business Bureaus has asked FRB to change regulation's trade-in provisions, charging that the
amendment allowing trade-ins to be credited to down pay-
ments has led to "too much thinly disguised manipulation,
sharp practices and open defiance of the law."

FRB replied to BBB that without a Congressional amend-
ment of the law the board can't change trade-in pro-
visions. FRB stated the amended Defense Production Act
made liberal trade-in policy mandatory.

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Merchandising Notes: Big Vim chain, New York, be-
comes associate dealer for Meech, which recently announced
4 retail outlets of own in that city and 17 in other cities
(Vol. 8:13); Meeck $99.95 set, 20-In. table, will be advertised with
$19 warranty, $10 tax, $10 delivery & hookup charge, making total cost $139...New Sears Roebuck spring cata-
log lists Silvertone TV table models somewhat lower than
before—17-In. metal, $170; 20-In., $230; 20-In. leatherette,
$210; 21-In. with base, $260...Spiegel catalog offers 17-In.
Aircastle table at $170, console $190...Schulte Cigar
Stores, New York, said to be first such chain to retail
radios, selling Majestic "Radialarm" clock radios at $24.95
...DuMont moves New York factory distributor branch
to 1114 First Ave. (at 61st St.); is also moving telecast con-
trol dept. there, says mgr. Fred A. Lyman.

Trade Miscellany: Within 5 years—40,000,000 TV sets
in use. That was Dr. Allen B. DuMont's prediction before
Edison Electric Institute last week. He said there's room for
about 2000 stations, reaching 90% of population, added
that color sets, if made available today, would cost 2% times black & white due to high cost of tri-color tube...
National Union Radio Corp. forms transistor div. to pro-
duce germanium diodes, has placed ex-Bell Labs' Edmund
G. Shower in charge, plans separate factory in Philadel-
phia...GE tube dept. building 90,000 sq. ft., $875,000
building at Milwaukee & N. Kilbourn Ave, Chicago, to be
used for offices and for "largest electronic tube warehouse
ever built" and to be ready by end of this year.

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Huge collection of radio historical data, known as
"RCA-Clark Collection of Radioana," was presented April
16 to Massachusetts Institute of Technology by RCA v.p.
and technical director Dr. C. B. Joliffe at Boston cere-
monies marked by unveiling of commemorative plaque by
George H. Clark, MIT '13, who collected it and who re-
tired from RCA in 1946.

Armed Forces Communications Assn. national conven-
tion April 24-25 at Philadelphia's Bellevue-Stratford Hotel
will feature address by DFA chief Manly Fleischmann,
forum on govt. procurement and production, open house at
procurement offices of Signal Corps and Air Force and
equipment demonstration at Philadelphia Navy Yard.

Reminiscent of Pilot Radio's 3-in. TV, which enjoyed
some months of vogue while 10-in. sets were still domi-
nant in 1947-48, a British manufacturer is reported by
Canadian Press to have exhibited tiny set with 1-in. screen
(cost $1540), figures promotional novelty worth it.

TV hasn't clicked in Denmark, apparently, and govt.
radio system, which introduced it last fall, is reported in
A.P. dispatch from Copenhagen to be considering dropping
it because Danes have bought only 400 receivers thus far.
Reason: Sets retail for $596 and there's $7.25 annual tax.
TV STATION OPERATING COSTS

by J. HEROLD
TV Station Planning Consultant Engineering Products Dept.

Predicted or estimated TV station operating costs are, perhaps, the most important factor in the early planning of any television station. Unfortunately, it is a subject on which little has been published. About the only successful way of collating such valuable information is to actually "operate" a TV station or gather data from existing stations.

Therefore, the information on television station operating costs presented here is based on the author's actual operating experience in television stations, plus data compiled from surveys and studies of operating stations.

Considerations in Using Cost Estimates
The detailed "cost" information given in the following tables is intended as a guide to the "TV Planner" in predicting his own costs of operation. All estimates represent well-equipped and adequately staffed operation for each category. Station categories are broken down into four groupings—Classes "A", "B", "C", and "D", ("A" being the least complex and "D" representing a large independent station operation). Both overall and detailed cost analysis for groups "A", "B", and "C" are included in the following material. For group "D", only the overall summary is given since this class of station will undoubtedly call upon consultants to assist in a detailed analysis.

Since these estimates are, at best, only typical figures, the TV "planner" should be cautioned to make the appropriate adjustments in such items as salaries, program expense, amortization, and rents. This will be necessary in order to conform with local conditions, as considerable variance is to be experienced.

In compiling the cost estimates, certain factors, such as "daily program hours", amortization time, etc. were established.

In these tables, 12 hours of daily programming was assumed, and an amortization rate of ten years was selected.

Several factors which can affect total predicted costs are discussed below, and the particular station's predicted cost will depend on these considerations.

Personnel
In groups "A" and "B", doubling of responsibilities will be possible to reduce personnel requirements. Such doubling should not lessen employee performance and efficiency. An example of practical doubling, where local labor agreements permit, is the use of operating engineers to operate projectors, control lighting and act as cameramen. Announcer-Salesman combinations may be very practical. Other possibilities will occur to the applicant depending on the capabilities and experience of the operating personnel.

Technical Expense—Tube Costs
There will be considerable variation in expenses in this classification due to different programming activities, transmitter power, and local salary levels.

Estimated tube and power costs per hour are listed for convenience in arriving at estimates for different transmitter powers.

<table>
<thead>
<tr>
<th>Transmitter</th>
<th>Cost per Hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>TT-2AL (2 KW, chan. 2-6)</td>
<td>$0.22</td>
</tr>
<tr>
<td>TT-2AH (2 KW, chan. 7-13)</td>
<td>.34</td>
</tr>
<tr>
<td>TT-10AL (10 KW, chan. 2-6)</td>
<td>.88</td>
</tr>
<tr>
<td>TT-10AH (10 KW, chan. 7-13)</td>
<td>1.00</td>
</tr>
<tr>
<td>TT-20BL (20 KW, chan. 2-6)</td>
<td>1.86</td>
</tr>
<tr>
<td>TT-20BH (20 KW, chan. 7-13)</td>
<td>2.03</td>
</tr>
<tr>
<td>TT-50AL (50 KW, chan. 2-6)</td>
<td>4.70</td>
</tr>
<tr>
<td>TT-50AH (50 KW, chan. 7-13)</td>
<td>4.70</td>
</tr>
<tr>
<td>TTU-1B (1 KW, UHF)</td>
<td>1.28</td>
</tr>
<tr>
<td>TTU-10A (10 KW, UHF)</td>
<td>4.90</td>
</tr>
</tbody>
</table>

Space Considerations
It may be desirable to combine some of the office functions to reduce space requirements to a minimum. On the contrary, additional space may be required above the minimum due to expanded office activities.

ABOUT THE AUTHOR

JOSEPH HEROLD, whose broadcast experience dates back to 1930 when he joined the Engineering Staff at WOW, Omaha, Nebraska—studied at the Milwaukee School of Engineering. In 1935, Mr. Herold became Studio Engineering Supervisor and in 1945, Technical Director for WOW, Inc. (WOW, KODY). In 1947, he inaugurated WOW-TV Staff Training Program in cooperation with Creighton University (see BROADCAST NEWS, May, 1948). This pioneering resulted in many TV technical and programming techniques in use today. Responsible for building planning and equipment installation, Mr. Herold became Manager of Television and Technical Director for WOW, Inc. in 1949. At WOW, he established many firsts in microwave-links, "remotes", educational programs and low-budget line commercials. He conducted detailed cost analysis through weekly surveys of TV station operating costs. In 1950, Mr. Herold was Television Consultant for Union Radio and Television (CMUI-TV) Havana, Cuba, where he supervised staff training and installation. In 1951, he supervised installation and staff training for Radio Televisao, Paulista, Sao Paulo, Brazil.
and expanded program schedules. In planning the station, consideration should be given to possibilities for future expansion; also, accommodation of visitors, clients, and others that may be involved in a television station operation. For maximum efficiency, studies should be made of traffic flow, relation of operational functions and storage requirements. Combining transmitter, studios, and offices whenever possible will improve efficiency and reduce operating expense.

A well-planned layout can reduce space requirements and improve operating efficiency at the same time.

Programming

Since programming emphasis will vary for stations in the different categories, it is important that program personnel be well-qualified to fit programming needs.

Experienced personnel in key program positions, such as Program Director, Film Manager, Production Manager, Stage Manager, and Art Director will assist in keeping program costs to a minimum. Production of live programs and purchase of film for sustaining or commercial programs are examples of some of the expense items involved. Detailed cost budgeting, with talent and other program expenses charged to proper accounts, is an important function in this department. Program expense is the "highest cost" item for stations in each group and will require much planning by experienced personnel.

Sales

The Sales Department should be planned to meet the requirements for sales to the major income sources such as networks, national spot, or local advertisers as they vary with the station category and local conditions. Sales salaries may be planned on a straight salary or commission basis or combinations of both. Most stations will contract with national station representatives to assure proper representation at the national level. Such agencies receive compensation for sales on a commission basis. Numerous trips may be necessary by sales personnel, thus adding to sales expense.

If planning a station for a non-TV area, higher sales promotion costs may be incurred.

Administrative

Professional services include compensation for attorney, engineering consultant, and outside auditor. This item does not include special fees in connection with special applications, hearings, engineering surveys, or special audits.

Equipment is depreciated on a 10-year basis. It may be necessary to depreciate at a higher or lower rate. Technical equipment and buildings will have different rates of depreciation.

The item for amortization will vary with capital investment. Make adjustments here accordingly.

No provision for future expansion or power increase is included in this estimate. Station planners should consider this possibility and provide a reserve accordingly.

**GROUP "A" STATION**

**2 Kilowatt VHF Transmitter, Program Sources, Networks, Film and Slide, No Live Programming.**

<table>
<thead>
<tr>
<th>Detailed Estimates</th>
<th>Total Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Floor Space Requirements:</strong></td>
<td></td>
</tr>
<tr>
<td>Technical Plant (Transmitter, Film Projection, Engineer Lab, Film Edit, Video and Audio Control)</td>
<td>896</td>
</tr>
<tr>
<td>Manager’s Office</td>
<td>216</td>
</tr>
<tr>
<td>Program Office</td>
<td>360</td>
</tr>
<tr>
<td>Sales Office</td>
<td>216</td>
</tr>
<tr>
<td>General Office</td>
<td>360</td>
</tr>
<tr>
<td>Reception</td>
<td>216</td>
</tr>
<tr>
<td>Storage</td>
<td>360</td>
</tr>
<tr>
<td>*Total</td>
<td>2,624</td>
</tr>
</tbody>
</table>

*Note: This total used at $2.00 per square foot to arrive at yearly rent item.

**Summary for Group "A" Station**

| Program Sources; Networks, Film & Slide, No Live Studio |
|----------------------------------|-----------------|
| **2 KW Transmitter** | |
| Technical Expense | $40,140.00 |
| Program Expense | 64,180.00 |
| Sales Expense | 24,700.00 |
| Administrative and General | 55,028.00 |
| **Total Yearly Operating Expense** | $184,048.00 |
| **Total Basic Personnel** | 22 |
| **Basic Floor Space Requirements** | 2,624 SQ. FT. |
GROUP "A"—Continued from preceding page

Program Expenses:

<table>
<thead>
<tr>
<th>Yearly Expense</th>
<th>Administrative and General:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program-Director</td>
<td>General Manager</td>
</tr>
<tr>
<td>Traffic Manager-Secretary</td>
<td>Secretary</td>
</tr>
<tr>
<td>Film Manager</td>
<td>Auditor-Bookkeeper</td>
</tr>
<tr>
<td>Secretary</td>
<td>Receptionist-Stenographer</td>
</tr>
<tr>
<td>Two Announcers</td>
<td>Building Maintenance</td>
</tr>
</tbody>
</table>

Total Program Salaries: $27,820.00
Films (sustaining): $28,080.00
Royalties: $3,600.00
News Services: $4,680.00

Total Program Expense: $64,180.00

Sales Expenses:

<table>
<thead>
<tr>
<th>Yearly Expense</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Manager</td>
<td></td>
</tr>
<tr>
<td>Two Salesmen</td>
<td></td>
</tr>
<tr>
<td>Secretary</td>
<td></td>
</tr>
</tbody>
</table>

Total Sales Salaries: $19,500.00

Other Sales Expense (Sales Promotion, etc.): $5,200.00

Total Sales Expense: $24,700.00

Total Administrative Expense: $77,380.00

Total Yearly Operating Expense: $274,718.00

TOTAL BASIC PERSONNEL —— —— —— —— 31

Basic Floor Space Requirements —— 6,260 sq. ft.

GROUP "B" STATION

10 KW VHF Transmitter. Program Sources, Networks, Film, Slide, and One Studio for Live Programming.

Summary for Group "B" Station

Program Sources: Networks, Film, Slide, Single Live Studio

<table>
<thead>
<tr>
<th>Yearly Expense</th>
<th>10 KW VHF Transmitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Expense</td>
<td>$65,268.00</td>
</tr>
<tr>
<td>Program Expense</td>
<td>$103,350.00</td>
</tr>
<tr>
<td>Sales Expense</td>
<td>$28,720.00</td>
</tr>
<tr>
<td>Administrative and General</td>
<td>$77,380.00</td>
</tr>
<tr>
<td>Total Yearly Operating Expense</td>
<td>$274,718.00</td>
</tr>
<tr>
<td>Total Basic Personnel</td>
<td>31</td>
</tr>
</tbody>
</table>

Basic Floor Space Requirements —— 6,260 sq. ft.

Yearly Expense:

| Film Manager |
| Film Assistant |
| Producer |
| Secretary |
| Three (3) Announcers |
| Commercial Artist (Titles, Backgrounds, etc.) |
| Continuity |
| Stenographer |

Total Program Salaries: $49,400.00
GROUP "B"—Continued from preceding page

<table>
<thead>
<tr>
<th>Expense</th>
<th>Yearly Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent</td>
<td>7,800.00</td>
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<tr>
<td>Film and Sustaining Programs</td>
<td>37,650.00</td>
</tr>
<tr>
<td>Royalties</td>
<td>4,000.00</td>
</tr>
<tr>
<td>News Service</td>
<td>4,500.00</td>
</tr>
<tr>
<td><strong>Total Program Expense</strong></td>
<td><strong>$103,350.00</strong></td>
</tr>
<tr>
<td>Sales Expense:</td>
<td></td>
</tr>
<tr>
<td>Sales Manager</td>
<td></td>
</tr>
<tr>
<td>Salesmen (Two)</td>
<td></td>
</tr>
<tr>
<td>Secretary</td>
<td></td>
</tr>
<tr>
<td><strong>Total Sales Salaries</strong></td>
<td><strong>$22,220.00</strong></td>
</tr>
<tr>
<td>Other Sales Expense (Sales Promotion, Travel, Entertainment)</td>
<td>6,500.00</td>
</tr>
<tr>
<td><strong>Total Sales Expense</strong></td>
<td><strong>$28,720.00</strong></td>
</tr>
</tbody>
</table>

**GROUP "C" STATION**

25 KW Transmitter. Program Sources, Networks, Film, Slide, Live Studios and Remotes.

**SUMMARY FOR GROUP 'C' STATION**

PROGRAM SOURCES; NETWORKS, FILM, SLIDE, LIVE STUDIO AND REMOTES — 20 KW. TRANSMITTER

TECHNICAL EXPENSE — — — — — — $116,144.00

PROGRAM EXPENSE — — — — — — 186,480.00

SALES EXPENSE — — — — — — — — 34,700.00

ADMINISTRATIVE AND GENERAL — — — — — — $107,308.00

**TOTAL YEARLY OPERATING EXPENSE — $444,632.00**

**TOTAL BASIC PERSONNEL — — — — — 50**

**BASIC FLOOR SPACE REQUIREMENTS — 15,835 SQ. FT.**

**Floor Space Requirements:**

<table>
<thead>
<tr>
<th>Project</th>
<th>Total Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter</td>
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<tr>
<td>Eng. Lab., Storage</td>
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</tr>
<tr>
<td>Film Projection</td>
<td>360</td>
</tr>
<tr>
<td>Film Screening, Storage</td>
<td>196</td>
</tr>
<tr>
<td>Control Rooms</td>
<td>720</td>
</tr>
<tr>
<td>Studio 1</td>
<td>3,375</td>
</tr>
<tr>
<td>Announce Studios</td>
<td>108</td>
</tr>
</tbody>
</table>

**Technical Expense:**

<table>
<thead>
<tr>
<th>Project</th>
<th>Yearly Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Engineer</td>
<td></td>
</tr>
<tr>
<td>Supervisor</td>
<td></td>
</tr>
<tr>
<td>Ten (10) Operating Engineers</td>
<td></td>
</tr>
<tr>
<td>Four (4) Camera Men</td>
<td></td>
</tr>
<tr>
<td>Two (2) Film Projectionists</td>
<td></td>
</tr>
<tr>
<td><strong>Total Technical Salaries</strong></td>
<td><strong>$85,020.00</strong></td>
</tr>
</tbody>
</table>

Total Space Requirements...15,835
GROUP "C"—Continued from preceding page

Transmitter (Tubes and Power @ $1.86/hr.)... 8,124.00
Other Tubes (Image Orthicon, Iconoscope, others) 8,600.00
Power ........................................... 4,800.00
Repairs, Other Expenses .................. 9,600.00

Total Technical Expense .................. $116,144.00

Program Expense:
Program Director
Production Manager
Film Manager
Traffic Manager
Art Director
Stage Manager
Film Assistant
Three (3) Secretaries
Four (4) Announcers
Two (2) Producers
Two (2) Staging and Property Men
Continuity Editor
Stenographer

Total Program Salaries ..................... $88,280.00
Talent ............................................ 25,000.00
Royalties ....................................... 12,000.00
Film, Live Sustaining, other ............ 55,000.00
News Service ................................... 6,200.00

Total Program Expense .................. $186,480.00

Sales Expense:
Sales Manager
Two (2) Salesmen
Sales Secretary

Total Sales Salaries ....................... $24,300.00
Other Sales Expense (Sales Promotion, Travel, Entertainment, etc.) .................. 10,400.00

Total Sales Expense ....................... $34,700.00

Administrative and General:
General Manager
Secretary
Auditor
Bookkeeper
Two (2) Receptionist-Stenographers
Two (2) Building Maintenance

Total Administrative Salaries .............. $35,660.00
Professional Expense (Attorney, Engineer, Auditor) 3,000.00
Insurance .................................. 2,648.00
Depreciation (Technical Equipment) ........ 35,000.00
Depreciation (Building) ..................... 10,000.00
Taxes ......................................... 6,000.00
Other Expenses (Telephone, Telegram, Office Supplies, etc.) ............... 15,000.00

Total Administrative Expense .............. $107,308.00

SUMMARY FOR GROUP "D" STATION

PROGRAM SOURCES; NETWORK, FILM, SLIDE, TWO OR MORE LIVE STUDIOS & REMOTES. MASTER CONTROL ROOM. MAXIMUM ERP.

TECHNICAL EXPENSE ....................... $160,725.00
PROGRAM EXPENSE ......................... 222,312.00
SALES EXPENSE .............................. 65,800.00
GENERAL AND ADMINISTRATIVE ....... 166,045.00

TOTAL YEARLY OPERATING EXPENSE .... $614,882.00
TOTAL BASIC PERSONNEL ................. 70

* The GROUP "D" cost summary shown here represents that of a large independent station operation. Only the overall summary is included in this article since this class of station will undoubtedly require consultants to assist in a detailed analysis.
### Addenda to Final Television Allocation Report

Transmitting Antenna Coordinates and Sliding Scale for Use with Figures 5 & 6

**Editor's Note:** So many technicians have asked us to provide a separate sliding scale for use with Figs. 5 & 6 (pp. 260 & 261 of our printed copy of FCC’s Report) that we are supplanting it herewith. In addition, also at the request of the engineers, we have compiled from FCC sources a list of geographical coordinates (exact latitudes & longitudes) for transmitters of all existing stations. Copies of this sheet are being made available to all full-service subscribers who got the 245-p. Report we printed; it’s also available to all who purchased extra copies—no charge.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Latitude</th>
<th>Longitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>WABM-TV, Birmingham</td>
<td>30° 29' 24&quot;</td>
<td>86° 47' 56&quot;</td>
<td></td>
</tr>
<tr>
<td>WRBC-TV, Birmingham</td>
<td>33 29 20</td>
<td>86 47 59</td>
<td></td>
</tr>
<tr>
<td>KPHO-TV, Phoenix</td>
<td>33 27 12</td>
<td>112 04 30</td>
<td></td>
</tr>
<tr>
<td>KECA-TV, Los Angeles</td>
<td>34 13 29.4</td>
<td>118 03 57</td>
<td></td>
</tr>
<tr>
<td>KHJ-TV, Los Angeles</td>
<td>34 13 38</td>
<td>118 04 00</td>
<td></td>
</tr>
<tr>
<td>KLC-Titamin City, Los Angeles</td>
<td>34 13 42</td>
<td>118 04 02</td>
<td></td>
</tr>
<tr>
<td>KNHC, Los Angeles</td>
<td>34 13 33</td>
<td>118 03 55</td>
<td></td>
</tr>
<tr>
<td>KNXT, Los Angeles</td>
<td>34 13 57</td>
<td>118 04 00</td>
<td></td>
</tr>
<tr>
<td>KTLA, Los Angeles</td>
<td>34 13 57</td>
<td>118 04 00</td>
<td></td>
</tr>
<tr>
<td>KTTV, Los Angeles</td>
<td>34 13 28.8</td>
<td>118 03 46.1</td>
<td></td>
</tr>
<tr>
<td>KFMB-TV, San Diego</td>
<td>32 50 17</td>
<td>117 14 56</td>
<td></td>
</tr>
<tr>
<td>KGHO-TV, San Francisco</td>
<td>37 47 24</td>
<td>122 24 40</td>
<td></td>
</tr>
<tr>
<td>KPIX, San Francisco</td>
<td>37 47 24</td>
<td>122 24 40</td>
<td></td>
</tr>
<tr>
<td>KRON-TV, San Francisco</td>
<td>37 41 12</td>
<td>122 26 03</td>
<td></td>
</tr>
<tr>
<td>KNBC, Los Angeles</td>
<td>34 13 57</td>
<td>118 04 00</td>
<td></td>
</tr>
<tr>
<td>WKMG, Orlando</td>
<td>28 38 00</td>
<td>81 35 45</td>
<td></td>
</tr>
<tr>
<td>WHDH, Boston</td>
<td>42 17 56</td>
<td>71 17 42</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Latitude</th>
<th>Longitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>WATV, Newark</td>
<td>40° 47' 13&quot;</td>
<td>74° 15' 18&quot;</td>
<td></td>
</tr>
<tr>
<td>WNYB-TV, Binghamton</td>
<td>42 03 31</td>
<td>75 51 14</td>
<td></td>
</tr>
<tr>
<td>WBEN-TV, Buffalo</td>
<td>42 53 14</td>
<td>78 52 40</td>
<td></td>
</tr>
<tr>
<td>WJZ-TV, Baltimore</td>
<td>39 38 29</td>
<td>77 37 38</td>
<td></td>
</tr>
<tr>
<td>WBBM, Chicago</td>
<td>41 56 50</td>
<td>87 34 09</td>
<td></td>
</tr>
<tr>
<td>WCBS-TV, New York City</td>
<td>40 44 54</td>
<td>73 59 09</td>
<td></td>
</tr>
<tr>
<td>WFAN, New York</td>
<td>40 44 54</td>
<td>73 59 09</td>
<td></td>
</tr>
<tr>
<td>WPIX, New York City</td>
<td>40 44 50</td>
<td>73 59 00</td>
<td></td>
</tr>
<tr>
<td>WOR, New York City</td>
<td>40 44 50</td>
<td>73 59 00</td>
<td></td>
</tr>
<tr>
<td>WHAM, Rochester</td>
<td>43 08 07</td>
<td>77 35 02</td>
<td></td>
</tr>
<tr>
<td>WRGB, Schenectady</td>
<td>42 58 12</td>
<td>73 59 45</td>
<td></td>
</tr>
<tr>
<td>WHEN, Syracuse</td>
<td>43 03 52</td>
<td>76 09 44</td>
<td></td>
</tr>
<tr>
<td>WSYR, Syracuse</td>
<td>42 16 04</td>
<td>76 07 08</td>
<td></td>
</tr>
<tr>
<td>WTVS, Utica</td>
<td>43 08 38</td>
<td>75 10 14</td>
<td></td>
</tr>
<tr>
<td>WBTY, Charlotte</td>
<td>33 17 50</td>
<td>81 06 53</td>
<td></td>
</tr>
<tr>
<td>WFMY-TV, Greensboro</td>
<td>36 04 26</td>
<td>79 47 19</td>
<td></td>
</tr>
<tr>
<td>WCPO-TV, Cincinnati</td>
<td>39 07 31</td>
<td>84 29 57</td>
<td></td>
</tr>
<tr>
<td>WKRC-TV, Cincinnati</td>
<td>39 07 00</td>
<td>84 30 08</td>
<td></td>
</tr>
<tr>
<td>WHER, Cincinnati</td>
<td>39 07 28.3</td>
<td>84 31 18</td>
<td></td>
</tr>
<tr>
<td>WEWS, Cleveland</td>
<td>41 22 31</td>
<td>81 43 00</td>
<td></td>
</tr>
<tr>
<td>WENK, Cleveland</td>
<td>41 16 50</td>
<td>81 37 22</td>
<td></td>
</tr>
<tr>
<td>WXEL, Cleveland</td>
<td>41 21 47</td>
<td>81 43 03</td>
<td></td>
</tr>
<tr>
<td>WINS-TV, Columbus</td>
<td>39 58 14</td>
<td>83 01 23</td>
<td></td>
</tr>
<tr>
<td>WOIO, Columbus</td>
<td>39 58 14</td>
<td>83 01 23</td>
<td></td>
</tr>
<tr>
<td>WVTV, Columbus</td>
<td>39 57 48</td>
<td>83 00 17</td>
<td></td>
</tr>
<tr>
<td>WHIO-TV, Dayton</td>
<td>39 58 03</td>
<td>84 30 50</td>
<td></td>
</tr>
<tr>
<td>WLWD, Dayton</td>
<td>39 03 45</td>
<td>84 15 21</td>
<td></td>
</tr>
<tr>
<td>WSPD-TV, Toledo</td>
<td>41 38 45</td>
<td>83 32 25</td>
<td></td>
</tr>
<tr>
<td>WKY-TV, Oklahoma City</td>
<td>35 33 24</td>
<td>97 30 25</td>
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<tr>
<td>KOTV, Tulsa</td>
<td>36 09 11</td>
<td>95 59 42</td>
<td></td>
</tr>
<tr>
<td>WICU, Erie</td>
<td>42 06 14</td>
<td>80 04 11</td>
<td></td>
</tr>
<tr>
<td>WJAC-TV, Johnstown</td>
<td>40 22 22</td>
<td>78 58 51</td>
<td></td>
</tr>
<tr>
<td>WICAL-TV, Lancaster</td>
<td>40 02 15</td>
<td>76 18 23</td>
<td></td>
</tr>
<tr>
<td>WCAU-TV, Philadelphia</td>
<td>39 57 06</td>
<td>75 09 39</td>
<td></td>
</tr>
<tr>
<td>WFTL-TV, Philadelphia</td>
<td>40 02 37</td>
<td>75 14 29</td>
<td></td>
</tr>
<tr>
<td>WPITZ, Philadelphia</td>
<td>40 50 00</td>
<td>75 10 45</td>
<td></td>
</tr>
<tr>
<td>WDTV, Pittsburgh</td>
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* FCC's calculation for Empire State Bldg. is Latitude 40° 44' 55" and Longitude 73° 59' 09".
Financial & Trade Notes: United Paramount Theatres earned 1951 profit of $10,705,011 ($3.24 a share), including capital gains of $4,002,590, mainly from sale of theatres. Sales were $115,746,522, Federal income taxes were $6,764,890. Comparable 1950 figures are $12,141,667 profit ($3.72) including $2,144,384 capital gains, $97,127,938 sales, $5,496,302 taxes. President Leonard Goldenson estimated boxoffice receipts declined 7% in 1951. UPT owns TV station WBKB, Chicago, which netted $1,227,100 before taxes first 9 months of 1951, according to financial statement presented in evidence last month at FCC hearing on proposed ABC-UPT merger (Vol. 8:10).

Mr. Goldenson’s report notes “firm tone to our business in the latter part of 1951” and satisfactory attendance so far in 1952. He propounds again his favorite thesis that not TV, but general business conditions, are at root of attendance problem. “Perhaps the major reason for the forming of attendance,” he states, “lies in the changes which occurred in the nation’s economy following the spring of 1951. With the nation’s economic activities continuing at record levels throughout the year, consumer income rose to an all time high... At the same time the buying splurge precipitated by the Korean War had spent itself, so that despite the continuing high level of income, the rate of consumer expenditures, especially on hard goods, declined significantly after the first quarter. This development was favorable, we believe, to improved attendance in our theatres.”

National Union Radio Corp. reports 1951 sales of $13,671,113, down from $14,799,107 of 1950. Net profit dipped to $370,911 (21¢ a share) from preceding year’s $1,268,851 (73¢). Federal taxes were $376,613 in 1951 and $1,421,915 in 1950. Company has applied for $5,000,000 RFC loan, repayable over 10-year period, to finance construction of plant for miniature and subminiature tubes in Philadelphia. Annual report says National Union is investigating advisability of producing metal TV picture tubes as result of “the introduction of low grade carbon steel in the manufacture of larger sized tubes, such as 27 & 30-in.” Proxy statement lists these 1951 salaries of officers: President Kenneth C. Meinken, $40,000 salary, $10,000 bonus; v.p. A. Melvin Skellett, $20,000 & $1,000.


Most caustic sessions of the broadcast hearing, whose aim is to determine fitness of movie interests to hold TV station licenses and desirability of projected ABC-United Theatres merger, found counsel often engaged in bitter exchanges. At one point ex-FCC chairman Paul Porter, counsel for Paramount Pictures, accused Arthur Gladstone, who as chief of FCC’s Domestic Radio Services Branch prepared this portion of case, with “trying to trap” Raibourn into sounding evasive— likening tactics to those used in certain Congressional hearings.

Commission counsel sought to determine whether Raibourn tried to suppress Scophony patents that might have been of value for communications and radar in war effort as well as for home TV. Implication was that Scophony had a projection TV system which Paramount sought to suppress in order to protect its motion picture investment. Raibourn repeatedly insisted Scophony developments turned out to be no good for radar or TV, hence weren’t developed further.

Also probed was Raibourn’s part in an alleged cartel agreement in early 1940s, whereby Scophony Ltd. of England took eastern hemisphere rights, Scophony Corp. of America all western rights. This was being worked over when hearing receded Friday, with Raibourn due to return for further quizzing.

Earlier in week, Gordon Brown, owner of WSBY, Rochester, perennial foe of networks, appeared without counsel to testify against proposed ABC-UPT merger. His main points were that (1) networks are already “monopolistic” in that they control local rates by dictating network rates; (2) approval of merger would mean courts would construe it to “absolutely immune” merged corporation from all future anti-trust suits; (3) pay-as-you-see TV, which he predicted would be very successful, would put new company in too powerful a competitive position.

Next phase of hearing, after completion of Raibourn testimony, involves examinations of Paramount Pictures Corp. president Barney Balaban, UPT president Leonard Goldenson, UPT directors A. H. Blank and Robert B. Wilby on specific theatre acquisitions by old Paramount Pictures Inc. before it was split up into separate producing and exhibiting companies under 1950 consent decree.

Paramount Pictures Corp., for fiscal year ended Dec. 29, 1951, reports sales of $95,933,381, net earnings of $5,459,273 ($2.33 on 2,342,116 shares) after $5,575,392 taxes. In 1950, firm had sales of $82,888,062, earnings of $6,505,041 ($2.67 on 4,255,200) after $3,746,234 taxes. Earnings do not include approximately $43,000 for 1951 and $1,269,000 (principally from DuMont) for 1950 representing Paramount’s share of undistributed earnings of non-consolidated companies. Annual report cites “encouraging progress” in development of Lawrence tri-color tube by Paramount’s 50%-owned Chromatic TV Laboratories, but no mention is made of Paramount’s KTOL, Los Angeles. However, at FCC hearing on proposed United Paramount-ABC merger, it was brought out that station cleared $122,399 before taxes in 1951 (Vol. 8:10).

southeastern district mgr., Dallas... A. H. Jackson succeeds E. J. Staubitz, retiring, as mgr. of Blaw-Knox tower dept... Curtis Roosevelt, ex-Emerson Radio, joins executive staff of Wm. H. Weintraub ad agency, N. Y. Murray Baird named mgr. of electronics div., Crosley Distributing Corp., N. Y. Douglas J. Sullivan named mgr. of employe relations for the 8 GE tube dept. plants.
Liberated NPA policy toward new construction projects was manifest this week in allotment of materials to NBC-TV for construction of 4-studio TV city project in Burbank, Cal. NBC won right to begin 2-studio building there when it brought its case before NPA appeals board last month (Vol. 8:10-11). Now NPA has approved bigger project—at estimated cost of $5,650,000 (construction only)—with same number of studios as CBS's Los Angeles Television City. Construction of original NBC-TV building was to have cost $2,700,000. Like CBS, NPA expects to have 2 studios ready by next October.

NPA also approved allotments to CBS-TV for construction of TV facilities in Chicago for telecasting GOP and Democratic conventions there this summer. WNBF-TV, Binghamton, received allotment to build studio and offices at cost of $300,000; its application for first-quarter 1952 allotment previously had been deferred because construction had not been started (Vol. 7:51). TV applicant WHEC, Rochester, received allotment to build TV-radio studios at cost $419,023. Vermont TV Inc., Barre, Vt., proposing $26,000 community antenna project, also was granted.

Applications still pending include those reported previously as deferred (Vol. 7:51,8:4) plus WJJK-TV, Detroit, $299,504; WTVR, Richmond, $150,000; Lycoming TV Co., Williamsport, Pa., $350,000 for community antenna.

Ten new applications for TV stations were filed this week, bringing total pending to 535—43 of them uhf. New vhf applicants: KJAY, Topeka, Kan., Channel No. 13; KNOE, Monroe, La., No. 8; KDAL, Duluth, No. 3; John & Saloma Greer (theatres), No. 7 in Albuquerque, N. M. and No. 2 in Santa Fe, N. M.; WTIK, Durham, N. C., No. 11; WAPA, San Juan, Puerto Rico, No. 4. New uhf applicants: WINK, Binghamton, N. Y., No. 40; WFRO, Fremont, O., No. 72; Rivoli Realty Co., Johnstown, Pa. (theatres & real estate), No. 56. Amending old applications were: WTIC, Hartford, now seeking Channel No. 3; KLZ, Denver, No. 7; WTSP, St. Petersburg, No. 8; WILK, Wilkes-Barre, Pa., No. 34; WREC, Memphis, No. 3. Application of Gifford Phillips for No. 9 in Denver was withdrawn. [For further details, see TV Addenda 14-N hereafter; for complete list of pending applications, see TV Footebook No. 14 with Addenda to date.]

Detroit-Lansing microwave link, owned by Lansing's WJIM-TV, will be replaced by AT&T microwave in last half 1952, says AT&T. Station says it's glad to give up microwave, because of difficulties in obtaining competent help for relay station at Milford, Mich. FCC's policy requires abandonment of privately owned relays whenever common carrier facilities become available.

New kine recording camera, developed by Isberg Engineering Labs, 2001 Barbara Dr., Palo Alto, Cal., and demonstrated at recent NARTB convention, gets first major use in recording Standard Hour—featuring San Francisco Symphony, ballet, etc.—to be released this fall. R. A. Isberg, until recently chief of KRON-TV, heads IEL.

RCA motion to modify or vacate subpoena served on it in Dept. of Justice anti-trust probe (Vol. 8:9,11-12,14-15) has been postponed to June 12 at govt. counsel's request, and delivery of papers due to go to New York Federal grand jury was postponed until 10 days after there's decision on RCA motion. Thus, grand jury consideration on designated date of May 12 is postponed for at least 40 days, probably longer, and it's presumed same action will apply with respect to RTMA and the 18 other firms involved in same inquiry into alleged collusion in connection with color, FM and patents. General attitude in industry is still that nothing will come of what's regarded as "fishing expedition" prompted largely by pique of certain people (Vol. 8:8-9) over refusal of industry to go along with FCC decision adopting CBS incompatible color—especially now that Dept. of Justice has new head.

Neither TV nor radio costs for political campaigning are exorbitant, said both NBC financial v.p. Joseph Heffernan and CBS radio president Adrian Murphy in April 17 testimony before subcommittee of Senate Committee on Privileges & Elections considering legislation to revise election laws and increase allowances for campaign expenditures (Vol. 8:14-15). Heffernan said TV can reach voters at .3¢ each. Murphy said evening half hour on whole CBS radio network costs $14,100, about $1000 less than in 1948. Sen. Monroney (D-okla.) suggested networks reserve specific periods, 4 weeks before elections, for which no time would be sold to regular sponsors—thus obviating costs of reimbursing sponsors for canceled time. Heffernan and Murphy favored idea. In House, Rep. Mansfield (D-Mont.) has introduced H.R. 7488 to require disclosure of campaign expenditures, eliminate ceilings.

Ingenuity of TV fans brought April 16 Ray Robinson-Rocky Graziano middleweight title bout onto Chicago TV screens, even though Chicago stations were "blacked out" for the Chicago Stadium fight. Stores reported run on boosters, and many fans oriented their antennas toward Milwaukee, whose WTMJ-TV, 90 miles northward, carried fight telecast. Taverns near Illinois-Wisconsin state line, 50 miles north of Chicago, were reported jammed with Chicago customers. Prize for ingenuity may go to a West Side Chicago tavern proprietor who installed booster, increased height of his antenna mast from 8 to 45 ft. before fight. When bout began, his signal from Milwaukee disappeared. So bartender and customers hauled set up to the roof, where they got "good picture" in time for third-round knockout. Said one customer: "It may have been a little shaky, but so was Graziano."

FCC's analysis of political libel bill (S. 2539), released by Senate Commerce Committee this week, makes 2 points: (1) Agrees with bill's provision which requires that candidates attacked by spokesmen of other candidates—as well as by candidates themselves—should be given opportunity to answer such attacks. (2) Opposes provision requiring speakers to post bond to cover costs of potential suits, saying there's no relationship between salary of political office sought and potential amount of liability, and that bonding companies would become "censors" to protect their investment.

Paramount Pictures continues its "50/4% policy"—buying half of various small TV-related companies, such as Chromatic TV Labs (Lawrence tri-color tube) and Internationale Telerem (coinbox method of subscription TV)—by purchasing 50/4% of Vistascope Corp. of America. Headed by Sol Lesser, company is developing French device that employs photographs to save on scenery costs (Vol. 7:8).

National Restaurant Assn. president Martin J. Harding, Chicago, blames TV along with increase in number of families with smaller children and general tightening of purse-strings for decline in restaurant business.

Copies of End-of-Freeze Report
Our printed full text of FCC's Final TV Allocation Report, which formerly signals end-of-freeze, was mailed to all full-service subscribers on release date, April 14. FCC's mimeographed document ran some 700 pages, including charts, graphs, etc., was reduced to 243 pages of printed text, greater part comprising new rules, regulations and procedures and FCC explanations of whys-wherefores for each area's channel allocation. We've carefully indexed it for handy reference. Though extra copies have been going all this week like the proverbial hotcakes, we still have supply available at $5 each.
VHF & UHF ALLOCATIONS BY CHANNELS: As a continuing service to our full subscribers, and in response to many demands, we have prepared handy reference tables of all vhf and uhf allocations by channels — as they're destined to become effective under the FCC's Final Allocation Report & Order of April 14 (Vol. 8:14-15). They show exactly what cities are assigned to the respective channels. They cover U.S. assignments only; Canadian & Mexican allocations will be reported when officially announced.

For helping compile these tables, we're indebted to consulting engineers Millard M. Garrison and McIntosh & Inglis. In Supplement No. 78 herewith, we're also adding channel-by-channel breakdown of the 108 existing vhf stations and, for handy reference, we're repeating our table of channel shifts of existing stations.

Note: Time hasn't permitted acknowledgement of the many congratulations heaped on us for the prodigious printing & editing job represented in publishing FCC's Final Allocation Report in a complete and handy 243-p. volume that has won wide acceptance as the basic allocation handbook. But we do appreciate your kudos.

CURRENT LULL ON FREEZE-THAW FRONT: Two weeks after FCC's turbulent end-of-freeze decision finds situation relatively quiet for the moment. No one has yet hailed Commission to court, though threats and growls continue. Only one new application was filed this week and 2 amendments of old ones (see p. 12). Commission hasn't had much more to say about allocations — except that individual commissioners have been literally pleading with educators to make use of reserved channels (see pp. 2-3).

FCC staff remains gloomy about prospects for speed in processing applications and making grants after July 1. Even if Senate manages to restore some of the $2,000,000 pruned out of its budget by House, training of new employees would still take months. And it has lost quite a few key people in recent months.

Commission retains faith in channel-by-channel system of processing, feels uhf should benefit at any rate. Example of possibility of quickly getting uhf on air is Henderson, Ky., where Tel-A-Ray Enterprises, antenna manufacturer, is asking for Channel 50, assigned to Evansville, Ind., about 10 miles away. Tel-A-Ray hopes to get the uhf channel while Evansville applicants scrap over vhf Channel 7.

FCC believes uhf demand will prove far greater than indicated by fact that only 44 uhf (as against 491 vhf) are on file. But there hasn't yet been much time for filing and amending new forms. And it's pointed out that most prospective uhf applicants had expected Commission to hold "lumped" hearings, wherein everyone would first have crack at vhf, then another at uhf.

Priority of cities in various categories (see p. 155, Final TV Allocation Report) will be shown when Commission releases complete lists in week or so. Cities will be considered in order of size and number of TV signals now received. Applicants will then get rough — very rough — idea when their cases may be taken up.

Meaning of FCC's July 1 "processing" date still isn't clear to some prospective applicants. It's not "cutoff date", i.e., Commission doesn't intend to clear...
up all applications filed prior to that date before it considers those filed later. All it means is that no grants will be made before July 1. Applications received thereafter will be placed in proper priority group under "temporary processing procedure" provided for in final allocation report -- and given equal consideration with those filed earlier. Of course, the later one files application, the greater the possibility channel may already be granted when application reaches Commission.

Everyone is searching for "bugs" in Allocation Report, and local inequities are sure to be found -- maybe made basis for appeal. Those attorneys who have vowed to haul Commission into court report no change in their thinking (Vol. 8:16). They say they're conferring with clients, studying the law, and confirming their convictions as to the decision's illegality.

Some say they may go to FCC first, ask for reconsideration. One says he found error in mileage calculation, which deprived a city of a vhf channel. Several are convinced courts are only recourse, though few want to assume onus of launching appeals that might stymie early grants in whole areas, if not in entire country.

Comr. Jones, who completely disagreed with majority of colleagues on allocations philosophy, is making 2 speeches in which he'll present case against rigidly fixed plan of allocation: May 1, before Ohio Assn. of Broadcasters in Columbus; May 20, before combined Radio-Television and Advertising Clubs of Pittsburgh.

Unusual angle has developed in Pittsburgh. FCC failed to give it Channel 4 because city is just a shade under 170 miles from Columbus. But Commission people say there's a small area near Pittsburgh, some 15 miles from city, where the channel might be placed under FCC rules.

There's nothing to stop an applicant from filing petition now, requesting No. 4 be assigned there immediately. Station could put excellent signal into Pittsburgh, and Commission might go for idea even though it's a "technicality." Catch, apparently, is that new rules would require station to locate main studio in hamlet and forbid it from identifying itself as Pittsburgh outlet. Might FCC waive rules?

There may be similar situations elsewhere, but FCC staff believes they're rare. Industry engineers can be counted on to ferret them out.

A notable omission from new rules has been discovered by several attorneys -- the old requirement that applicant specify number of people to be served by his signal. FCC tells us it deliberately left out "population count" because:

1) Commission is satisfied that mileage separations and minimum power-height formulas are adequate assurance that city will be properly served.

2) It wants to deemphasize technical facilities as factor in competitive hearings, while placing more stress on programming plans and other qualifications.

Commission hasn't yet answered Sen. Johnson's letter urging that it take no action, for a year, on petitions requesting that owners of 5 stations be permitted to add 2 or more uhf (Vol. 8:14). FCC's reply is expected in week or two.

Another question bothering Johnson -- whether 2 or more AMs in same city can combine resources to apply for TV -- has no more definitive answer than last week (Vol. 8:16). At FCC, there's certain amount of sympathy for proposal, but it's quite possible no action will be taken until specific case is considered.

Some commissioners see little wrong in permitting such arrangements in city with great many AM stations, but are leery about markets with 2-3 stations. Yet demand for such combinations may prove greatest in small cities.

EDUCATORS NOW FACE FACT, NOT FANCY: Most eager seekers after knowledge of TV, if not the most articulate in talking it up, are the educators -- now that they've won their grant of 242 precious channels and must face the fiscal facts. The commercial telecasters, notably the networks, whatever may be their feeling about success of Comr. Hennock's campaign and fact that it aggravates scarcity of channels available to them, are following studied policy of speaking no ill about the sometimes fanciful claims for what the educators can and will do with their channels.

It's the sensible course, for not many of the top educational executives are long-hairs; most, in fact, are good friends of the American system of radio. At Penn
State College gathering this week of about 100 top administrators, mainly college presidents from nearly as many institutions, they weren't up in the clouds at all. They discussed every facet of education by TV, not omitting what has been done already by commercial telecasters.

The suggestion was made by Dr. Arthur S. Adams, president of the American Council on Education, that industry lend financial support to educational TV -- a variation on theme played by Comr. Hennock some time ago that commercial broadcasters underwrite non-commercial educational stations.

Western Reserve U offered "success story" of credit courses via Cleveland's WEWS. Dr. Allen DuMont, who opposed educational channel reservations at allocation hearings, was on hand to wish educators well; he planned to stay one day, remained 2%. RCA supplied Dick Hooper's crew and equipment for demonstrations of live and filmed educational programs. And General Precision Labs' E.A. Hungerford served as assistant director of the "Educational Television Programs Institute" convoked by Penn State president Milton Eisenhower, brother of the general.

* * * *

FCC Chairman Walker's impassioned plea, importuning the educators at State College to seize their chance, contained a warning:

"There is sometimes only a very fine line between deliberation and procrastination...I have taken the time to come up here to urge you with all the sincerity of my soul to recognize this fact...

"These precious TV assignments cannot be reserved for you indefinitely. They may not even be reserved for you beyond one year unless you can give the Commission concrete, convincing evidence of the validity of your intent."

At Ohio State Institute the week before, Comr. Webster said that his separate opinion in allocations decision (Vol. 8:15) didn't mean he's "agin" educational reservations at all. But he repeated his thesis:

"Local and State governments, in the main, appear unwilling to recognize the fact that existing teaching facilities are outmoded and inefficient. Is this the source from which you contemplate getting a half million dollars [to construct] an educational station?

"Is this the source to which you propose to turn annually for tens of thousands of dollars to operate this non-profit venture? I salute you for your courage. I too have had experience in the pioneering field [and] in getting money from the public treasury. Take a tip from one who has engaged in a never-ending struggle: Keep up the battle! Success is wonderful and worth all the effort."

HIGH TOWERS MAY BRING NEW CAA RULES: The greater tower heights permitted under new TV allocations -- greeted by aviation interests with frenzied protests -- may lead to new CAA-FCC criteria for location of towers to avoid air safety hazards.

Possible new standards will be explored in informal meetings of representatives of FCC, Civil Aeronautics Administration, armed forces and the TV and aviation industries. Exploratory talks began April 25 when FCC Comr. Webster and CAA deputy administrator F. B. Lee called representatives of both industries and of military aviation for preliminary discussions.

Meeting followed weeks of anguished complaints by aviation industry over FCC plans to permit TV towers of 1000-2000 ft. and higher. Flying groups had urged that CAA push proposals to (a) limit antenna heights by means of FCC or Congressional regulation; (b) require all TV antennas in any given area be mounted on single tower.

FCC won't reduce antenna heights permitted by new allocation. Comr. Webster made that clear at outset of April 25 meeting. High towers are heart of whole plan, he said. He might have pointed out, too, that aviation interests passed up opportunity for their "day in court" during allocation hearings. Basically, these are the opposing views of the 2 industries:

TV industry would like to erect towers of maximum height at ideal locations for greatest coverage.

Aviation industry would prefer no towers at all, thereby eliminating potential hazard to air navigation.

Obviously, neither side can have its own way completely -- and both sides
this week hailed opportunity to work out some kind of compromise solution together.

Any new criteria that emerge from the industry-Govt. huddles will be for the guidance of Air Coordinating Committee's 9 regional airspace subcommittees. These groups consist of representatives of CAA, military aviation and pilot and airline associations. Part 17 of FCC regulations specifies that all antenna towers higher than 500 ft. must be given special aeronautical study by these subcommittees, regardless of whether they are located on air routes.

There are no written criteria to guide the 9 subcommittees when they study cases of proposed towers higher than 500 ft. located off airways. Determination is made on case-to-case basis. CAA has proposed that definite criteria be set up so that all subcommittees can act uniformly on proposed new high TV towers.

Suggested criteria introduced for discussion at meeting (for text, see p. 5) was greeted coolly by TV industry representatives -- NARTB, Federal Communications Bar Assn., Assn. of Federal Communications Consulting Engineers. Proposal would have effect of banning most high tower locations within 5 miles of airways.

This plan would "preclude at least 90% of the tower sites in the northeast [and] effectively end the possibility of high towers in this part of the country," protested engineer Glenn D. Gillett, representing AFCCE.

Suggested criteria are for "discussion only," both Comr. Webster & Mr. Lee assured the meeting. Neither TV nor aviation industry went on record 100% for or against the proposal, which apparently had been prepared by CAA.

Questions and comments of aviation representatives indicated that many of them expected end-of-freeze to bring 2000 new towers of 1000-2000 ft. -- "an Empire State Bldg. in every cornfield." Some apparently didn't realize that FCC's permitted heights are above average terrain, not above ground -- and that it's to a telecaster's advantage to utilize hills, mountains and other obstructions that normally wouldn't be on or near airways.

Of 552 TV applications filed with FCC before release of allocation report, Comr. Webster told group, only 2 asked for towers of more than 900 ft.

Committee named to study entire tower question and recommend possible new criteria includes one representative each from FCC, CAA, Civil Aeronautics Board, Air Force, Navy, Air Transport Assn., Airline Pilots Assn., Aircraft Owners & Pilots Assn., NARTB, FCBA and AFCCE.

**SCIENTISTS DISCOVER NEW USE FOR VHF:** Remarkable new type of vhf propagation, with great potential value for point-to-point communications, has been discovered and tested by some of nation's top propagation experts. No immediate impact on TV is apparent -- but some engineers think TV may some day feel its effects.

Under military wraps for many months, project has been declassified, will be described in next issue of the Physical Review. One classified paper was published last Sept. 28, by Bureau of Standards, as NBS Report 1172. Briefly, here's what is exciting the relatively few who know about project:

A 23-kw transmitter on 49.8 mc was set up at Collins plant in Cedar Rapids. Signals were concentrated into powerful beam by 12-db gain antenna, aimed at Bureau of Standards' receiving point in Sterling, Va. -- 774 miles away. An extremely weak signal was picked up, but --

It was there 100% of the time!

In the restrained language of NBS report: "Initial experiments...reveal the uninterrupted presence of observable signal over a test path of 1245 kilometers, irrespective of season, time of day, or geomagnetic disturbance, though showing dependence in intensity on these factors, and possibly on meteor activity as well."

Reliability is the thing. Though long-distance reception of 50-mc signals is many years old, it took modern high-powered transmitters and highly sensitive receivers to produce that always-present signal.

Most long-distance radio communications are accomplished with frequencies up to 30 mc, but such bands have been subject to every sort of vicissitude -- with communications sometimes disrupted for days at a time by sunspots, etc.
Frequencies useful under new principle may run 30-100 mc, with 50 mc as the optimum, but no one knows for sure yet.

New method appears to be good up to about 1200 miles. Therefore, it would take several hops, via islands, to span oceans.

Theory behind new propagation is that ionosphere, which absorbs most of vhf signal or permits it to pass through into space, is "turbulent" enough to scatter some signal back to earth. Meteors appear to increase turbulence, cause more signal to be bounced back.

TV might be affected if these frequencies, which include Channels 2-6, were to be demanded for communications in U.S. -- by military or others. One consulting engineer believes applicants should avoid lowest vhf channels for just that reason.

Names of paper's authors indicate importance of work: D.K. Bailey, R. Bate- man & G.F. Montgomery, Bureau of Standards; L.V. Berkner, ex-Carnegie Institution, now Associated Universities; H.G. Booker, Cornell; E.M. Purcell, Harvard; W.M. Salisbury, ex-Collins, now U of California, Berkeley; J.B. Wiener, MIT.


President Frank White, of Mutual Broadcasting System, and chairman Thomas F. O'Neil, who represents new control of that network, were unable to get together on terms of contract renewal, and Mr. White has announced his resignation as of May 31. Mr. O'Neil adds title of president; executive v.p. Wm. H. Finishrider Jr. takes Mr. White's place on MBS board. Mr. O'Neil is also president of Thomas S. Lee Enterprises Inc., TV-radio operating subsidiary of General Tire & Rubber Co., which recently acquired WOR & WOR-TV (Vol. 8:3) and thus secured 50% control of Mutual.

National Council of the Protestant Episcopal Church has named Rev. James W. Kennedy, of Lexington, Ky., as executive secretary of its new TV-radio div.
THEATRE-TV hearings are now some 6 months in the future—so that medium’s protagonists this week aimed their guns at AT&T, presumably with intention of running a continual barrage to be climaxed at FCC proceeding. Representatives of Motion Picture Assn. of America (MPAA) and National Exhibitors Theatre-TV Committee (NETTC), principal backers of theatre TV, meeting this week with FCC chairman Paul A. Walker, vice chairman Rosel Hyde and general counsel Ben Cottone, were told that hearings won’t be held before next fall, and that “firm” date probably will be set “within 2 weeks or so.”

Purpose of hearing will be to determine whether theatre-TV backers should get frequencies of their own, or whether common carriers are best able to handle theatre-TV transmission (Vol. 8:2). Theatre-TV programming to date has been sent over AT&T’s cable-microwave facilities, and AT&T claims it can handle any future requirements.

But Nathan Halpern, head of Theatre Network TV Inc. (TNT), says AT&T has done poor job so far. He told this week’s Chicago convention of Society of Motion Picture & TV Engineers that inability to clear transmission facilities to enough theatres forced TNT to abandon elaborate spring theatre-TV schedule which was to have included complete opera, Broadway musical, stage show, several championship sports events (Vol. 8:8).

TNT requested AT&T clearances to TV-equipped theatres in 23 areas, he said. But for the opera and musical it could clear only 9 of the cities. For a championship fight, it could get no clearances because of prior commitment of facilities from city of origin (San Francisco). For the stage show and one sports event no clearances were available in time because second-quarter cable-microwave allocations hadn’t yet been made to home telecasters.

Station Accounts: Eighteen book publishers, 20 retail bookstores, combine to sponsor Valley Book Parade on KNXT, Los Angeles, Sun. 2-2:30 p.m., thru Jack Case, as advertising agent; representing Southern California Retail Booksellers Assn., Lorita Baker Valley discusses several books each week, with authors as guests . . . Phillips Petroleum buys United Artists’ weekly half-hour Tele-sports Digest, narrated by Harry Waiser, in 14 central and southwestern TV markets, thru Lambert & Feasley, N. Y. . . . Amoco signs to sponsor coverage of Maryland’s May 5 primary on WAAM, Baltimore, pooled with hookup of 5 Maryland radio stations, carrying first roundup at 7:15 p.m., then 8, then 9-midnight, thru Joseph Katz Co., Baltimore . . . Albers Super-Markets, 65-store Ohio chain, uses daily spot on WLWT, WLV and WLWC, with the stations bulkwiring these with so-called “shopper stopper” displays showing the advertised merchandise in each store, changed thrice weekly; stations are also mentioned in stores’ newspaper ads featuring same merchandise . . . Robert L. Lippert, Hollywood film producer, budgets $3000 for spots on 5 Los Angeles stations preceding premiere of Valley of the Eagles; he did same TV promotion for Steel Helmet and For Men Only . . . Among other advertisers reporting using or preparing to use TV: Marnett Chemicals Inc. (Bleaches for clothes), thru Joseph Katz Inc., Baltimore; Westchester Racing Assn. (trotting races), thru Al Paul Lefton, N. Y.; Williamson Candy Co., thru Aubrey, Finlay, Marley & Hodgson, N. Y.; Dorman’s Mfg. Co. (men’s clothing), thru Caples Co., Los Angeles; Kitchen Art Foods Inc. (Py-O-Myl mixes), thru Aubrey, Finlay, Marley & Hodgson, N. Y.; Munising Paper Co. (Wax-Seel), thru Robert Gallagher Service, Chicago; Royal Lace Paper Works Inc. (Glasser shelving & doilles), thru Kiesewetter Associates, N. Y.; Gard Industries Inc. (weatherproofing spray for fabric & leather), thru Ross Ray Inc., Chicago; Rudd-Melikian (Kwik-Kafe coffee dispenser), thru W. S. Roberts Inc., Philadelphia.

There are now 75 TV-equipped theatres in 37 cities, Mr. Halpern reported, with a dozen more installations now under way. In the past year, he said, “theatre TV has increased its seating capacity 600%.” He added that there have been more than 300 individual theatre-TV presentations to date, including special govt. and industry uses. He pointed to last summer’s prizefight theatrelasts as solid indication that the medium can fill theatres, attract new audiences and pay its own way.

In letter to AT&T’s long lines dept., MPAA and NETTC this week outlined specifications for theatre-TV transmission system and asked, in effect: “How much would you charge for this and how long would it take to set up?” Letter follows by 3 weeks FCC’s request to AT&T and other common carriers to come to hearing armed with information on their ability to supply theatre-TV facilities (Vol. 8:14). Theatre-TV people said their letter was intended to let phone company know “what we want in the way of facilities.” Here’s what MPAA-NETTC specified:

1. Facilities to accommodate 10 telex video band, 50-8000 cycle sound. (2) Facilities for fixed & mobile “program source links” to connect studios, etc. to inter-city lines. (3) Facilities for inter-city channels, and intra-city theatre links. (4) Use of lines for minimum of 3 hours daily.

AT&T was presented with specifications for “a typical theatre-TV program transmission system” between New York and Washington, including facilities for distribution of programs to Philadelphia, Trenton, Allentown, Reading, Atlantic City, Wilmington, Baltimore. MPAA-NETTC asked for prices for one initial reversible line between New York and Washington and ultimate service involving 6 reversible lines—to provide 6 separate program services to 98 Washington area theatres arranged in 6 groups of 15-17.

DID ALLEGED MOVIE anti-trust practices simply grow “like Topsy”? That’s what FCC counsel sought to find out this week before FCC’s Paramount hearing, primarily concerned with proposed ABC-Unitted Paramount Theatres merger, was recessed until April 30 after droning through its 55th session. Witnesses were UPT president Leonard Goldenson, Paramount Pictures Corp. president Barney Balaban and UPT director Robert Wilby, who all testified on buying and operating of theatres, film booking, clearances, prices, etc. over last 3 decades.

Balaban had used “Topsy” comparison in previous testimony, but Commission counsel wondered whether instead “there was intelligence and direction to that growth.” Scores of documents—many from Justice Dept.—were brought in. But questioning ran into many dead ends when witnesses couldn’t remember many documents dating as far back as the ‘20s.

Some 8500 pages of testimony—well over 2,000,000 words—have already been taken in case, hundreds of documents entered—yet hearing is still far from finished. Paramount Pictures v.p. Paul Raibourn will resume testimony on old Scophony anti-trust case (Vol 8:16) on April 30, with UPT director A. H. Blank. To follow. At least one Commission witness—Arthur Levey, once head of Scophony and now president of Skiatron Corp., a subscription TV developer—will be called May 5.

TV blazed trail for the movies to follow in England. For 5 years, RKO had held up British release of its 1944 film version of Eugene O’Neill’s Mourning Becomes Electra, because picture company felt it was too “ighbrow” to pay its way. Then, last week, BBC put on TV version of same play—all length and in 2 installments on consecutive evenings—which was hailed by many viewers and critics as BBC’s most successful TV drama to date. Then RKO decided Britain was “ready” for its O’Neill film, scheduled premiere of 8-year-old picture May 4.
I NCREASE of more than $1,000,000 in network TV billings during March would seem to indicate talk about "softening" of time sales hasn't much basis in fact. Network TV jumped to $15,835,973 in March from $14,813,603 in February (Vol. 8:14), according to Publishers Information Bureau, with both NBC-TV and CBS-TV showing appreciable gains, DuMont up slightly, ABC-TV down slightly. The Jan.-thru-March total was $45,721,135, comparing with $26,408,506 same period last year. The TV monthly and quarterly figures continue to run well ahead of radio, according to PIB tabulation, which follows:

**NETWORK TELEVISION**

<table>
<thead>
<tr>
<th>Network</th>
<th>March 1952</th>
<th>March 1951</th>
<th>Jan.-March 1952</th>
<th>Jan.-March 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$1,030,305</td>
<td>$4,524,453</td>
<td>$12,430,161</td>
<td>$12,790,645</td>
</tr>
<tr>
<td>CBS</td>
<td>5,643,123</td>
<td>2,933,902</td>
<td>15,820,809</td>
<td>8,185,406</td>
</tr>
<tr>
<td>ABC</td>
<td>2,076,782</td>
<td>1,539,470</td>
<td>4,245,653</td>
<td>4,123,140</td>
</tr>
<tr>
<td>DuMont</td>
<td>726,763</td>
<td>479,811</td>
<td>2,224,183</td>
<td>1,299,147</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>$45,721,135</td>
<td>$26,408,506</td>
</tr>
</tbody>
</table>

**NETWORK RADIO**

<table>
<thead>
<tr>
<th>Network</th>
<th>March 1952</th>
<th>March 1951</th>
<th>Jan.-March 1952</th>
<th>Jan.-March 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$1,154,077</td>
<td>$7,679,965</td>
<td>$15,103,981</td>
<td>$19,725,399</td>
</tr>
<tr>
<td>NBC</td>
<td>4,194,074</td>
<td>5,985,636</td>
<td>12,355,445</td>
<td>13,033,289</td>
</tr>
<tr>
<td>ABC</td>
<td>3,717,713</td>
<td>2,891,339</td>
<td>9,645,196</td>
<td>8,865,106</td>
</tr>
<tr>
<td>MDS</td>
<td>1,286,327</td>
<td>1,646,006</td>
<td>5,126,208</td>
<td>4,617,986</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>$14,520,393</td>
<td>$14,069,614</td>
</tr>
</tbody>
</table>

Network TV and radio figures for January-thru-March, including revisions of PIB January and February figures:

**NETWORK TELEVISION**

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb.</td>
<td>2,148,467*</td>
<td>5,103,043</td>
<td>784,584</td>
<td>6,815,549</td>
<td>14,813,603*</td>
</tr>
<tr>
<td>March</td>
<td>2,076,782</td>
<td>5,643,123</td>
<td>756,783</td>
<td>7,387,305</td>
<td>13,835,973</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$6,245,710</td>
<td>$15,820,809</td>
<td>$2,224,455</td>
<td>$21,430,161</td>
<td>$45,721,135</td>
</tr>
</tbody>
</table>

**NETWORK RADIO**

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>MDS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$3,301,479</td>
<td>$5,161,397</td>
<td>$1,699,282*</td>
<td>$4,357,333</td>
<td>$14,519,511*</td>
</tr>
<tr>
<td>Feb.</td>
<td>3,177,070</td>
<td>4,788,507</td>
<td>1,600,399</td>
<td>3,994,018</td>
<td>13,580,994*</td>
</tr>
<tr>
<td>March</td>
<td>3,355,713</td>
<td>5,134,077</td>
<td>1,626,527</td>
<td>4,184,074</td>
<td>14,520,303</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$9,835,104</td>
<td>$15,103,981</td>
<td>$5,126,208</td>
<td>$12,335,445</td>
<td>$42,600,798</td>
</tr>
</tbody>
</table>

*Revised as April 24, 1952.

Note: These figures do not represent actual revenues to the networks, which do not divulge its actual net dollar income. They are compiled by publishers on basis of estimated network revenues on weekends, before frequency or cash discounts. Therefore, in dollars actually paid to networks they may be inflated by as much as 40%. Figures are acceptable on networks, however, in indicating on a relative basis how revenues are divided between radio and television generally, as satisfactory index of comparisons and trends.

Teleprompter Corp., which signed 5-year $1,000,000 minimum agreement with CBS-TV for lease of its electrical prompting device (Vol. 8:4), is negotiating with "another big TV network" for similar deal. President Fred Barton, ex-actor, says Teleprompters are now used on 40-50 TV shows originating in New York, and by producers of TV film and armed forces. Company—with whose other officers are ex-20th Century-Fox TV promotion chief Irving Kahn and former 20th Century research head Hubert Schlafly—recently expanded operations into Mexico, plans to set up branches in Cuba and South America, Mr. Barton said. Mr. Schlafly explained operation and uses of device to Chicago convention of Society of Motion Picture & TV Engineers April 21.

**TV and radio rates for political time are identical on most stations with their commercial rates, said NARTB president Harold Fellows before Senate subcommittee on Privileges & Elections considering revisions of election laws to allow higher campaign expenditures (Vol. 8:14-16). "Reserved time" for candidates, Fellows also testified April 24, presents problem in that more time is demanded if campaign gets hot, cancellations if it cools off. Sen. Gillette (D-Ia.), chairman, appointed Sen. Hennings (D-Mo.) to study need for legislation amending Sec. 315 of Communications Act, which prohibits broadcasters from censoring but leaves them open to libel suits if political speech is defamatory. On that score, Fellows urged support of Horan Bill (H.R. 7062), and NARTB this week called on its members to back it while favorable "climate" exists for its passage; it now pending in House Interstate Commerce Committee (Vol. 8:5, 9).**

**Telecasting Notes:** Atomic blast on Yucca Flat, Nev., April 23, may have left much to be desired as a nationwide TV spectacle, probably wasn't even worth the enormous effort in view of poor pictures—but there was plenty of behind-scenes drama in the effort. Sparkplug of project was KTLA's Klaus Landsberg, who arranged to have Marine Corps helicopter land equipment and men on snow-capped peaks between Los Angeles and bomb site, 300 mi. away, 2 days before blast. Pool of 6 cameras focused on explosion, one nearest blast area sending signal one mile uphill to bomb-control monitor station, whence it was beamed to 8200-ft. Mt. Charleston, relayed to unmanned 6300-ft. peak, to 10,080-ft. Mt. Baldy, finally to Mt. Wilson and the L. A. stations and CBS-TV & NBC-TV . . . Orpheum Theatre, Los Angeles, showed 12:30 p.m. (EST), 9:30 a.m. (PST) A-bomb blast on theatre-TV equipment to free audience of about 1000 . . . Goar Mestre's CMQ-TV, Havana, and his 4 satellite outlets in Matanzas, Santa Clara, Camaguey & Santiago, have become NBC-TV affiliates, carrying network's kine recordings with right to dub in Spanish dialogue . . . Romulo O'Farrill's XHTV, Mexico City, becomes CBS-TV's 63rd affiliate . . . Peabody awards, supervised by U of Georgia, to be announced May 1 at luncheon meeting of Radio Executives Club of N. Y., to be telecast on ABC-TV & CBS-TV, 1:15-1:45 p.m. . . . Alfred I. du Pont awards, supervised by Washington & Lee U, to be announced May 17 at dinner in Mayflower Hotel, Washington . . . N. Y. State Dept. of Commerce, extending radio service it has offered for about 5 years, has prepared series of 20-sec. films to be offered state's 13 stations and carried under title New York State Reporting; theme of first is school, home and bus safety . . . TV "best seller": Operation Backstage: A Staging Services Handbook, 76-p. book produced for network and affiliates by Robert J. Wade, NBC-TV coordinator of production development; first edition of 5000 was exhausted by demand, so second printing has been run off to make copies available to others in the industry . . . Billboard estimates that Arthur Godfrey will account for $15,587,800 of CBS's 1952-53 season revenues—biggest items being Arthur Godfrey & His Friends on 52 stations, $2,377,700, and his AM morning strip estimated at $4,836,000 . . . "St. Louis' Mr. Television" is how St. Louis Post-Dispatch captions big April 20 spread featuring George M. Burbach and KSD-TV, now in 6th year (started Feb. 8, 1947) . . . Omaha's 2 TV stations were well out of flood areas, so weren't hampered in providing on-spot reports and film documentaries during crisis; WOW-TV fed NBC and KMTV fed CBS, networks also picking up from Kansas City's WDAF-TV . . . CBS-TV Rate Card No. 7, effective April 15, adds 8 stations to basic network, now totaling 29, lists 7 new interconnections due July 1, lists charges for transcontinental cable and eliminates extra cable costs for St. Louis & Memphis.
TRADE IS SLOW, SETS PILING UP AGAIN: Factory inventories are climbing again -- and, with production down, would seem to indicate more of a slump in TV business than anybody likes to admit. Fact is, TV sets simply aren't moving very fast these days; business is just as slow in TV as in the sadly depressed white goods trade.

There are a few bright spots, but very few -- notably the 8 new cities due to get network service for first time July 1, thanks to speeded-up extensions of AT&T coaxial & microwave hookups in time for the political conventions (Vol. 8:12). Reports are that sets are selling quite well in Miami, Houston, Dallas, Fort Worth, San Antonio, Oklahoma City, Tulsa, New Orleans.

RTMA's latest weekly figures aren't very reassuring, however. Inventories jumped to 282,230 at the factories as of April 18 from 265,754 the preceding week. It's highest of year, indeed highest since last mid-November, compares with 433,930 in equivalent 1951 week (Vol. 7:17) when the danger flags were really flying.

Production went down to 77,740 units (2876 private label) from 79,276 week before, and was lowest since Christmas-New Year weeks.

Radio output went down, too -- to 188,028 (86,683 private) from 201,994 the preceding week. Radio inventory was 317,227, up from preceding week's 312,632. The week's radios were 61,439 home, 26,220 portable, 33,700 clock, 66,669 auto.

"They're simply not buying," is the common refrain from manufacturers and merchandisers alike. One major manufacturer blames news of the new allocations, thinks people are waiting for uhf to come to town. At least, he says, that's excuse some dealers give for not ordering.

Another still blames Regulation W -- says removal of all installment credit controls would help (see Topics & Trends). Another believes big cities are near saturation, and old sets aren't being replaced.

There's some complaint that people haven't the money, though the economic surveys all point to highest savings on record and plenty of employment.

Then there's indisputable fact that old inventory, to say nothing of reconditioned trade-ins, are being sold off at such terrific bargains that new products have hard time to compete.

That baseball telecasts haven't helped trade much, is proof that the sales slowdown is more than seasonal. High hopes are that the political conventions this summer and campaigns in autumn will stimulate demand for receivers. Philco is sponsoring NBC coverage, Westinghouse CBS, Admiral ABC -- all with fond expectation that summer-fall business will get needed shot in the arm.

Best hope of the industry as whole seems to be opening of new markets when FCC begins processing applications for new stations after July 1. Factories are all making uhf plans now, expecting such stations to be among first on air; you'll be hearing and reading plenty in ensuing months about uhf receiving apparatus.

But even though FCC is eager to make grants, there won't be many new stations on the air this year, at least not in major population areas. Yet even the few small or medium-sized towns expected to get grants early because of lack of competition for channels will be welcome outlets for the copious capacity of the TV manufacturers. They could add up, before end of this year, to substantial sales.

What the set makers would really like, to say nothing of distributors and dealers in those areas, would be the granting and immediate building of at least one station each in such big unserved areas as Denver, Youngstown, St. Petersburg-Tampa, Portland, Ore. There's plenty of pressure to get them, too; only trouble is that there are more seekers of channels than there are channels -- and it will take lots of maneuvering to keep them from getting bogged down in slow competitive hearings.

- 8 -
From the set makers, from now on, will come many a brochure and advertise-
ment laying claims to uhf progress -- preparatory to delivering the goods by time
first commercial uhf station takes the air. There's little to add as yet to roundup
on equipment and tuner availabilities we published in Vol. 8:11, though it's plain
the competitive manufacturers aren't telling all yet.

Whether the claims and counterclaims will serve to clarify or confuse, time
alone will tell. This week, Motorola had ads scheduled in 98 Sunday newspapers,
followed by 11 Monday editions, offering public "Answers to Your Questions on New TV
Stations" and explaining vhf, uhf and lifting of the freeze.

Zenith isn't quite as flamboyant in uhf claims as it was in March 1949, when
it rolled competitors with ads implying the as yet undecided-upon uhf were a fait
accompli. It has published some trade ads, offered booklet explaining uhf; and in
its current Saturday Evening Post ad, it tosses out this challenge: "Every Zenith
TV set ever built has built-in provision to receive the coming uhf stations without
the use of a converter. No other TV manufacturer can make this statement."

Trade Personalities: William A. MacDonald elected presi-
dent of Hazeltine Corp., Jack Binns becoming chairman;
Fielding S. Robinson named president of Hazeltine Elec-
tronics Corp. and Laurence B. Dodds president of Hazeltine
Research Inc., Chicago ... Sam Kaplan, Zenith v.p. & con-
troller, elected v.p. & treasurer, taking over latter duties
from executive v.p. Hugh Robertson ... Fred Abrams
named asst. to treasurer, Emerson, succeeded by Floyd
Makstein as gen. mgr. of parts sales & service div. ...  
Kenneth C. DeWalt, mgr. of GE cathode ray tube opera-
tions since 1949, named mgr. of engineering of GE tube
dep., Schenectady, succeeded by Robert E. Lee ... Keith
Henney shifts from consulting editor to editorial director of
Electronics Magazine June 1, assuming new advisory
responsibilities, while W. W. MacDonald moves from man-
aging editor to executive editor with responsibility for
staff supervision and production of magazine; changes fol-
low resignation of editor Donald Fink to become Philco
director of research (Vol. 8:13) ... Thomas J. Hodgens,
v.p. & gen. mgr. of Admiral branch in New York, returns
to Boston May 1 to head branch there, E. C. Perkins being
transferred to Seattle as regional mgr.; E. R. Glauber,
director of all eastern Admiral branches, will supervise
N. Y. branch ... Lewis C. Radford Jr. promoted to eastern
district sales mgr., DuMont transmitter div.; George G.
Scott, ex-Federal, named N. Y.-New England sales rep.,
and Charles E. Bell, ex-WBTV, Charlotte, named eastern-
southeastern rep. ... Dr. Harry F. Olson, director, RCA
acoustical lab at Princeton, author of newly published book,
Musical Engineering ... Elliott Peikoff promoted from
sales mgr. to gen. mgr., Mercury Television Corp., Los
Angeles ... M. J. McNicholas, ex-North American Philips
purchasing agent, named mgr. of special apparatus div.,
Andrea ... Merritt C. Chandler, ex-Sylvania and Hughes
Aircraft, named gen. manufacturing mgr., Sonotone bat-
tery div. ... Herbert L. Steinberger named Belmont re-
search director ... E. Hoy McConnell promoted to mgr.,
Capenart-Farnsworth radio sales.

Front-page "scare" story in New York Times
brought "intermediate frequency" (IF) into news this week.
TV-radio editor Jack Gould reported fact that
amateurs, under international agreements, will be able to
use new 21-21.45 mc band starting May 1. Since virtually
all TV sets made up to year or 2 ago have 21-mc IF, ama-
teurs are in position to create havoc with interference.

FCC and industry engineers feel Gould went over-
board in his apprehension. Said one FCC expert: "It's my
personal opinion that the general public will never even
know of the problem. The reactions from this story will
probably prove worse than the real thing." Here's how
Commission engineers analyze situation:

(1) Though many sets have 21-mc IF, most of industry
has gone over to new RTMA standard of 41 mc.

(2) Amateurs will move into 21-mc band gradually, allowing
time for considerable replacement of old sets.
"Amateurs have to live with their neighbors, so they'll be
cautious."

(3) In severe cases, addition of a filter and retuning
of IF can eliminate such interference completely. Ama-
teurs' own tests, reported in Gould article, proved effecti-
veness of such measures.

Another IF angle has worried some people. FCC's
uhf allocation is tailored to minimize many kinds of inter-
ference—oscillator radiation, image, IF beat, etc.—but it's
predicated on use of 41-mc IF. If existing sets with 21-mc IF
are converted to uhf, are they in for trouble? Both
FCC and industry engineers say not. They don't expect
such sets to suffer any more than do vhf sets—if as much.

Transistors are being sold to public general for first
time by Federated Semi-Conductor Co., 66 Dey St., New
York, according to April 24 N. Y. Herald Tribune. Com-
p any is subsidiary of electronics distributor Federated
Purchaser Inc. Report says junction transistors will sell
for $30 each, are made by Germanium Products Corp.,
Jersey City, subsidiary of Radio & Development & Research
Corp. Rate of production is said to be 100 daily, soon
going to 200. Federated says it already has orders from
MIT, International Business Machines, Remington-Rand.

GE also is playing up its dependence on small business
—Dr. W. R. G. Baker, electronics v.p., telling Air Force
group at Syracuse plant April 23 that 50¢ of every dollar
spent in making small automatic radar for fighting planes
is going to 294 other companies, mostly small. GE elec-
tronics div. as a whole, he said, regularly uses about 7300
firms in 35 states to supply materials and parts, of which
669 are in Syracuse alone.

RCA delivered first of 40 mobile broadcasting vans,
each with 150-w transmitter, to Indonesian Govt. this week.

First to get RTMA annual award for "outstanding
contributions to the advancement of the TV-radio indus-
tory" will be RCA chairman David Sarnoff, unanimous
choice of board at its Niagara Falls meeting this week after
nomination by Leslie F. Muter, director of awards
committee. Presentation will be at industry banquet June
26 in Palmer House, Chicago. Preparing for 28th annual
convention June 23-26 in Chicago, board chairman Robert
Sprague named 3 former RTMA presidents to nominate
new 1952-53 board chairman, treasurer and officers at con-
vention—Max Baleem, Sylvania; Paul Galvin, Motorola;
Leslie F. Muter, Muter Co.
Topics & Trends of TV Trade: All those rumors about imminent abolition of Regulation W are categorically denied by Federal Reserve Board, despite admitted trade pressures... "We commend the reported readiness of the FRB governors to do away with Regulation W because of lack of need for it under current business circumstances," said April 21 press release from National Foundation for Consumer Credit, though it adds: "It's very uncertain whether removal of the regulation actually will boost consumer demand [for furniture, appliances, autos, etc.] sufficient to absorb the rapidly accumulating inventories all over the country, though such a move is one in the right direction." FRB member Oliver S. Powell, in Dallas interview April 24, is quoted as saying board has no plans to relax installment credits beyond those previously announced (Vol. 8:15-16).

Chapter X petition for reorganization of Tele-tone (Vol. 8:5) remains in Newark Federal district court's jurisdiction under ruling this week by Judge Hartshorne, who consolidated it with involuntary petition for bankruptcy; Chapter XI proceedings are still pending in New York court. Starrett creditors rejected offer to pay 10% cash, 10% in notes, asked debtor be adjudicated bankrupt; hearing was adjourned to May 6.

Despite doldrums that hit TV trade in 1951, excise tax collections on TVs, radios, components, phonographs and associated equipment jumped to $150,805,955 from $52,594,621 in 1950. Reason: It was first full year that Treasury Dept. collected the 10% tax on TVs. On phono records, tax collections were $8,278,492 in 1951 vs. $6,793,323 in 1950. On refrigerators and air conditioners, collections dropped to $79,518,185 in 1951 from $81,892,521 in 1950.

Survey of New York City homes (all 5 boroughs) by The Pulse Inc., 15 W. 46th St., N. Y., showed 63.8% have TVs, nearly all have radios, 35.1% have 3 or more radios. Of the TV sets, 23.4% were RCA, 12.3% Philco, 11.6% Admiral, 6.5% DuMont, 5.5% Motorola, 4.6% GE. Dr. Sydney Roslow conducted survey, based on 1570 family interviews.

Upsurge in clock radios has RTMA statistical dept. now reporting output figures weekly, and unusual number of requests recently for 1951 figures impelled it to release report that 777,155 of the 6,751,452 home sets produced in 1951 were clock radios; only month-by-month figures were compiled for last year, and they're available on request.

Merchandising Notes: DuMont has adopted "inboard pricing" on whole line, including five 17-in. closeout models on which it quoted price reductions to dealers this week ranging from $50 to $76; sales mgr. Walter Stickel stated cuts were made because the sets were "too far out of the market on price"... DuMont guaranteeing TV set prices to distributors for 12 weeks, April 21-July 31... Sentinel will "go inboard" with one new 17-in. table model due May 1 and listing for $230, including tax and warranty... Admiral adv. mgr. Seymour Mintz explains it dropped NBC-TV Lights Out in favor of $2,000,000 package deal covering ABC-Radio & TV sponsorship (with collaboration of Newsweek) of political conventions, no other reason; in fact, Admiral this year will spend $2,500,000 on TV sponsorships vs. $1,322,504 in 1951, $759,533 in 1950, $471,816 in 1949... Sylvania offers all dealers in flood areas to test and repack their stock, without charge... Olympic of New Jersey Inc. is new wholly-owned Olympic distributing subsidiary opening at 157 Washington St., Newark, under direction of v.p. Jack Mendelson, ex-Krich-Radiosco... RTMA has issued state-by-state and county-by-county TV shipment report for 8 weeks ended Feb. 22, available on request.

REvised NPA color TV order M-90 (Vol. 8:16) won't be released for 2 weeks—or longer if it runs into serious opposition from other agencies. It's now scheduled to be taken up by inter-agency clearance committee next Wednesday or Friday, and it's said that Pentagon and possibly other agencies will raise objections to draft of revised order.

Draft order continues ban on mass production of color TV sets except for those manufacturers who submit proof that they can make color sets without diverting material or manpower from defense program. Production of color theatre-TV equipment will be permitted. Some Defense Dept. experts feel new draft isn't strict enough, and that NPA will approve every application.

Actually, Pentagon's stand is hypothetical, since no established TV manufacturer is expected to apply when and if new draft is put into effect. CBS-Columbia president David Cogan said that no matter what happens to M-90, "we won't go into color until we can get enough materials to make a dent in the market or until a reasonable number of other set manufacturers and broadcasters will go along with us. We don't want to use up our badly needed black-&-white materials on the color operation."

Richard Hodgson, president of Paramount Pictures' 50%-owned Chromatic TV Laboratories, said his company will apply to NPA, if necessary, to make TV sets with Lawrence tri-color tube.

Color TV was a prime topic of discussion at this week's Chicago convention of Society of Motion Picture & TV Engineers. Principal speaker at April 21 luncheon was GE's Dr. W. R. G. Baker, chairman of NTSC, who reviewed progress toward all-industry compatible color system, reiterated that committee hopes to complete field tests late this summer. Also featured was paper by Armour Research Foundation's Robert E. Lewis on color TV viewer for CBS system which uses 2 revolving discs, does not limit picture size or require additional cabinet space. Similar device can be used for 3-dimensional TV, he said.

RCA Victor's first 3-speed turntables are out in 4 self-contained models—prelude to inclusion in new radio-phono-graph sets this summer and possibly also in some TV-radio-phono combinations. Present RCA line of TVs has no phono combinations.

New "Vicetolas" will be shipped early in May, offered at $49.95 in maroon as 3-speed attachment to any radio, phono or TV set; $69.95, self-contained in mahogany finish; $99.95, self-contained portable in leatherette carrying case; $129.95, with radio in mahogany, walnut or limed oak.

New unit is completely automatic, uses slip-on spindles, has 2 separate pickup points in a single tone-arm (one for 78, other for 45 & 331/3rpm). It plays up to fourteen 45rpm records at one loading; up to ten 12-in. or twelve 10-in., either standard or LP; up to 10 intermixed sizes of 78rpm or same number of 33 1/3rpm.

New vidicon tube with longer life than present vidicon industrial TV camera tube is on test bench at RCA, Chicago convention of Society of Motion Picture & TV Engineers was told April 21. Biggest deficiency in RCA and other high-definition TV systems has been the relatively short camera-tube life, as compared with 8000-hour tube in Diamond Power Specialty Co.'s rugged system (Vol. 8:9). Original developmental vidicon tube has maximum life of about 500 hours, but RCA's M. C. Banca told the engineers his company has built new "B" model tube which promises considerably longer life. RCA's TV system uses standard parts, has only 25 tubes, same scanning & field standards as home TV, so that home-type sets can be used as extra monitors. System's resolution is rated at 350 lines. Mr. Banca said, but it "can easily do 450."
**Handy Reference Table**

**VHF ALLOCATIONS BY CHANNELS**

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

As Contained in Sixth Report and Order of FCC (52-294)—The Final Allocation Report, Published by *Television Digest*, April 14, 1952

INCLUDES FINAL ASSIGNMENTS FOR THE 30 EXISTING STATIONS DUE TO BE SHIFTED

For List of Existing Stations by Channels, See Page 7; for Shifts of Existing Stations, Page 8

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

### CHANNEL NO. 2

(54-60 mc)

- Little Rock, Ark.
- Los Angeles, Cal.
- San Francisco-Oakland, Cal.
- Denver, Colo.
- Daytona Beach, Fla.
- Miami, Fla.
- Hartford, Conn.
- Savannah, Ga.
- Idaho Falls, Idaho
- Lewiston, Idaho
- Champaign-Urbana, Ill.
- Mason City, Ia.
- Wichita, Kan.
- Louisville, Ky.
- Shreveport, La.
- Espanola, Mich.
- Kansas City, Mo.
- St. Louis, Mo.
- Butte, Mont.
- Hardin, Mont.
- North Platte, Neb.
- Boulder City, Nev.
- Reno, Nev.
- Albuquerque, N. Mex.
- Niagara Falls, N. Y.
- New York, N. Y.
- Greensboro, N. C.
- Dickinson, N. D.
- Grand Forks, N. D.
- Dayton, O.
- Tulsa, Okla.
- Klamath Falls, Ore.
- Pittsburgh, Pa.
- Charleston, S. C.
- Vermillion, S. D.
- Nashville, Tenn.
- Amarillo, Tex.
- Denton, Tex.
- Houston, Tex.
- Midland, Tex.
- Salt Lake City, Utah
- Spokane, Wash.
- Green Bay, Wis.
- Casper, Wyo.
- San Juan, Puerto Rico
- Anchorage, Alaska
- Fairbanks, Alaska
- Ketchikan, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

### CHANNEL NO. 3

(60-66 mc)

- Douglas, Ariz.
- Phoenix, Ariz.
- Eureka, Cal.
- Sacramento, Cal.
- Santa Barbara, Cal.
- Pueblo, Colo.
- Hartford, Conn.
- Pensacola, Fla.
- Savannah, Ga.
- Idaho Falls, Idaho
- Lewiston, Idaho
- Champaign-Urbana, Ill.
- Mason City, Ia.
- Wichita, Kan.
- Louisville, Ky.
- Shreveport, La.
- Escanaba, Mich.
- Kalamazoo, Mich.
- Duluth-Superior (Wis.), Minn.
- Ketchikan, Alaska
- Salt Lake City, Utah
- Seattle, Wash.
- Spokane, Wash.

### CHANNEL NO. 4

(66-72 mc)

- Tucson, Ariz.
- Phoenix, Ariz.
- Los Angeles, Cal.
- San Francisco-Oakland, Cal.
- Denver, Colo.
- Washington, D. C.
- Jacksonville, Fla.
- Miami, Fla.
- Columbus, Ga.
- Boise, Idaho
- Bloomington, Ind.
- Davenport-Rock Island-Moline (Ill.), Ia.
- Sioux City, Ia.
- New Orleans, La.
- Boston, Mass.
- Cheyboyan, Mich.
- Detroit, Mich.
- Minneapolis-St. Paul, Minn.
- Kansas City, Mo.
- St. Louis, Mo.
- Butte, Mont.
- Hardin, Mont.
- North Platte, Neb.
- Boulder City, Nev.
- Reno, Nev.
- Albuquerque, N. Mex.
- Niagara Falls, N. Y.
- New York, N. Y.
- Charlotte, N. C.
- Cleveland, O.
- Salem, Ore.
- Waco, Tex.
- Chattanooga, Tenn.
- Memphis, Tenn.
- College Station, Tex.
- Wichita Falls, Tex.
- Vernal, Utah
- Montpelier, Vt.
- Harrisonburg, Va.
- Huntington, W. Va.
- Madison, Wis.
- Cheyenne, Wyo.
- Mayaguez, Puerto Rico
- Juneau, Alaska
- Lihue, Hawaii
- Walluku, Hawaii

### CHANNEL NO. 5

(76-82 mc)

- Mobile, Ala.
- Phoenix, Ariz.
- Fort Smith, Ark.
- Los Angeles, Cal.
- San Francisco-Oakland, Cal.
- Grand Junction, Colo.
- Pueblo, Colo.
- Washington, D. C.
- Gainesville, Fla.
- West Palm Beach, Fla.
- Atlanta, Ga.
- Chicago, Ill.
- Alexandria, La.
- Bangor, Me.
- Boston, Mass.
- Marquette, Mich.
- Minneapolis-St. Paul, Minn.
- Kansas City, Mo.
- St. Louis, Mo.
- Great Falls, Mont.
- Hastings, Neb.
- Goldfield, Nev.
- Albuquerque, N. Mex.
- New York, N. Y.
- Chapel Hill, N. C.
- Dickinson, N. D.
- Valley City, N. D.
- Columbus, O.
- Oklahoma City, Okla.
- Medford, Ore.
- Greenville, S. C.
- Nashville, Tenn.
- Amarillo, Tex.
- Hamilton-Port Arthur, Tex.
- Big Spring, Tex.
- Brownsville-Harlingen-West, Tex.
- Dallas, Tex.
- El Paso, Tex.
- San Antonio, Tex.
- Salt Lake City, Utah
- Seattle, Wash.
- Spokane, Wash.
- Milwaukee, Wis.
- San Juan, Puerto Rico
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- Honolulu, Hawaii

### CHANNEL NO. 6

(82-88 mc)

- Birmingham, Ala.
- Kingman, Ariz.
- Weslaco, Tex.
- Sacramento, Cal.
- San Luis Obispo, Cal.
- Denver, Colo.
- Durango, Colo.
- Orlando, Fla.
- Augusta, Ga.
- Thomasville, Ga.
- Nampa, Ida.
- Pocatello, Ida.
- Indianapolis, Ind.
- Davenport-Rock Island-Moline (Ill.), Ia.
- Dodge City, Kan.
- Paducah, Ky.
- New Orleans, La.
- Portland, Me.
- Lansing, Mich.
- Austin, Minn.
- Duluth-Superior (Wis.), Minn.
- Clarksdale, Miss.
- Sadsala, Mo.
- Butte, Mont.
- Miles City, Mont.
- Omaha, Neb.
- Mayaguez, Puerto Rico
- Ketchikan, Alaska
- Seward, Alaska
- Honolulu, Hawaii

- Walla Walla, Wash.
- Cheyenne, Wyo.
- Mayaguez, Puerto Rico
- Ketchikan, Alaska
- Seward, Alaska
- Honolulu, Hawaii
- Walla Walla, Wash.
- Cheyenne, Wyo.
- Mayaguez, Puerto Rico
- Ketchikan, Alaska
- Seward, Alaska
- Honolulu, Hawaii
- Walla Walla, Wash.
- Cheyenne, Wyo.
- Mayaguez, Puerto Rico
- Ketchikan, Alaska
- Seward, Alaska
- Honolulu, Hawaii
- Walla Walla, Wash.
**CHANNEL NO. 7 (174-190 mc)**

- Athens, Ga.
- Pine Bluff, Ark.
- Los Angeles, Cal.
- Redding, Cal.
- San Francisco-Oakland, Cal.
- Denver, Colo.
- Washington, D. C.
- Jacksonville, Fla.
- Miami, Fla.
- Panama City, Fla.
- Boise, Ida.
- Chicago, Ill.
- Evansville, Ind.
- Waterloo, Iowa.
- Hays, Kan.
- Pittsburgh, Kan.
- Lake Charles, La.
- Columbus, Me.
- Boston, Mass.
- Detroit, Mich.
- Traverse City, Mich.
- St. Cloud, Minn.
- Hancock, Mo.
- Butte, Mont.
- Omaha, Neb.
- Winnemucca, Nev.
- Albuquerque, N. M.
- Buffalo-
  - Niagara Falls, N. Y.
  - New York, N. Y.
- Washington, N. C.
- Jamestown, N. D.
- Dayton, O.
- Lawton, Okla.
- Corvalis, Ore.
- Spartanburg, S. C.
- Rapid City, S. D.
- Amarillo, Tex.
- Austin, Tex.
- El Paso, Tex.
- Odessa, Tex.
- Tyler, Tex.
- Salt Lake City, Utah
- Reno, Nev.
- Seattle, Wash.
- Spokane, Wash.
- Wheeling, W. Va.
- Steubenville, Ohio
- Wausau, Wis.
- Ponce, Puerto Rico
- Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

**CHANNEL NO. 8 (180-190 mc)**

- Dothan, Ala.
- Flagstaff, Ariz.
- Tucson, Ariz.
- Hot Springs, Ark.
- Alturas, Cal.
- Los Angeles, Cal.
- San Francisco-Oakland, Cal.
- Denver, Colo.
- Washington, D. C.
- Orlando, Fla.
- Rome, Ga.
- Savannah, Ga.
- Boise, Ida.
- Sandpoint, Ida.
- Chicago, Ill.
- Cedar Rapids, Ia.
- Sioux City, Ia.
- Garden City, Kan.
- Alpena, Mich.
- Iron Mountain, Mich.
- Minneapolis-St. Paul, Minn.
- Hattiesburg, Miss.
- Kansas City, Mo.
- St. Louis, Mo.
- Bozeman, Mont.
- Havre, Mont.
- Tonopah, Nev.
- Manchester, N. H.
- Santa Fe, N. M.
- New York, N. Y.
- Charlotte, N. C.
- Greenville, N. C.
- Cincinnati, O.
- Oklahoma City, Okla.
- Eugene, Ore.
- Aberdeen, S. D.

**CHANNEL NO. 9 (185-192 mc)**

- Manhattan, Kan.
- Monroe, La.
- Lewiston, Me.
- Presque Isle, Me.
- Grand Rapids, Mich.
- Duluth-Superior (Wis., Minn., West Point, Miss.)
- Columbia, Mo.
- Billings, Mont.
- Kalispell, Mont.
- McCoey, Neb.
- Las Vegas, Nev.
- McCall, Nev.
- Reno, Nev.
- Galena, N. M.
- Roswell, N. M.
- Syracuse, N. Y.
- Devils Lake, N. D.
- Williston, N. D.
- Cleveland, O.
- Muskogee, Okla.
- Woodward, Okla.
- Portland, Ore.
- Lancaster, Pa.
- Florence, S. C.
- Brookings, S. D.
- Nashville, Tenn.
- Dallas, Tex.
- Houston, Tex.
- Laredo, Tex.
- San Angelo, Tex.
- Petersburg, Va.
- Walla Walla, Wash.
- Charleston, W. Va.
- La Crosse, Wis.
- Laramie, Wyo.
- Juneau, Alaska
- Lihue, Hawaii
- Waikiki, Hawaii

**CHANNEL NO. 10 (192-199 mc)**

- Birmingham, Ala.
- Phoenix, Ariz.
- El Dorado, Ark.
- Bakerfield, Cal.
- Sacramento, Cal.
- San Diego, Cal.
- Montrose, Colo.
- Miami, Fla.
- Albany, Ga.
- Pocatello, Ida.
- Quincy, Ill.
- Terre Haute, Ind.
- Wichita, Kan.
- Baton Rouge, La.
- Augusta, Me.
- Hancock, Mich.
- Houghton, Minn.
- Rochester, Minn.
- Springfield, Mo.
- Helena, Mont.
- Miles City, Mont.
- Lincoln, Neb.
- Scottsbluff, Neb.
- Elko, Nev.
- Las Vegas, Nev.
- Gallup, N. M.
- Roswell, N. M.
- Silver City, N. M.
- Rochester, N. Y.
- Grand Forks, N. D.
- Minot, N. D.
- Columbus, O.
- Portland, Ore.
- Altoona, Pa.
- Providence, R. I.
- Columbia, S. C.
- Pierre, S. D.
- Knoxville, Tenn.
- Memphis, Tenn.
- Amarillo, Tex.
- Corpus Christi, Tex.
- Fort Worth, Tex.
- Norfolk-Portsmouth-
- Roanoke, Va.
- Pullman, Wash.
- Missoula, Mont.
- Riverton, Wyo.
- Juneau, Alaska
- Lihue, Hawaii
- Waikiki, Hawaii
- Charlotte Amalie,
  - Virgin Islands

**CHANNEL NO. 11 (198-201 mc)**

- Yuma, Ariz.
- Little Rock, Ark.
- Los Angeles, Cal.
- San Jose, Cal.
- Yreka City, Cal.
- Colorado Springs, Colo.
- Fort Myers, Fla.
- Tallahassee, Fla.
- Atlanta, Ga.
- Savannah, Ga.
- Twin Falls, Id.
- Chicago, Ill.
- Des Moines, Ia.
- Garden City, Kan.
- Lawrence, Kan.
- Louisville, Ky.
- Baltimore, Md.
- International Falls, Minn.
- Minneapolis-St. Paul, Minn.
- Meridian, Miss.
- St. Louis, Mo.
- Billings, Mont.
- Havre, Mont.
- Missoula, Mont.
- Grand Island, Neb.
- Durham, N. H.
- Santa Fe, N. M.
- New York, N. Y.
- Durham, N. C.
- Williams, N. D.
- Toledo, O.
- Tulsa, Okla.
- Pittsburgh, Pa.
- Sioux Falls, S. D.
- Johnson City, Tenn.
- Galveston, Tex.
- Lubbock, Tex.
- Waco, Tex.
- Provine, Utah
- Tacoma, Wash.
- Marquette, Wis.
- Rawlins, Wyo.

- Caguas, Puerto Rico
- Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

**CHANNEL NO. 12 (204-210 mc)**

- Montgomery, Ala.
- Mess, Ariz.
- Chico, Cal.
- Fresno, Cal.
- Boulder, Colo.
- Wilmington, Del.
- Jacksonville, Fla.
- West Palm Beach, Fla.
- Augusta, Ga.
- Coeur d'Alene, Ida.
- Nampa, Ida.
- *Champaign-
  - Urbana, Ill.
- *Iowa City, Ia.
- Hutchinson, Kan.
- Shreveport, La.
- *Cronk, Md.
- Flint, Mich.
- Brainerd, Minn.
- Jackson, Miss.
- Cape Girardeau, Mo.
- Joplin, Mo.
- Helena, Mont.
- Lincoln, Neb.
- Covington, N. J.
- Silver City, N. M.
- Binghamton, N. Y.
- Winston-Salem, N. C.
- Bismarck, N. D.
- Columbus, O.
- Elk City, Okla.
- Portland, Ore.

- Erie, Pa.
- Providence, R. I.
-Honolulu, Hawaii
- Anchorage, Alaska
- Fairbanks, Alaska
- Sitka, Alaska
- Charlotte Amalie,
  - Virgin Islands
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- Charlotte Amalie,
### Handy Reference Table

#### UHF ALLOCATIONS BY CHANNELS

Derived from Sec. 3.606 of FCC Rules & Regulations Governing Television

For City-by-City Allocations, see pp. 164-169 of Final Allocation Report, as Published in *Television Digest*, April 14, 1952

Asterisk (*) Indicates Channel Reserved for Non-Commercial Educational Use

<table>
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<th>CHANNEL NO. 14</th>
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<tr>
<td>Modesto, Cal.</td>
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<tr>
<td>Newton, Kan.</td>
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<td>Little Falls, Minn.</td>
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<td>Deming, N. M.</td>
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<tr>
<td>*Tiehac, N. Y.</td>
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<td>Ecranston, Wyo.</td>
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<td>Prescott, Ariz.</td>
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<td>Port Chicago, Cal.</td>
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<td>Durango, Colo.</td>
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<td>Ocala, Fla.</td>
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<td>West Palm Beach, Fla.</td>
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<tr>
<td>Burley, Idaho</td>
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<td>Bloomington, Ill.</td>
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<tr>
<td>*Fort Smith, Ark.</td>
<td>El Centro, Cal.</td>
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<td>Red Bluff, Cal.</td>
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<td>*Texas City, Tex.</td>
<td>*Asheville, N. C.</td>
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<td>*March, Ont.</td>
<td>*Winona, Minn.</td>
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<td>*Sparks, Mont.</td>
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<td>*Scottsbluff, Neb.</td>
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<td>Jackson, Miss.</td>
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<td>*Dayton, O.</td>
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<td>North Bend, Ore.</td>
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<td>Pittsburgh, Pa.</td>
<td>Portland, Ore.</td>
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<tr>
<td>Marrianna, Fla.</td>
<td>*Palatka, Fla.</td>
</tr>
<tr>
<td>Jerome, Ida.</td>
<td>*Decatur, III.</td>
</tr>
<tr>
<td>*Brady, Tex.</td>
<td>*Bowling Green, Ky.</td>
</tr>
<tr>
<td>*Huntsville, Tex.</td>
<td>Port Kent, Me.</td>
</tr>
<tr>
<td>*Laredo, Tex.</td>
<td>*Lewiston, Me.</td>
</tr>
<tr>
<td>*Ashland, Wis.</td>
<td>*Cumberland, Md.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANNEL NO. 18</th>
<th>494-500 mc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demopolis, Ala.</td>
<td>Cullman, Ala.</td>
</tr>
<tr>
<td>*Fresno, Cal.</td>
<td>San Bernardino, Cal.</td>
</tr>
<tr>
<td>Uxiah, Calif.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANNEL NO. 19</th>
<th>(500-506 mc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dothan, Ala.</td>
<td>*Fort Payne, Ala.</td>
</tr>
<tr>
<td>Russellville, Ark.</td>
<td>Alamom, Colo.</td>
</tr>
<tr>
<td>Craig, Ariz.</td>
<td>*Fort Pierce, Fla.</td>
</tr>
<tr>
<td>Peoria, I1.</td>
<td>Jasper, Ind.</td>
</tr>
<tr>
<td>Boone, Iowa</td>
<td></td>
</tr>
<tr>
<td>Hazard, Ky.</td>
<td></td>
</tr>
<tr>
<td>*Lake Charles, La.</td>
<td>*Presque Isle, Me.</td>
</tr>
<tr>
<td>Montevideo, Minn.</td>
<td>*Jackson, Miss.</td>
</tr>
<tr>
<td>*Kansas City, Mo.</td>
<td>*Portsmouth, N. H.</td>
</tr>
<tr>
<td>Kearney, Neb.</td>
<td>*New Brunswick, N. J.</td>
</tr>
<tr>
<td>*Manchester, N. H.</td>
<td>*Hot Springs, N. M.</td>
</tr>
<tr>
<td>Cleveland, O.</td>
<td>*Oklahoma City, Okla.</td>
</tr>
<tr>
<td>*Everett, Tenn.</td>
<td>*Brownwood, Tex.</td>
</tr>
<tr>
<td>Hereford, Tex.</td>
<td>*Marfa, Tex.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANNEL NO. 20</th>
<th>(506-512 mc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montgomery, Ala.</td>
<td>San Francisco-Oakland, Cal.</td>
</tr>
<tr>
<td>*Santa Barbara, Cal.</td>
<td>Denver, Colo.</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>Gainesville, Fla.</td>
</tr>
<tr>
<td>Key West, Fla.</td>
<td>*Jacksonville, Fla.</td>
</tr>
<tr>
<td>*Columbia, S. C.</td>
<td></td>
</tr>
<tr>
<td>*Marietta, Ohio.</td>
<td>*University, Miss.</td>
</tr>
<tr>
<td>West Palm, Mo.</td>
<td>*Cut Bank, Mont.</td>
</tr>
<tr>
<td>*Wolf Point, Mont.</td>
<td>Los Alamos, N. M.</td>
</tr>
<tr>
<td>*Tiehac, N. Y.</td>
<td>*Malone, N. Y.</td>
</tr>
<tr>
<td>Albemarle, N. C.</td>
<td>*New Rockford, N. D.</td>
</tr>
<tr>
<td>*Coshocton, O.</td>
<td>*Guymon, Okla.</td>
</tr>
<tr>
<td>Eugene, Ore.</td>
<td>*Mitchell, S. D.</td>
</tr>
<tr>
<td>*Sturgis, S. D.</td>
<td>*Knoxville, Tenn.</td>
</tr>
<tr>
<td>Fort Worth, Tex.</td>
<td>*Lubbock, Tex.</td>
</tr>
<tr>
<td>McAllen, Tex.</td>
<td>*Uvalde, Tex.</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>*Seattle, Wash.</td>
</tr>
<tr>
<td>Stevens Point, Wis.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANNEL NO. 21</th>
<th>(512-518 mc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gadsden, Ala.</td>
<td>Safford, Ariz.</td>
</tr>
<tr>
<td>Hurricane, Utah</td>
<td>*San Diego, Cal.</td>
</tr>
<tr>
<td>Grand Junction, Colo.</td>
<td></td>
</tr>
<tr>
<td>Trinidad, Colo.</td>
<td></td>
</tr>
</tbody>
</table>
Opelika, Ala.
Forrest City, Ark.
Fort Smith, Ark.
Los Angeles, Cal.
Watsonville, Cal.
Boulder, Colo.
Lakeland, Fla.
Statesboro, Ga.
Harrisburg, Ill.
Waukegan, Ill.
Waterloo, Ia.
Cedar Rapids, Me.
Cambridge, Md.
Plint, Mich.
Marshall, Minn.
Pascagoula, Miss.
Columbia, Mo.
Bozeman, Mont.
Omaha, Neb.
Las Cruces, N. M.
Portales, N. M.
Raleigh, N. C.
Harvey, N. D.
Dayton, O.
Scranton, Pa.
Providence, R. I.
*Pierre, S. D.
Corpus Christi, Tex.
Fort Worth, Tex.
Perryton, Tex.
Temple, Tex.
Wichita Falls, Tex.
Provo, Utah
Burton, Vt.
Everett, Wash.
*Walla Walla, Wash.
Clarkstown, W. Va.
Rhinelander, Wis.

**Peninsula, Fla.
West Palm Beach, Fla.
Rupert, Ida.
Champaign-Urbana, Ill.
Quincy, Ill.
Fort Wayne, Ind.
Fort Dodge, Ia.
Ottawa, Kan.
Louisville, Ky.
Crawley, La.
Wichita, Mich.
Crookston, Minn.
Greenville, Miss.
Kennes, Mo.
Missoula, Mont.
Alliance, Neb.
Grand Island, Neb.
*Reno, Nev.
*Hanover, N. H.
Arlington, N. Y.
Poughkeepsie, N. Y.
*Rochester, N. Y.
Lumberton, N. C.
Walla Walla, Wash.
*Raleigh, N. C.
Rupert, W. Va.
West Virginia, W. Va.
*Rochester, N. Y.
Providence, R. I.
*Winston-Salem, N. C.
*Raleigh, N. C.

**Little Rock, Ark.
Colorado Springs, Colo.
Fort Lauderdale, Fla.
Fitzgerald, Ga.
Gooding, Ida.
Decatur, Ill.
Freeport, Ill.
Des Moines, Ia.
Dodge City, Kan.
Manhattan, Kan.
Elizabethtown, Ky.
Auburn, Me.
Grand Rapids, Mich.
Minneapolis-St. Paul, Minn.

**Reno, Nev.

**Chattanooga, Tenn.
Austin, Tex.
Oklahoma City, Okla.
Albany, Ga.
Denver, Colo.
Urbana, Ill.

**Buffalo, N. Y.

**Bakersfield, Calif.

**Salt Lake City, Utah

**San Antonio, Tex.

**San Antonio, Tex.

**San Diego, Cal.

**Tulare, Cal.

**Ironton, Ohio

**Tulsa, Okla.

**Tulare, Calif.

**San Francisco-Oakland, Calif.

**San Diego, Calif.

**Tulare, Calif.

**Tulare, Calif.

**Tulare, Calif.

**Tulare, Calif.
### Existing VHF Stations by Channels

Dagger (†) Indicates Station Will Be Shifted to New Channel Under New Rules (see Table on Page 8)

#### CHANNEL NO. 2

<table>
<thead>
<tr>
<th>Frequency (4-66 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>54-60 mc</td>
<td>WRKB, Chicago, Ill.</td>
</tr>
<tr>
<td></td>
<td>WBHF-TV, Rock Island, Ill.</td>
</tr>
<tr>
<td></td>
<td>WGI-TV, Ames (Des Moines), Ia.</td>
</tr>
<tr>
<td></td>
<td>WBZ-TV, Boston, Mass.</td>
</tr>
<tr>
<td></td>
<td>WWJ-TV, Detroit, Mich.</td>
</tr>
<tr>
<td></td>
<td>WYCN-TV, Minneapolis-St. Paul, Minn.</td>
</tr>
<tr>
<td></td>
<td>WDAP-TV, Kansas City, Mo.</td>
</tr>
<tr>
<td></td>
<td>KCGB-TV, Albuquerque, N. M.</td>
</tr>
<tr>
<td></td>
<td>WEN-TV, Buffalo, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WNBT, New York, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WRGB, Schenectady, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WLWT, Cincinnati, O.</td>
</tr>
<tr>
<td></td>
<td>WBBK, Cleveland, O.</td>
</tr>
<tr>
<td></td>
<td>WKY-TV, Oklahoma City, Okla.</td>
</tr>
<tr>
<td></td>
<td>WQAL-TV, Lancaster, Pa.</td>
</tr>
<tr>
<td></td>
<td>WMCT, Memphis, Tenn.</td>
</tr>
<tr>
<td></td>
<td>WSM-TV, Nashville, Tenn.</td>
</tr>
<tr>
<td></td>
<td>KRLD-TV, Dallas, Tex.</td>
</tr>
<tr>
<td></td>
<td>WOA-LV, San Antonio, Tex.</td>
</tr>
<tr>
<td></td>
<td>KDYL-TV, Salt Lake City, Utah</td>
</tr>
<tr>
<td></td>
<td>WTAR-TV, Norfolk, Va.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 3

<table>
<thead>
<tr>
<th>Frequency (69-76 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>69-71 mc</td>
<td>WEK-TV, Kalamazoo, Mich.</td>
</tr>
<tr>
<td></td>
<td>KMTV, Omaha, Neb.</td>
</tr>
<tr>
<td></td>
<td>WDTV, Charlotte, N. C.</td>
</tr>
<tr>
<td></td>
<td>WJLC, Columbus, O.</td>
</tr>
<tr>
<td></td>
<td>WTIV, Pittsburgh, Pa.</td>
</tr>
<tr>
<td></td>
<td>WTMJ-TV, Milwaukee, Wis.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 4

<table>
<thead>
<tr>
<th>Frequency (76-82 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>76-78 mc</td>
<td>KPHO-TV, Phoenix, Ariz.</td>
</tr>
<tr>
<td></td>
<td>KTLA, Los Angeles, Cal.</td>
</tr>
<tr>
<td></td>
<td>KMTX, San Francisco, Cal.</td>
</tr>
<tr>
<td></td>
<td>WTOG, Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>WAGA-TV, Atlanta, Ga.</td>
</tr>
<tr>
<td></td>
<td>WNBG, Chicago, Ill.</td>
</tr>
<tr>
<td></td>
<td>WOC-TV, Davenport, Ia.</td>
</tr>
<tr>
<td></td>
<td>WAVE-TV, Louisville, Ky.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 5

<table>
<thead>
<tr>
<th>Frequency (82-88 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>82-88 mc</td>
<td>WJWNC-TV, New Haven, Conn.</td>
</tr>
<tr>
<td></td>
<td>WFBM-TV, Indianapolis, Ind.</td>
</tr>
<tr>
<td></td>
<td>WDSU-TV, New Orleans, La.</td>
</tr>
<tr>
<td></td>
<td>WJIM-TV, Lansing, Mich.</td>
</tr>
<tr>
<td></td>
<td>WOW-TV, Omaha, Neb.</td>
</tr>
<tr>
<td></td>
<td>WHAM-TV, Rochester, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WTVN, Columbus, O.</td>
</tr>
<tr>
<td></td>
<td>KOTV, Tulsa, Okla.</td>
</tr>
<tr>
<td></td>
<td>WPFL-TV, Philadelphia, Pa.</td>
</tr>
<tr>
<td></td>
<td>WTVR, Richmond, Va.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 6

<table>
<thead>
<tr>
<th>Frequency (88-100 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>88-94 mc</td>
<td>W dzi-Tv, Wilmington, Del.</td>
</tr>
<tr>
<td></td>
<td>WMAL-TV, Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>WNBX-TV, Chicago, Ill.</td>
</tr>
<tr>
<td></td>
<td>WNAC-TV, Boston, Mass.</td>
</tr>
<tr>
<td></td>
<td>WXYZ-TV, Detroit, Mich.</td>
</tr>
<tr>
<td></td>
<td>WFOX-Tv, Grand Rapids, Mich.</td>
</tr>
<tr>
<td></td>
<td>WJTV, New York, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WJCO-TV, Cincinnati, O.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 7

<table>
<thead>
<tr>
<th>Frequency (100-126 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-107 mc</td>
<td>KFMB-TV, San Diego, Calif.</td>
</tr>
<tr>
<td></td>
<td>WJTV, Atlanta, Ga.</td>
</tr>
<tr>
<td></td>
<td>WHEN, Syracuse, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WFAA-TV, Dallas, Texas</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 8

<table>
<thead>
<tr>
<th>Frequency (126-150 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>126-134 mc</td>
<td>KTFK-TV, Los Angeles, Calif.</td>
</tr>
<tr>
<td></td>
<td>WTOP-TV, Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>WGN-TV, Chicago, Ill.</td>
</tr>
<tr>
<td></td>
<td>WHAS-TV, Louisville, Ky.</td>
</tr>
<tr>
<td></td>
<td>WOR-TV, New York, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WXEL, Cleveland, O.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 9

<table>
<thead>
<tr>
<th>Frequency (150-174 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>150-166 mc</td>
<td>WAFM-TV, Binghamton, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WNB-FB-TV, Binghamton, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WICU, Erie, Pa.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 10

<table>
<thead>
<tr>
<th>Frequency (174-192 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>174-182 mc</td>
<td>WJAC-TV, Johnstown, Pa.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 11

<table>
<thead>
<tr>
<th>Frequency (180-194 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>180-186 mc</td>
<td>WJAC-TV, Toledo, O.</td>
</tr>
<tr>
<td></td>
<td>WSPF-TV, Toledo, O.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 12

<table>
<thead>
<tr>
<th>Frequency (194-210 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>194-200 mc</td>
<td>KTTV, Los Angeles, Calif.</td>
</tr>
<tr>
<td></td>
<td>WBAJ-TV, Baltimore, Md.</td>
</tr>
<tr>
<td></td>
<td>WPLX, New York, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WJRC-TV, Cincinnati, O.</td>
</tr>
<tr>
<td></td>
<td>WJAR-TV, Providence, R. I.</td>
</tr>
</tbody>
</table>

#### CHANNEL NO. 13

<table>
<thead>
<tr>
<th>Frequency (210-216 mc)</th>
<th>Station Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>210-216 mc</td>
<td>WAFM-TV, Binghamton, N. Y.</td>
</tr>
<tr>
<td></td>
<td>KLAC-TV, Los Angeles, Calif.</td>
</tr>
<tr>
<td></td>
<td>WAAM, Baltimore, Md.</td>
</tr>
<tr>
<td></td>
<td>WATV, Newark, N. J.</td>
</tr>
<tr>
<td></td>
<td>WTVU, Utica, N. Y.</td>
</tr>
<tr>
<td></td>
<td>WOC-77-TV, Dayton, O.</td>
</tr>
<tr>
<td></td>
<td>WJAC-TV, Toledo, O.</td>
</tr>
</tbody>
</table>
# Channel Shifts of Existing Stations

Under New FCC Rules, Standards & Allocations

Editor's Note: This table was compiled by *Television Digest* for convenient reference; it is not part of text of FCC Report

<table>
<thead>
<tr>
<th>Licensee or Permitee</th>
<th>City Affected</th>
<th>Present Channel Assignment</th>
<th>Proposed Channel Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa State College of Agriculture and Mechanical Arts (WOL-TV)</td>
<td>Ames, Ia.</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Birmingham Broadcasting Co. Inc. (WBRC-TV)</td>
<td>Birmingham, Ala.</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Sikes Tarzian Inc. (WTTV)</td>
<td>Bloomington, Ind.</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Balaban &amp; Katz Corp. (WBKB)</td>
<td>Chicago, Ill.</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Crosley Broadcasting Corp. (WLWT)</td>
<td>Cincinnati, O.</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Radio Cincinnati Inc. (WKRC-TV)</td>
<td>Cincinnati, O.</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Scripps-Howard Radio Inc. (WCPO-TV)</td>
<td>Cincinnati, O.</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Empire Coil Company Inc. (WXEL)</td>
<td>Cleveland, O.</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>National Broadcasting Co. Inc. (WNBK)</td>
<td>Cleveland, O.</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Crosley Broadcasting Corp. (WLW)</td>
<td>Columbus, O.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Crosley Broadcasting Corp. (WLWD)</td>
<td>Dayton, O.</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Miami Valley Broadcasting Corp. (WHIO-TV)</td>
<td>Dayton, O</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>Central Broadcasting Co. (WOC-TV)</td>
<td>Davenport, Ia.</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Grandwood Broadcasting Co. (WOOD-TV)</td>
<td>Grand Rapids, Mich.</td>
<td>7</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Licensee or Permitee</th>
<th>City Affected</th>
<th>Present Channel Assignment</th>
<th>Proposed Channel Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAZ Inc. (WSAZ-TV)</td>
<td>Huntington, W. Va.</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>WJAC Inc. (WJAC-TV)</td>
<td>Johnstown, Pa.</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>WGAL Inc. (WGAL-TV)</td>
<td>Lancaster, Pa.</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>WAVE Inc. (WAVE-TV)</td>
<td>Louisville, Ky.</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>WHAS Inc. (WHAS-TV)</td>
<td>Louisville, Ky.</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Memphis Publishing Co. (WMCT)</td>
<td>Memphis, Tenn.</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The Journal Co. (WTMJ-TV)</td>
<td>Milwaukee, Wis.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>The Elm City Broadcasting Corp. (WNHC-TV)</td>
<td>New Haven, Conn.</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>WTAR Radio Corp. (WTAR-TV)</td>
<td>Norfolk, Va.</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories Inc. (WDTV)</td>
<td>Pittsburgh, Pa.</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>The Outlet Co. (WJAR-TV)</td>
<td>Providence, R. I.</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>Stromberg-Carlson Co. (WHAM-TV)</td>
<td>Rochester, N. Y.</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>General Electric Co. (WRGB)</td>
<td>Schenectady, N. Y.</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Central New York Broadcasting Corp. (WSYR-TV)</td>
<td>Syracuse, N. Y.</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>WDEL Inc. (WDEL-TV)</td>
<td>Wilmington, Del.</td>
<td>7</td>
<td>12</td>
</tr>
</tbody>
</table>
Mobilization Notes: Electrostatic focus picture tube, put into widespread use last year in coal mining equipment measure (Vol. 7:1, 3, 5, 9, 25), is losing favor with set manufacturers, many of whom are switching back to magnetic focusing. NPA received this report from manufacturers of focusing devices and loudspeakers at industry advisory committee meeting in Washington April 24. They said survey showed 50% of manufacturers now using permanent magnet focusing.

The manufacturers asked NPA to lift 45-day limit on inventories of controlled materials. They said that this will be inadequate when TV industry goes into peak production season beginning late in third quarter. TV-radio manufacturers will demand immediate delivery of speakers, they stated, but speaker makers must wait up to 60 days for materials. They reported little military demand for loudspeakers, although most manufacturers have defense subcontracts for other electronic items. All speaker makers, they said, need additional defense work to make up for lower production of civilian items.

NPA said supply and demand for cobalt are temporarily in balance, but with military requirements still rising it would be risky to increase civilian allotments. Manufacturers urged NPA to provide more complete information on cobalt supply and efforts to boost production in the Western Hemisphere.

Among unclassified military electronics contracts announced this week by Signal Corps were Motorola, $1,067,072, radios (1275 units); Zenith, $799,503, radios (978); Teleking, $796,910, radios (417); Catham Electronics, $672,000, tubes (700); Lewyt Corp., $357,952, receiver-transmitters (632); Hallcrafters, $239,386, radio maintenance parts; University Loudspeakers, White Plains, N. Y., $228,606, speaker parts (34,700); and $142,436, germanium diodes (84,910).


NPA relaxed CMP regulation which provides that no manufacturer may order more than 40% of his quarterly allotments of controlled materials for delivery in any one month. New amendment to direction 3, CMP regulation 1, removes restriction on portion of allotment which can be ordered for delivery in third month of each quarter, leaves 40% limit on first 2 months.

Eight 24-in. TV sets, hanging from slings throughout huge 30,000-sq. ft. meeting hall, enabled all 2200 persons attending recent GE stockholders' meeting in Schenectady to view proceedings on stage without any difficulty. GE's WRGB provided 2 cameras for unique closed-circuit use of TV.

Financial & Trade Notes: Though combined operations of DuMont's 3 stations and network "passed the break-even point during 1951 and showed a clear profit in the final months," and though CR tube, transmitter and instrument divisions showed profit, loss suffered by receiver division and excessive inventories when demand fell off caused DuMont to suffer net loss of $583,000 on consolidated 1951 operations despite recovery of $1,940,000 on 1050 Federal taxes under carry-over provisions. The 1951 loss compares with 1950 profit of $6,900,788 ($2.87 per share).

Gross income totaled $50,741,596, down from $76,369,665 the preceding year. Annual report released April 24 shows current assets at end of 1951 as $24,465,911, working capital $14,119,153. Despite poor year, president Allen B. DuMont stated that "end of 1951 found your company in a strong position to capitalize on the tremendous opportunities which lie ahead in electronics and TV"—citing $60,000,000 in commitments for defense work, huge new (post-freeze) markets for TV receivers and transmitters, strong patent situation.

Zenith Radio Corp. sales for first 1952 quarter were $25,755,332, profit $1,083,242 ($2.20 per share) after provision of $1,280,960 for Federal income taxes. This compares with sales of $37,053,064, profit of $2,228,709 ($4.53) for same 1951 period. President E. F. McDonald Jr., reporting to stockholders meeting this week, said that, though quarter figures are down, TV-radio trade conditions are better this year than last because there has been "no scare-buying rush" by distributors and dealers and "therefore there should be no slump to come." Sales v.p. H. C. Bonfig said that practically no factory inventory exists at present, noted that current demand is about evenly split between 17 & 19-in. sets. He added that radios are selling well, should exceed 1951, clock radios being biggest sellers and FM sales are "spotty but good."

Admiral earned $1,515,506 (79c per share) on sales of $43,970,356 during first 1952 quarter vs. $2,403,344 ($1.25) on record sales of $70,321,548 same quarter last year. President Ross Siragusa, in rendering this report April 26, noted that Admiral has more military orders for second quarter than all 21 months since Korean war began. At April 11 stockholders meeting he forecast better April-June TV business due to interest in political conventions, and said sales and earnings for first half of this year should come close to equaling those for same 1951 period when $4,000,000 ($2.12 a share) was earned on sales of $103,000,000.

Sylvania earned $1,953,771 (87c per share) on sales of $55,067,461 in first quarter of 1952 vs. $3,515,155 (52c) on sales of $60,631,085 in same 1951 quarter. President Don Mitchell stated at annual meeting April 23 that 44% drop in net earnings is attributable to taxes, heavier costs and softer TV markets. Defense shipments, he stated, are now about one-third of total business, with electronic sales more than doubled, tube and small metal sales higher, exports up, TV down.

Stromberg-Carlson earned $248,191 (65c per common share) on sales of $9,000,000 during first 1952 quarter, president Robert C. Tait reported to annual meeting this week. This compares with $243,113 (63c) on $8,163,951 same 1951 quarter.

Muter Co. earned $129,820 (20c per share) on net sales of $3,017,041 in quarter ended March 31 vs. $295,039 (45c) on sales of $4,565,527 same 1951 quarter.

Aircraft Radio Corp. reports net income of $348,856 ($1.25 per common share) on sales of $7,650,352 in 1951 vs. $299,214 ($1.06) on $3,360,292 in 1950.
**Count of TV Sets-in-Use by Cities**

As of April 1, 1952

<table>
<thead>
<tr>
<th>Area</th>
<th>No. Stations</th>
<th>No. Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Interconnected Cities</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ames (Des Moines)</td>
<td>1</td>
<td>2800</td>
</tr>
<tr>
<td>Atlanta</td>
<td>3</td>
<td>167,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>3</td>
<td>350,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>3</td>
<td>60,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>2</td>
<td>99,700</td>
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<tr>
<td>Bloomington</td>
<td>1</td>
<td>1,135,000</td>
</tr>
<tr>
<td>Boston</td>
<td>1(b)</td>
<td>265,000</td>
</tr>
<tr>
<td>Butler</td>
<td>1(b)</td>
<td>265,000</td>
</tr>
<tr>
<td>Charlotte</td>
<td>1</td>
<td>139,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>3</td>
<td>320,300</td>
</tr>
<tr>
<td>Columbus</td>
<td>3</td>
<td>297,000</td>
</tr>
<tr>
<td>Davenport</td>
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<td>Dayton</td>
<td>1</td>
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<tr>
<td>Detroit</td>
<td>1(c)</td>
<td>155,000</td>
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<tr>
<td>Erie</td>
<td>1(d)</td>
<td>75,000</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>1(d)</td>
<td>165,000</td>
</tr>
<tr>
<td>&amp; Kalamazoo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greensboro</td>
<td>1</td>
<td>30,000</td>
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<tr>
<td>Huntington</td>
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<tr>
<td>Indianapolis</td>
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<td>241,000</td>
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<td>&amp; Bloomington</td>
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<td></td>
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<tr>
<td>Jacksonville</td>
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<tr>
<td>Johnstown</td>
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<td>Kalamazoo</td>
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<td>(see Grand Rapids)</td>
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<td>Kansas City</td>
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<tr>
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<td>143,000</td>
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<tr>
<td>Louisville</td>
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<td>Milwaukee</td>
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<tr>
<td>Minneapolis</td>
<td>1</td>
<td>314,000</td>
</tr>
<tr>
<td>– St. Paul</td>
<td>1</td>
<td>61,000</td>
</tr>
<tr>
<td>New Haven</td>
<td>1</td>
<td>623,800</td>
</tr>
</tbody>
</table>

(a) Bloomington separately 154,000. Indianapolis separately 220,000.
(b) Does not include estimated 50,000 sets in Canadian area reached by Buffalo station.
(c) Does not include estimated 33,000 sets in Canadian area reached by Detroit stations.
(d) Grand Rapids separately 133,000. Kalamazoo separately 160,000.
(e) Estimate for Texas area. Estimate 2500 additional sets in Mexican area of Matamoras station.

Note: TV sets sold in Canada totaled 67,571 up to Feb. 28, 1952, according to Canadian RTIA (Vol. 5:18). Since Canada has no stations of its own and nearly all of these are in border areas, they are not appreciably available within Canada. The CBRTMA area counts as of last Feb. 28: Windsor 33,256, Toronto-Hamilton 33,465, Niagara Peninsula 15,786, Montreal 140, other areas 4524.

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Details of deal whereby Time Inc. purchases KOB & KOB-TV, Albuquerque, N.M., with ex-FCC chairman Wayne Coy becoming half owner (Vol. 8:9-16), were disclosed with application for transfer filed April 21. FCC is expected to act within month on proposal of owner T. M. Pepperday, who is also publisher of the *Albuquerque Journal*, to sell company to Time Inc. for $300,000, plus any net quick assets over the $300,000 estimated at time of sale deal. Time Inc. will sell to Michigan Square Building Corp., one of its subsidiaries, all fixed assets and land (excluding TV building) for $450,000, and will lease these to operating company on monthly rental basis totaling $450,000 over 8 years, or average of $468,50 per month minus certain adjustments. Coy will acquire 50% of operating company for $75,000, paying $37,500 out of personal resources, remainder out of loan from Chase National Bank. He will head company as president, with Mrs. Coy as secretary. Arthur R. Murphy Jr., mgr. of March of Time div., will be v.p., and Charles L. Stillman, executive v.p. of Time Inc., will be that company's second member of board. Coy's salary as gen. mgr., under 8-year contract, is $25,000 a year. He will reside in Albuquerque, and is already making plans to move his home and family there.

Only application for new station filed this week was that of New York City's municipal station WNYC, seeking uhf Channel No. 31, assigned to city under FCC's *Final Allocation Report* as its only commercial uhf outlet while Channel 25 is designated as non-commercial educational. Application indicates, however, that only sustaining programs will be carried, asks for 186-kw power with antenna atop Municipal Bldg. Two amendments to old applications were filed: WKRG, Mobile, Ala., still proposing Channel 3 but seeking 100-kw visual power; WKLO, Louisville, now seeking uhf Channel 21. Application by WHFC, Chicago, for uhf Channel 25 was returned as being out of order. The TV applications now pending total 536, of which 44 are uhf. [For further details about foregoing applications, see *TV Addenda* 14-O herewith; for complete list of pending applications, see *TV Factbook* No. 14 and Addenda to date.]

National Collegiate Athletic Assn.'s TV committee whirled into shape its proposed 1952 football TV program at New York meeting April 22-23. Plan will be mailed to individual committee members for last-minute suggestions before it's submitted to May 6 steering committee meeting for final review. Public announcement will coincide with vote by entire NCAA membership, two-thirds of which must approve for adoption. In April 20 broadcast over WNBC, Hartford, TV committee chairman Robert A. Hall of Yale said National Opinion Research Council survey conducted for NCAA showed that TV is a "$10,000,000 threat" to college football gate receipts. He warned that if colleges don't share TV football receipts, "a financial premium on winning teams will be created that will kill amateur football." He predicted that pay-as-you-see TV would be reality in 2 or 3 years; that not more than 25 stations would be seen each Saturday at cost of about $1 per game to viewer; that receipts from sponsors and pay-as-you-see would be distributed equitably among all NCAA colleges.

More from “TV-hungry” Denver. Locally owned KLZ and NBC-owned KOA, CBS & NBC radio outlets, respectively, will jointly bring political convention telecasts to city by tapping microwave link that passes through city. It's repeat of spectacular job KFEL did last October (Vol. 7:40) in bringing World Series to biggest city as yet without TV service. Stations will join with set distributors to place receivers in Shirley Savoy Hotel, inviting public to come and watch without charge.
FIRST NEW TV CITIES ON THE FCC AGENDA: When and where will new stations be built?

That most persistent question in TV today is completely unanswerable, subject to so many "ifs" that it will remain that way for many months.

Only one small clue is available: "Footnote 10", the processing procedures outlined in FCC's Final Allocation Report (pp. 155-156 of our printed copy).

From the priority groups described, you can calculate where a particular city stands -- but only in relation to other cities. And if their applications get tied up in hearings, as is likely in most cities of any size, estimates of their on-the-air dates become purest speculation.

Commission hopes to whip through a few quick grants of uncontested applications immediately after July 1, particularly uhf, under its channel-by-channel procedure (Vol. 8:15-17). But it will be a miracle if any vhf in any sizable cities goes uncontested, though backstage efforts to hasten grants in big unserved cities like Denver and Portland are more than likely.

*     *     *

Forgetting dilatory hearings for the moment, however, let's look at the order in which FCC will start processing applications from specific cities. There will be 2 processing lines going simultaneously -- the cities ranked by population:

Group A -- All cities 40 or more miles from existing stations.

Group B -- Cities less than 40 miles from existing stations. Leading off this group are those cities allocated uhf only.

Commission plans to release lists as soon as possible, depending on manpower, showing positions of all 1275 communities listed in allocation table.

We've compiled our own lists of cities down to about 100,000 population in Group A and to 25,000 in Group B, as a sort of preview of Commission's list. This will be in order in which they will be considered:


MEREDITH BUYS KPHO & KPHO-TV, PHOENIX: Big Meredith Publishing Co., of Des Moines (Better Homes & Gardens and Successful Farming), is paying $1,500,000 cash to buy KPHO-TV, Phoenix (Channel 5) and KPHO (5-kw ABC outlet on 910 kc). It thus gets its third TV station, having founded WHEN in Syracuse in 1948 and having bought WOW-TV with WOW in Omaha last September. And it's still an applicant for new TV stations in Albany and Rochester, N.Y.

Deal was closed this week between E.T. Meredith, v.p. & gen. mgr. of publishing firm, who has winter home in Phoenix, and principals in Phoenix Television Inc., licensee of KPHO-TV, who are: John P. Mullens, president and gen. mgr., 6580 shares; J.B. Mills, v.p. & operator of Westward Ho Hotel, 3750; Dr. J.N. Harber, secretary, 3505; Erskine Caldwell, director and noted author, 250. Phoenix Broadcasting Co., licensee of KPHO, also owns 10,000 shares, and 2500 shares of its stock are held by Mr. Mullens, 4200 by Mr. Mills, 1650 by Dr. Harber, 400 by Mr. Caldwell.

Mr. Mullens continues as managing director under new ownership; he left for Honolulu vacation May 1. Supervision of stations, which earned "good profit" last year though TV showed loss in 1950, comes under Payson Hall, youthful Meredith comptroller, who steered company into establishing its Syracuse station and handled its Omaha deal (Vol. 7:32,39). Latter involved sale price of $2,525,000 less surplus account of $720,000 plus assumption of 20-year rental lease at $160,000 a year.

APPLICATIONS SLOW, CHANGES IN PLAN ASKED: TV application activity is still stagnant -- this week bringing only one for new station, 6 amendments (see p. 12) -- but 4 petitions were filed requesting changes in freeze decision. This seeming sluggishness on application front has several explanations:

(1) Because of channel-by-channel procedure, applicants are "waiting to see what the other fellow does."

(2) Ordinary delays in filling out forms, particularly portion dealing with program plans. Applicants complain that they can't get commitments from networks, that latter want to be sure they affiliate with uhf stations -- if possible.

(3) Difficulties in finding proper antenna sites, and conferences on use of single big tower locally by several applicants.

Some applicants see no particular urgency in filing, saying: "All the channels in town will be tied up in hearings anyway, and we can file any time up to 20 days before the hearings start." Thus, even the July 1 date, when FCC begins processing applications, doesn't mean too much to some applicants.

Some unusual tactics have been engendered by channel-by-channel procedure. New Orleans' WWL took full-page ad in April 14 Broadcasting Magazine to say: "WWL will adhere to its request for Channel 4. WWL will file no last-minute amendments and will not try to outguess any other applicant." In April 28 issue, New Orleans' Community TV Corp., which includes principals of WBOK, had "open letter to WWL," commending latter's declaration, and adding that it would do same with uhf Channel 26, hoping to avoid "bickering and long draw-out hearings and delays."

More of same may be expected elsewhere, through ads or otherwise.

Those 4 petitions asking changes in final decision are as follows:

(1) WMCT, Memphis, points out that FCC erred in measurements, that its TV transmitter is 187.5 miles from Nashville. Thus, Commission's proposal to change it from Channel 4 to 5 violates FCC's 190-mile minimum spacing, since No. 5 has been allocated to Nashville. WMCT now asks that it be shifted to No. 3, newly assigned to Memphis. WMCT would benefit from fact that nearest co-channel assignment on No. 3 is 225 miles away, in Springfield, Mo.

(2) KTEM, Temple, Tex., still wants Channel 6 to be allocated to Temple, saying that if it had known minimum spacing was going to be 190 miles, rather than
180 (as specified in last year's proposed allocation), it would have objected to the assignment of No. 6 to San Angelo, 183 miles away. KTEM points out that Temple is assigned only 2 uhf channels, whereas San Angelo has 2 vhf, 2 uhf. Station claims Channel 6 would serve more people if located in Temple than in San Angelo.

(3) WISC, Madison, asks FCC to reconsider station's proposal that Wisconsin capital's single vhf channel be reserved for educators, so that all commercial stations could then compete equally on uhf. Station contends FCC's rejection of proposal is "arbitrary and capricious" and violates Commission's own rules.

(4) KXEL, Waterloo, Ia., asks that processing procedure be made "flexible," so as to give higher priorities to applications from rural areas.

From commissioners' and staff's attitude on the petitions, there's little doubt that first will be granted, rest denied. Commission appears willing to rectify error in mathematics but loathe to confess poor judgment. There's also fear that favorable action on last 3 petitions will unleash deluge of similar requests.

A number of requests for clarification of final decision have arrived at the Commission, but none has been answered yet. For example, WAVE-TV, Louisville, wants to move to site in New Albany, Ind., thus going from Zone II to Zone I. But it wants to be sure it keeps potential of 2000-ft. antenna, rather than 1000-ft. maximum permitted in Zone I, and that 190-mile co-channel separation still applies. Several others have same problem; FCC is expected to render decision in week or two.

* * * *

Comr. Jones continues attack on "fixed" allocation plan, along lines of his dissent (pp. 213-239 of our printed copy). In bristling May 1 speech before Ohio Assn. of Broadcasters, he sails into FCC majority, manufacturers and the owners of existing stations. In words of biting sarcasm, he observes that:

(1) FCC has drawn "meaningless circles", with no regard for channel efficiency, thus depriving small towns of vhf. At same time, vhf stations are given such broad service areas that uhf scarcely has a chance in small cities.

(2) "Blurbs" of manufacturers play up uhf, but they don't want uhf themselves. "The general idea seems to be: 'Uhf is wonderful -- you take it.'"

(3) Existing stations "really have the public utility magnate's dream." FCC has made them "masters of all they survey," and they're in position to squelch uhf stations in their fringe areas.

But Jones apparently feels all is not lost, and hints that plan may still be changed. He said: "So long as today's order remains a mere paper document, however bad, little harm is done...This period immediately following the effective date of the order is the most critical because then if new and better methods should come to our attention, the mere blueprint or preliminary construction can be changed without undue distress."

SOME PONDER 'BUYING' UHF AUDIENCE: It's uhf-or-nothing for TV entrepreneurs in many big, well-served cities where all vhf channels are in use.

With valuations of vhf stations quoted as high as $10,000,000 -- and most of them unavailable at any price -- prospective uhf telecasters are racking their brains for ways and means to make a go of uhf.

Though there's muttering about "another FM situation," the comparison is far from accurate -- for uhf means added service, not duplicated service. Under FCC allocations, uhf in many cases offers only avenue for bringing the second, third or fourth stations to town, including network service.

Idea of "buying" uhf audience -- i.e., custom-building it by supplying vhf set owners with converters at cost, or even for nothing -- has occurred to some.

Consulting engineer E.C. Page tossed suggestion to client Benedict Gimbel (WIP, Philadelphia) and asked RCA engineering products v.p. W.W. Watts to explore costs. It was tentatively estimated that on mass-production basis, a single-channel converter might be sold for $10. Even forgetting possible lead-in and installation charges, said Gimbel, it would thus take $5,000,000 to convert half of Philadelphia's 1,000,000 sets. Even half that sum would be too much, he felt.

Other applicants are known to be considering limited "subsidization" -- such
as paying part of total cost, supplying converter only, etc. One has told us he has set aside $50,000 as starter for his city's 100,000 sets. There's possibility, too, that all prospective applicants in a city might pool resources.

Costs involved are necessarily inexact -- first, because so many kinds of converters will be offered; second, because true extent of the market will remain unknown until people start buying.

From stand point of strip conversion -- replacing vhf strip in turret tuner with uhf strip -- cost is "approximately $10 including installation," according to Glen E. Swanson, president of Standard Coil Co., which has supplied turret tuners for more than 5,750,000 sets, or about 30% of total sets in use.

Admiral announced it will give such strips free to any of its 2,000,000 set owners and new buyers "who can this year receive [uhf] telecasts" (Vol. 8:16). Jackson says it also will supply free strips, to those who buy sets this year.

Other manufacturers quote prices ranging from $10 for single-channel unit (RCA) to $50 for all-channel converter (most set makers).

One thing is sure: Prices will drop if demand is more than a flash in the pan. Competition will probably be fiercest the trade has ever seen. Magnavox and Tele King have already announced all-channel units at prices well below the $50 quoted up to now by most makers -- $35 and $30, respectively. Crosley, which introduced its "Ultratuner" last year (Vol. 7:15), showed off production model at Rye, N.Y. this week, indicated price will be around $40.

New combination vhf-uhf sets, for replacement market, will undoubtedly get biggest push when uhf stations get going, but you can expect that efforts to move converters will involve every promotional device in the book -- giveaways, free antenna, free installation, and what-have-you.

Tremendous variations in antenna-installation costs may be expected. This week, for example, DuMont went to great pains to insure good signal when it transmitted experimental educational programs on uhf from New York to 12 Montclair and Bloomfield, N.J. schools.

Good pictures were received at all points, which were located 10-15 miles from transmitter (515 Madison Ave.) putting out 5-kw ERP on Channel 54 (710-716 mc). However, DuMont used 12-element broadside receiving antennas, with reflectors, tuned exactly to the channel, while the all-channel converters were located right at the antennas to minimize transmission-line losses.

Most schools were in favorable line-of-sight locations, though 2 were below line-of-sight. DuMont engineers say signal was more than adequate in most places, and they point out that 5-kw ERP is mere 1/200th of the 1000-kw FCC will allow.

STATION CONSTRUCTION COSTS—CBS STUDY: Out of CBS's "TV Clinic" in New York this week came another definitive study for those aspiring to enter the business of telecasting. As did the study of station operating costs by engineer Joe Herold (which we sent you April 19 as Special Report), CBS report titled "TV Station Facilities: Construction Costs" contains valuable data not readily available heretofore.

Based on experience of telecasters, and major equipment makers' prices, CBS study -- like last December's NARTB station cost analysis (Vol. 7:50) -- gives itemized cost estimates for stations of various sizes, antenna heights and powers. This new study breaks estimates down further for low & high-band vhf and uhf. It covers, in addition to regular telecasting equipment, cost of legal and engineering fees, building construction, furniture and fixtures, shipping charges, sales tax, etc. The 36-page study is available to bona fide station planners; write CBS-TV president Jack Van Volkenburg, 485 Madison Ave., New York.

"TV is the greatest mass medium of communications ever known," CBS president Frank Stanton told 250 TV and radio affiliates at May 2 luncheon. "It comes at just the right time in our nation's economic picture. National income is up 3 times over 1940; plant facilities have been tremendously increased; inventories are piling up.
TV should play a vital role in the mass distribution, at minimum cost, of the goods the public wants...There is a tremendous public appetite for the medium.

Phenomenal growth of TV to date is "only the beginning," said Mr. Von Volkenburg, opening 2-day session. He told the broadcasters CBS now programs 9 hours of network time daily, of which 6½ hours are sponsored -- as opposed to 78 minutes, of which 32 were sponsored, in March 1948. Sales v.p. Fred Thrower pointed out that cost-per-thousand in TV has dropped from $3.49 three years ago to $1.79 today and it "continues to go down as new markets open."

INDUSTRIAL MICROWAVE--A 'SILENT BOOM': One piece of electronics business is growing like mad without benefit of TV's glamour or anything else to catch public fancy -- industrial microwave. FCC and those using or supplying equipment are continually surprised that this post-war phenomenon has attracted so little general notice.

Some $20,000,000 has been invested in these private communications systems, mostly by oil and gas line companies -- in little more than 2 years. And current rate of growth bids fair to make present outlay look like peanuts.

Only 1900 miles of industrial microwaves had been authorized by July 1, 1950. Year later it was 9800. Two months more, 14,200. Today, more than 20,000 miles are in operation or under construction -- and applications are pouring into FCC at rate up to 1000 miles weekly.

Industrial microwave is basically same as AT&T's common carrier setup -- except that former is licensed for private use. It comprises radio equipment located at top or base of series of towers spaced 25-35 miles apart. Low-power transmitter (1 watt or so) feeds signal into parabolic "dish" which narrows signal into pencil-like beam directed at next tower, where process is repeated.

* * * *

Longest yet authorized is 1700-mile chain, stretching from Mexican border to New York City, being built by GE for Transcontinental Gas Pipeline Corp., due for August completion. Several 1000-mile systems are in operation.

Though some 75% of such systems are currently used by oil & gas companies, vast expansion of use by other industries is in prospect -- e.g., electric power, State govs. for forestry and highway maintenance, widely dispersed factories.

FCC staff members expect railroads to become tremendous user. Microwaves now "patrol" Pennsylvania and New Jersey Turnpikes. And the military are believed to have plenty in use and planned. One equipment manufacturer puts it this way: "Every large organization with a long right-of-way and a need for high-speed communications facilities is a potential customer."

FCC last week granted Freeport Sulfur Co. CF to build $150,000 network for communications between mines, plants and headquarters in Louisiana -- first authorization in new Special Industrial Radio Service.

Voice communications are principal use of systems currently, but microwaves can carry teletype, remote control of switches, automatic meter readings -- anything that wire lines or cable can handle.

* * * *

Industrial TV is about only kind of service not yet rendered, but it will probably come soon. DuPont has been thinking about connecting 2 buildings in Wilmington area, for board meetings. An electronics manufacturer is considering microwaves for transmitting TV test pattern from one research building to another.

Commission believes it has adequate frequencies set aside in 6 bands -- the 952-960, 1850-1990, 2110-2200, 2500-2700, 6575-6875 and 12,200-12,700 mc. Only 952-960, 1850-1990 and 6575-6875 mc are now in use, others being held in reserve.

Major makers of equipment have been Federal, GE, Motorola, Philco, RCA -- but others are making headway and more are known to plan expansion into the field.

AT&T supplies virtually all TV program transmission via microwave in U.S. (temporary exceptions: Grand Rapids, Kalamazoo, Bloomington, Huntington, Nashville) but other companies are grabbing foreign business. Philco this week announced that it has contracted to interconnect 2 Cuban networks: (1) 16-hop 500-mile system link-
ing Circuito CMQ’s stations in Havana, Matanzas, Santa Clara, Camaguey & Santiago.

(2) 4-hop 110-mile setup connecting El Mundo’s planned outlets in Matanzas & Santa Clara. Latter also plans extensions to Havana & Santiago (Vol. 8:11).

* * *

What puzzles many at FCC and in industry is fact common carriers, notably AT&T, didn’t snatch up this new business — presumably a natural for them. Some state flatly that “AT&T just missed the boat.”

AT&T doesn’t in slightest concede that it got caught with its plans down. Spokesman says company is, and always has been, prepared to supply the kind of services various industries are getting with microwave — “but they evidently think they can do it cheaper and more reliably.” AT&T people say they hear reports of difficulties with various systems, and they leave the distinct impression that company wouldn’t be least bit surprised to find private microwave owners getting disgusted with headaches and dumping their troubles into AT&T’s experienced hands.

* * *

Cost of equipment runs $600-$1200 per mile, depending on terrain, number of channels (up to 24 for voice can be handled), whether there’s automatic control or metering, etc. Price is going down as influx of orders makes mass production possible, and each manufacturer gives the assurance that “bugs” in gear, if any, are rapidly being exterminated.

Comparing microwave with wire or cable, equipment makers’ biggest claims are cost (about half) and relative invulnerability to weather — plus tremendous savings (up to 99%) in critical copper supplies.

Since much of cost involves purchase of land, firms that already own rights-of-way (like oil, gas, railroads) are doubly tempted to install own systems.

Equipment makers are stepping up promotion on all fronts — brochures, publicity releases, stockholders reports, etc. — eager to capture their share of a business with apparently limitless future.

And everyone in the fiercely competitive and cyclical electronics industry is always happy to divert some eggs into yet another basket.

Attesting to increased interest in subject, May Radio & Television News has included excellent 64-p. special section with 8 articles by industry experts, on such subjects as economics, non-communications applications (e.g., radar), types of equipment. Section lists all major microwave installations in U.S. (with frequencies, locations, call signs), plus directory of manufacturers.

Good guess is that hearing won’t finish before end of May, which probably means final decision won’t come before end of year. DuMont’s rebuttal case is scheduled May 5; Donald Stewart, network’s film dept. mgr., and possibly Chris Witting, network gen. mgr., will testify. Commission witness Arthur Levey, ex-Scophony head and now president of Skiatric Corp., subscription-TV developer (see page 12), will appear for most of rest of week UPT director A. H. Blank is only other announced witness, but Commission indicates it will call others.

* * *

Three TV networks’ 1951 expenditures for film were entered in record this week, on insistence of DuMont, which contends that ABC would be in far better competitive position than other networks if it merged with UPT, a $30,000,000-a-year film buyer. ABC’s total was $1,339,479, CBS’s $642,000, DuMont’s $559,457.

ABC breakdown (including 5 owned and operated stations): features, $884,259; shorts, $363,525; newsreels, $82,409; special TV films, $29,284. CBS (including 2 stations): features, $615,000; other types, $27,000. DuMont (including 3 stations): special TV films, $290,709; features, $241,650; shorts, $13,471; newsreels, $8258; documentaries, $5338. NBC isn’t party to hearing, but examiner Leo Resnick indicated he may ask for its figures, if needed to clarify issue.
PASSAGE OF McFARLAND BILL (S. 658) appears almost certain, now that House Rules Committee has reported it unanimously and House is due to vote on it in next few weeks. With Senate sponsors anxious for passage of this first major change in Communications Act since 1934, there's good likelihood House-Senate conference will iron out differences quickly, enact final bill.

Rep. Harris (D-Ark.), assigned job of steering measure through House, appeared before Rules Committee, got its approval April 30—though acting chairman Rep. Cox, violent antagonist of FCC, wondered whether “this bill was written by the Commission for its own purposes.”

Industry liles towards Senate version of bill, while FCC prefers House's—though neither is completely satisfied. Both camps hope to get their licks in during Senate-House conference.

Major objections of NARTB are those provisions: (1) Giving FCC power to levy fines, suspend licenses. (2) Granting FCC authority to refuse licenses to those “adjudged guilty by a Federal court of unlawfully monopolizing radio communications.” (3) Giving unsuccessful renewal applicant right to collect “fair market value” for physical plant from new licensee.

Commission objects to: (1) “Isolation” of commissioners from staff when deciding hearing cases. (2) “Double processing” of applications, i.e., FCC must give applicant opportunity to comment, if Commission doesn't see fit to grant CP right off the bat. (3) Renewal provisions of both Senate and House bills may tend to make renewals “too automatic.”

Conferences won't be named until House votes, but following are expected to serve: Senators McFarland (D-Conn.), Johnson (D-Colo.), Capehart (R-Ind.), and Representatives Harris, Beckworth (D-Tex.), Rogers (D-Fla.), Wovleroton (R-N.J.), Hinshaw (R-Cal.).

Network Accounts:
Green Giant Co. (canned vegetables) purchase of 3:30-15 Fri. segment of Art Linkletter House Party starting Sept. 1 on CBS-TV, Mon.-thru-Fri. 3:30-30. completes list of sponsors for that 3:30-15 period.
Pillsbury Mills bought Mon.-thru-Thu. 3:30-15 portion and Lever Bros. will sponsor 3:15-3:30 Mon.-Wed.-Fri., thru N. W. Ayer & Son. Leo Burnett & Co., Chicago, is agency for others...Pepsi-Cola starts All Around the Town May 3 on CBS-TV, Sat. 9-9:30, in time vacated by Faye Emerson's Wonderful Town...P. Lorillard Co. (Old Gold cigarettes) May 8 starts Chance of a Lifetime on ABC-TV, Thu. 8:30-9, during time formerly occupied by Stop the Music which was dropped April 24; agency for Old Gold is Lennen & Mitchell...Helene Curtis Industries Inc. (beauty shop supplies & equipment) started sponsorship May 1 of 1-1:15 Tue. & Thu. segments of Rampus Room on DuMont, Mon.-thru-Fri. 1:130, thru Gordon Best Co., Chicago...General Foods (Maxwell House coffee) beginning July 11 will use Arthur Murray Party as 8-week summer replacement for Mama on CBS-TV, Fri. 8:30...General Foods reported readying Our Miss Brooks for sponsorship on CBS-TV, Mon. 9:30-10, replacing Claudia which probably will be moved to same Fri. time to replace It's News to Me, being dropped by same sponsor.

“After 4 Years of TV—What's Happening to Radio?” captioned CBS's full-page ads in May 2 New York Times and Herald Tribune. They point out that network's fall radio schedule is "80-er", as far along as last year's schedule was on Sept. 1, concludes that "all these pre-season signs are a tribute not only to CBS Radio—but to the values of all radio." Ad says a dollar can buy 994 radio listeners. 305 TV viewers, 534 magazine readers or 240 newspaper readers.

Personal Notes: Frank White, whose resignation as president of MBS is effective May 31, will immediately join NBC-TV to head film syndication project; he's due to be named v.p. at next board meeting...Carroll P. Newton, chairman of BBDO TV-radio plans board, and Robert E. Anderson, in charge of agency's Detroit office, appointed vice presidents...James C. McNary elected president of Assn. of Federal Communications Consulting Engineers, other officers being Frank G. Kay, v.p.; Frank H. McIntosh, secy.; T. A. M. Craven, treas.; Millard M. Garrison & Stuart L. Bailey, new members of executive committee (John Creutz & Ronald Culver remaining on committee, Lester H. Carr & Everett L. Dillard retiring).....Mr. Withycomb, veteran network and station executive, who for last year has been studio mgr. for Radio Free Europe in Munich, has returned to U. S. and plans to enter TV...Wilt Gunzendorfer, ex-KGB, San Diego, and KROW, Oakland, joins KHJ-TV, Los Angeles, as director of operations....James Allen, ex-city editor, Cincinnati Post, joins Crosley Broadcasting Corp. as TV promotion mgr., succeeding Frederick Gregg, now heading new clients service dept....Charles Shaw promoted to news director, WCAU & WCAU-TV, Philadelphia; Charles R. Sterritt, ex-WJBK, recently with American Red Cross TV-radio staff, named CBS-TV Detroit sales mgr....Stacy W. Norman, George L. Jensen & Irving L. Weston named chiefs of following respective divisions of FCC Field Engineering Monitoring Bureau: Inspection & Examination, Engineering, Monitoring.

NBC's SPAC (stations planning and advisory committee) elected these officers this week: P. A. Sugg, WKY- & WLY-TV, Oklahoma City, chairman; Richard O. Dunning, KHQ, Spokane, secretary for radio; E. R. Vadeboncoeur, WSYR & WSYR-TV, Syracuse, vice chairman; Lee B. Waffles, Fort Industry Co. (Storer stations), secretary for TV. Other members: B. T. Whitmire, WFBF, Greenville, S. C.; Ralph Evans, WHO, Des Moines, and WOC & WOC-TV, Davenport; Robert B. Hanna, WGY & WRGB, Schenectady; Allan M. Woodall, WADK, Columbus, Ga.; Ed Yocum, KGHL, Billings, Mont.; Martin Campbell, WFAA & WFAA-TV, Dallas; Willard C. Worcester, WIRE, Indianapolis; Stanley E. Hubbard, KSTP & KSTP-TV, St. Paul.

Station Accounts: First quarter 1952 sponsors on both networks and stations were somewhat fewer than in fourth quarter 1951, reports Rorabaugh Reports on TV Advertising, authoritative quarterly compendium of sponsorships and ad agencies. Networks had 188 sponsors listed vs. 198 preceding quarter; 108 of the 109 stations showed 1277 national spot and 4935 local-radio advertisers vs. preceding quarter's 1370 & 5162 respectively, listed for 105 then-reporting stations...Norwegian Canners Assn. starts newspaper drive to promote sardine sales May 15, to be followed by TV-radio spots in June, thru McCann-Erickson, N. Y. Films produced in Italy are featured on Italian Feature Film, Sat. 5:630 p.m., on WOR-TV, New York, now in second year with 7 participating sponsors and 2 opening and closing spots, handled by Landi Adv., N. Y. Among other advertisers reported using or preparing to use TV: Date Advisory Board (dates), thru Elwood J. Robinson Adv., Los Angeles; Naco Fertilizer Co., sub. of W. R. Grace Co. (Nurish plant food and NACO fertilizer), thru Kelly, Nason Inc., N. Y.; Edwin Corp. (Dust Out mechanical mop shaker), thru Brisacher, Wheeler & Staff, San Francisco; Felber Biscuit Co., div. of United Biscuit Co., thru Harry M. Miller Inc., Columbus; Metropolis Brewery Inc. (Champagne malt liquor), thru Hilton & Riggio, N. Y.; B.B. Pen Co. (Xm eye-glass cleaner), thru Foots, Cone & Belding, Los Angeles.
WHAT KINDS of TV sets do the “master minds” of the industry’s regulatory, legal and engineering fraternity (Washington section) have in their homes? Canvass by our reporter reveals almost as many brands as they have opinions. And they don’t necessarily go in for latest models or sizes, either. Assuring them this peek into their homes would not be used for promotional purposes, we learned that:


Represented H. ton, Okla.; Radio Construction & Erection, allocations, an FCC opinions.


At the White House, they’re TV fans, too. Brand names are taboo, but TV sets are all over the place—in executive offices and throughout the household. In the President’s own family quarters are three 21-in. built-in units. There’s a small set in the usher’s office, one also in the press room, and quite a few of various makes in the quarters of the staff. Master antenna feeds them all, with plug-in jacks in just about every room.

New White House was wired for telecasting, of course, with direct coaxial cables from the new broadcasting room, which was the original kitchen of old White House. There are also cables to the diplomatic reception room, from which President Roosevelt used to make his fireside chats.

Note: Canvass of our own staff (14 persons) reveals ownership of two 20-in. Philcos; one 19-, two 16-in., one 14-in. RCAs; 17-in. & 14-in. Motorolas; 17-in. GE; 16-in. & 10-in. Admirals; 12-in. DuMont—and a 3-in. Pilot that’s still working well!

EUROPEAN electronics manufacturers, like their American counterparts, are disturbed over the rather listless market for their products, reports Marvin Hobbs, electronics advisor to Munitions Board chairman John Small and a member of Electronics Production Board. Just returned from England, France and Netherlands, Hobbs says much European plant capacity is idle because defense orders plus civilian business don’t equal full production.

European factories are turning out military electronics equipment on orders placed by U. S. for armed services of NATO nations. But, as in this country, Hobbs found the No. 1 question of electronics manufacturers was: Where are the big military orders? And answer about the same: Procurement has reached, or is reaching, the peak and there won’t be enough to keep everyone going full blast.

Hobbs personally feels solution to idle plant capacity abroad is development of strong TV industry. But he noted that only in Britain did he observe anything to compare with American “TV fever”.

“Pattern for TV Profit” is excellent series, primarily covering construction and engineering, running in Milton Sleeper’s Radio Communication. Series was written by editor Roy F. Allison in collaboration with engineers A. B. Chamberlain, CBS; Rodney Chipp, DuMont; Raymond F. Guy, NBC; Thomas Howard, WPIX; Frank Marx, ABC. Among subjects: cost of facilities, license procurement, regulations, insurance, engineering & legal expenses, studio & transmitter location, expansion.

GE’s first air-cooled 5-kw transmitter for Channels 7-13 is now in production, available for shipment in June, replacing water-cooled version. GE has had air-cooled Channel 2-6 transmitter for some time.


New mixer tube for TV receivers, designed to accommodate both vhf and uhf, was announced this week by GE. New mixer, 6AM4, together with previously announced vhf-uhf oscillator 6AF4 and RF amplifier 6AJ7, make possible the development of one tuning unit covering both uhf & vhf, said GE engineers.

Wm. H. Offenhauser Jr., who delivered paper on “Nomenclature for Motion Pictures and Television” at recent convention of Society of Motion Picture & Television Engineers, has been asked by SMPTE to compile and publish a directory of technical terms currently in use in both fields; also to record paper for future presentation.
STATISTICS CONFIRM SLOW PACE OF TRADE: "The public is buying at least the lower-priced models -- but the dealers aren't buying. They order, yes, especially models listing under $300. But they sell one, then buy one. They're not stocking up."

That lugubrious observation by a leading manufacturer would seem to sum up the trade picture reasonably well. Some say it's the expected seasonal "trough" -- but all are keeping their fingers crossed lest later summer and early fall buying, even though hyped by the political conventions, should be disappointing, too.

Statistics continue to reflect slow pace of the TV trade, with production still down, inventories still much too high.

Final April week's output went down a bit more -- to 76,515 (2070 private label) from 77,740 the week before. Factory inventories went up some more as of April 25 -- to 294,266 from 282,230.

Thus tentative RTMA output figure for April is 316,562, which compares with 469,157 in April 1951. And revised RTMA figures for first 1952 quarter show output of 1,324,831, which is down some 40% from the 2,199,669 for same 1951 quarter.

Radios produced in final April week totaled 218,280 (82,879 private label), up from preceding week's 188,028. Factory radio inventories mounted to year's high of 350,125, up from 317,227 the week before. April 25 week's radios were 79,882 home sets, 32,674 portables, 41,604 clock, 64,120 auto.

Dun & Bradstreet figures, while always a whole month late, are better barometers of trends of trade because they report dealer sales and inventories. During 5-week March, D&B reported May 1, dealer sales totaled 505,000 TVs, of which 212,000 were table models, 293,000 others. Rate of retail sales was thus 3% under February, when 417,000 sets were sold -- 193,000 table, 224,000 others.

Dealer inventories went down to 638,000, or 33,000 less than at end of Feb. There were 267,000 table models, 371,000 others in stock at end of March.

Taking this latest dealer inventory figure of 638,000, adding to it 469,349 sets reported by RTMA in distributors' hands at end of March, and counting also the 251,000 factory inventory of same date (Vol. 8:14), total inventories in all trade pipelines at end of first quarter come to 1,538,369.

Could be this figure was reduced somewhat during April -- but it's unlikely. It isn't a very happy one when you consider estimated 1,333,742 in all pipelines at end of February (Vol. 8:14) and Dun & Bradstreet's estimate of "somewhere between 1,340,000 and 1,500,000" at end of January (Vol. 8:10).

All in all, reduction hasn't been much since year began with trade pretty much agreed that 1,500,000 sets were still unsold.

Dealer radio sales during 5-week March, Dun & Bradstreet also reported, totaled 506,000 home units, 95,000 battery portables. This compared with January's 449,000 home & 51,000 portable sets, February's 394,000 home & 77,000 portable sets.

Dealer radio inventories at end of March were 914,000 home sets & 211,000 portables. At end of February, figures were 940,000 home & 213,000 portable; end of January, between 1,000,000-1,200,000 home & 200,000-250,000 portable.

Two new batteries developed by RCA, said to make possible "personal" portable radios that play up to 100 hours without battery change, are now available to set manufacturers. "Revolutionary" 67½-volt "B" battery, VS216--using alkaline cells formerly restricted to wet batteries--is 22½% smaller than conventional "B" type, lasts twice as long. Redesigned "A" battery, VS636, is "less than twice the length" of old types, lasts 4 times as long. "Balanced" battery pack, containing one new-type "B" and 2 new "A" batteries "increases total battery space requirement by only 30% [and] will play up to 10 times longer without battery change," says RCA. Initial shipments of new RCA "personal" radio using new-type batteries will begin in June.
Topics & Trends of TV Trade: First-quarter picture tube sales by RTMA members totaled 1,040,829, valued at $23,989,655, considerably below first-quarter 1951's sales of 1,822,793 tubes at $49,892,454. Rectangulars 16-in. and larger represented 98% of first-quarter 1952 sales. In same period last year, 84% were rectangular, 94% were 16-in. and larger, both round and rectangular. March picture tube sales totaled 370,206 at $8,582,532, compared with February's 330,431 at $7,715,257 and March 1951's 608,396 at $16,064,425.

Receiving tube sales in first quarter totaled $5,934,322 vs. 118,277,243 in same 1951 period. TV sales decline, says RTMA, accounted for fact that only 30,935,220 receiving tubes were sold in March 1952 compared with 44,413,146 in March 1951. Sales to Gov't., however, increased by more than 2,500,000. Of March 1952 total, 19,513,454 were shipped for new sets, 7,231,186 replacement, 2,776,796 Gov't., 1,413,784 export.

"Chairside Control TV" is announced by Gough-Douglas Co., div. of Gough Industries Inc., 827 E. First St., Los Angeles, ex-Philco distributor. New set, marketed under trade name "Douglas" is made by Los Angeles private brand manufacturer D. J. Roesch Co. It consists of 2 separate units—"front end" chassis with tuning controls mounted in chairside cabinet, and separate picture console containing sweep and power chassis. First model is 24-in. mahogany with FM radio, $595 including warranty but not tax. Gough-Douglas ran full-page ad in April 30 Retailing Daily featuring new set, announcing availability of exclusive direct factory franchises to dept. and music stores.

National Electric Products Corp., Ambridge, Pa., isn't going into TV-radio set manufacture, as erroneously reported in trade press, but has set up 2 new divisions—TV-radio and Radar, former at Ambridge, latter at Elizabetth, N. J. TV-radio div. will manufacture Nepco-Yagi TV antennas, Nepco TV masts, complete line of roughing-in materials and special types of TV wires. Frank P. Yarussi, ex-engineering v.p., Gordon Electronics, heads TV-radio sales, with R. F. Mihalick as consulting engineer.

Transistor experts warn industry that some transistors now offered fall far short of normal performance. Fearing such devices may give transistors "black eye," they report tests showing: (1) Up to one-third are inoperative. (2) Wide variations in performance. (3) Mislabeled connections. (4) Some sold as "junction type" actually operating as point-contact type. (5) Noise levels averaging 60 db, whereas "normal" is about 35 db.

Merchandising Notes: RTMA and Assn. of Better Business Bureaus have jointly published 11-p. booklet titled Things You Should Know About the Purchase and Servicing of Television Sets for local distribution; it's designed to counteract "a few irresponsible operators" in the industry ... Hallcrafters new line comprises 17-in. tables at $220 & $230, consoles at $250 & $270; 20-in. tables at $270 & $290; 21-in. consoles at $300 & $320—all "inboard" priced ... Muntz reported planning to open outlets in Omaha, Kansas City and Oklahoma City, and sales mgr. Don Adams is quoted as stating it will begin offering new 27 & 30-in. sets next fall ... Tech-Master, 442 Broadway, New York, custom TV set manufacturer, enters consumer TV marketing with line of AC-DC sets, designed especially for DC areas, beginning with 17-in. mahogany table at $279.50 ... Hoffman Radio adds 21-in. table model to line at $350, or $10 more in oak or maple; price includes tax and full year's tube & parts warranty ... CBS-Columbia Inc. appoints Ted Bates & Co. as ad agency.


"Frank M. Folsom Scholarship," in honor of RCA president, who is member of Notre Dame's advisory council for science & engineering, has been established at Notre Dame U; it provides annual grant of $500 for students majoring in pure science or engineering.

Trade Miscellany: Sylvania this week produced its billionth vacuum tube since 1924, holding appropriate ceremonies at Emporium, Pa. plant ... National Video Corp., Chicago, making sample 21-in. picture tubes for use with Alnico 3 (chiefly iron) permanent magnet focus, said to save $2.30 per set over conventional Alnico 5 (cobalt, nickel, aluminum, iron) focusing devices ... United Paramount Theatres reveals in annual report that it paid $97,500 in stock to acquire half interest in Microwave Associates, 22 Cummings St., Boston, headed by Dana W. Atchley Jr.; it also loaned firm $62,500 for working capital ... GE to build 90,000-sq. ft. plant at Edmore, Mich., using 150-200 workers to produce magnets used in TV, radio and radar equipment ... Engineering Research Associates, St. Paul, has been acquired by Remington Rand.

New FM-AM promotional drive, under NARTB-RTMA auspices, will begin May 19 in upper New York State, following successful FM campaigns in Wisconsin, North Carolina and District of Columbia (Vol. 8:9). AM will be included in new campaign in order not to "waste" effect of promotion in parts of area not adequately covered by FM signals. Drives have been requested by dealers and FM broadcasters in some 20 other areas, including South Carolina, Florida, Alabama, Ohio, West Virginia.

E. C. Bonia Inc., headed by the former Bendix Radio sales chief, with offices at 500 Fifth Ave., New York, is preparing to market 17 & 21-in. sets under "Croyden" brand name, starting with Chicago furniture show in June. They will be made by J. H. Keeney Co., Chicago coin-machine maker now selling some sets through its own distributors and said to have capacity of about 200 per day.
Mobilization Notes: Although shipments of steel to consumer durable goods manufacturers have been banned temporarily because of on-again-off-again steel strike, this week saw further signs of general loosening of materials shortages. But any prolonged steel or copper strike could upset this picture. Settlement of copper strikes in Utah and Michigan this week removed threatened loss of one-fifth of U. S. supply, but at week's end there were no signs of peace in strike in Chile, source of nearly one-third of this country's copper.

NPA this week doubled the amount of carbon steel, alloy steel and aluminum that "small users" may self-certify under CMP (Dir. 1 to CMP Reg. 1). At same time, it announced plans to decontrol second-quality carbon steel in October. DPA's eighth List of Basic Materials & Alternates, issued this week, shows "marked easing" since March 1 in supplies of all categories of basic materials except metals and such miscellaneous items as mica and industrial diamonds.

The 28-nation International Materials Conference, in its first annual report, meanwhile, forecast increased world supplies, but continued shortages through 1952, of copper, nickel, cobalt, tungsten and molybdenum.


Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for March 10 to April 10: William S. Paley sold 50,000 CBS "A" owned through holding company and 1000 "B" owned directly and sold last December and January, now holds 530 "A", 222,500 "B" plus 37,990 "A" through holding company; Yandell C. Cline bought 35 Arvin, holds 3700; Arthur L. Wanner bought 100 Belden, holds 2000; Hugo H. Wermine bought 100 Belden, holds 1000; Octave Blake sold 100 Cornel-Darco, holds 5282; C. Russell Lane bought 6500 National Union holding companies (Jan. & March), holds 6500 common, 232,200 pfds.; Larry F. Hardy gave 100 Philco as gift, holds 7700; E. W. Engstrom bought 50 RCA, holds 161; Jeffrey S. Granger sold 500 Sentinel, holds 4100; Max F. Balcom received 460 Sylvania as gift, gave 100 as gift, holds 4099; E. Finley Carter bought 216 Sylvania, holds 982; Arthur L. Chapman bought 173 Sylvania, holds 231; John S. Learoyd bought 127 Sylvania, holds 514; Don G. Mitchell bought 638 Sylvania, held 100, held 3542; B. K. Wickstrom bought 147 Sylvania, holds 187; H. W. Zimmer received 420 Sylvania as compensation, holds 4346; L. W. McLeod received 117 Westinghouse as compensation, holds 492; Irving Herrriott sold 100 Zenith, holds 3275.

National Union Radio Corp. reports net profit of $43,601 on sales of $3,834,695 for March quarter vs. $448,444 on sales of $5,021,822 same 1951 quarter.

Sound recorder manufacturers are devoting 25-75% of their plant capacity to military contracts, they told NPA April 30 at industry advisory committee meeting in Washington. Many of the contracts, however, are for development rather than actual production. They said more rapid progress could be made in military magnetic recorder field if the services standardized their specifications for same-use items, and made more use of industry's commercial experience. Chief production difficulties faced by recorder makers are procurement of motors and nickel-bearing alloys, and recruiting of engineers, particularly in microwave and radar fields. J. Bernard Joseph, NPA Electronics Div., presided at meeting attended by representatives of Brush Development Co., Cleveland; Magnecord Inc., Chicago; Pierre Wire Recorder Corp., Evanston, Ill.; Presto Recording Corp., Hackensack, N. J.; Revere Camera Co., Chicago; Webster-Chicago Corp.; Wilcox-Gay Corp., Charlotte, Mich.

Among unclassified military contracts for electronics and related items announced this week by Defense Dept.: Air Force—RCA, $10,657,451, intercommunication set; Bendix, $1,629,753, components (6000 units) & $424,017, transmitters (1813); Signal Corps—Sparks-Wilkinson, $7,099,754 (2 contracts), frequency meters (2644); Hoffman Radio, $1,361,960, frequency shift converters (509); Raytheon, $822,704, radios (10); Sylvania, $375,000, tubes (300); P. R. Hoffman Co., Carlisle, Pa., $303,212, crystals (58,430); Trad, $187,098, tuning units (7529); Raytheon, $167,700, tubes (200); American TV Mfg. Corp., Chicago, $150,000, tubes (200); Tracel, Boston, $140,899, radiocore training sets (1071).

Transistors and germanium diodes should be more readily available for laboratory use as result of new amendment to directive 4, NPA regulation 2, which previously applied only to tubes and certain types of resistors (Vol. 7:51). Amendment permits manufacturers to deliver small quantities of transistors and diodes to laboratories and research organizations on rated orders, without regard to priority sequence of deliveries required by NPA regulations. Not more than 10% of any manufacturers' total deliveries of any type of transistor or diode—or 50 per customer—may be shipped in any month.

Webster-Chicago Corp. showed $15,266 loss on sales of $3,049,142 in first quarter of 1952, compared with earnings of $292,707 (58¢ a share) on $5,100,200 same period last year. President R. F. Flash blamed TV slump, high labor costs and company's reorganization for first-quarter loss. He said company is "low on cash [with] 3 lean months ahead. In the first 6 months we have to show a profit it is doubtful we can make," he added.

Dividends: Olympic Radio, no action taken on dividends at April 11 meeting; Standard Coil Products (now merging with General Instrument), 25¢ payable May 15 to stockholders of record May 5; Clarostat, 10¢ payable May 15 to holders May 5; Stewart-Warner, 35¢ payable June 7 to holders May 16; Avco, 15¢ payable June 20 to holders May 29; Westinghouse, 50¢ payable May 29.

Packard-Bell earned $764,645 (51¢ per share) after $886,200 taxes on sales of $12,165,153 during first half of fiscal year ended March 31. This compares with $902,629 ($1.53) on sales of $13,839,147 in same period last year. Backlog of defense contracts was reported over $16,000,000.

Hoffman Radio showed net profit of $457,862 (80¢ a share) on sales of $20,487,258 during 1951 vs. $1,929,053 ($3.37) on sales of $29,580,510 in 1950. Backlog at end of year was $60,000,000, largely defense contracts which totaled $7,000,000 sales in 1951.

Erie Resistor Corp. reports net income of $365,292 ($1.31 per share) on sales of $9,517,724 in 1951 vs. $820,104 ($2.98) on $10,490,919 in 1950.
Our story on new vhf propagation discovery—"Scientists Discover New Use for Vhf," Vol. 8:17—was picked up by April 3 New York Times which gave it prominent front-page position and 45 inches of space, crediting our story as source. Wire services and trade papers then carried it. Unfortunately, over-eager reporters and headline writers attached far too much significance to the extremely remote TV angle involved—with such headlines as "New Radio Signal Method Opens Door to Global Video." According to engineers who should know, the 23-kw transmitter used so far, employing 3-ke band, would probably have to be replaced with unit of 15,000-25,000 kw output and tremendously efficient antenna before international TV is possible. This, they say, is like building rocket ship for trip to the moon—not impossible, but a long way off.

Gradual accumulation rather than wholesale deliveries of documents appears to be lack of Dept. of Justice in its "anti-trust probe" of RTMA and 18 TV-radio manufacturers in connection with color, FM and patents (Vol. 8:14-16)—and it's now apparent that "vanoards" of documents, such as were indicated in subpoenas, won't have to be delivered to grand jury by May 12. With respect to color and FM, it's understood gov't. attorneys are agreeing to stipulations or simple statements, without prejudice to possible later demands for further data. Both gov't. and company counsel want more time, hence the agreement for piecemeal data. RCA motion to modify or vacate its subpoena has been set for hearing June 12.

TV winners of George Foster Peabody Awards for 1952: Edward R. Murrow's See It Now, CBS-TV (he's 4-time winner); Gian-Carlo Menotti's Amahl and the Night Visitors, NBC-TV; Celanese Theatre, ABC-TV; What in the World? originating on WCAU-TV and piped to CBS-TV. Radio awards: Nation's Nightmare, CBS; New York Times Youth Forum, WQXR; Bob & Ray, NBC; meritorious local public service, KPOJ, Portland, Ore.; Alistair Cooke's Letter from America, BBC. For meritorious regional service, WSB-TV, Atlanta, won award for Our World Today, and its counterpart WSB won it for The Pastor's Study.

Investigation of TV-radio, in hunt for "immoral or otherwise offensive" programs, appears quite probable, now that House Rules Committee has unanimously reported Gathings Resolution (H. Res. 278) which House is due to vote on shortly. Resolution (Vol. 8:14-15) provides that Interstate & Foreign Commerce Committee conduct the investigation, and acting chairman Beckworth (D-Tex.) says there's good chance hearings will be held this session. NARTB will offer testimony based on history and intent of its TV Code. Rules Committee also reported H. Res. 596, setting up 15-man select committee to investigate publications for "immoral" content.

Twentieth Century-Fox is surveying TV to determine whether it can profitably enter TV film production, said president Spyros Skouras in annual report. MGM v.p. Robert Rubin also told stockholders meeting this week that his company is considering filing TV station applications. Company is now preparing to divorce Loew's theatre operations from film production and distribution divisions pursuant to anti-trust decree. Rubin said it was possible either new company or both would apply for TV licenses. He said MGM has no plans to make TV films or to sell its backlog of theatrical films to TV.

New RCA theatre-TV kinescope tube, announced this week, is designed for optical systems having throw of 80 ft., permitting projection apparatus to be located 20 ft. further from screen than older type which was limited to 60-ft. New tube, 7WP4, is 80,000-volt forced-air-cooled type, measures 19½-in. in length, 7-in. diameter.

**Telecasting Notes:**

Louisville's WHAS-TV not only handles 4-camera pickup of Kentucky Derby for CBS-TV and Gillette this Saturday, but has worked out separate deal with Churchill Downs to televise 6 stake races during spring meet and to film the feature race each day for telecast during its 6:05 p.m. *Sportsraits* show. Sponsor of live stake races is Falls City Brewing Co.; Riggs Motor Co. has bought the filmcasts. Race track operators have been skeptical about TV, but WHAS-TV manager Victor Sholis thinks that "just as we built wrestling here by promoting the gate, we should be able to help attendance at Churchill Downs"... NBC research chief Hugh M. Beville Jr., on basis of April 1 sets-in-use totaling 16,930,100 (for city-by-city count, see Vol. 8:17), estimates 3 out of every 5 families within range of TV stations now have TV sets; this 60% compares with 44% year ago and 21% in April 1950... "Cable Is Coming" section of April 27 *Houston Post* ran 36 pages, crammed with ads, heralding extension of network service to city July 1 (Vol. 8:12); edition also announced new $400,000 TV-radio center which newspaper is building for its KPDC & KPRC-TV... More new operas by American composers are promised on NBC-TV during 1952-53 as result of huge success of Gian-Carlo Menotti's *Amahl and the Night Visitors*; this was promised by president Joseph H. McConnell this week in accepting award of N. Y. Music Critics Circle for commissioning this first opera written especially for TV... Northwestern U taking enrollments now for its Summer Radio & TV Institute, 6-week session in cooperation with NORTV for advanced students; write Institute at Evanston, Ill... WTVN, Columbus, occupies its new "TV Center" at Harmon & Griggs Ave. shortly after May 15.

Single application for new TV station filed this week came from KWKC, Abilene, Tex., seeking Channel 5, while 6 amendments to old applications were submitted. At same time, FCC returned 6 recently filed applications, for resubmission on new forms. Also, this week, John F. Patt, president of Richards stations, indicated group will file for Toledo, Flint & Bay City, amend Cleveland & Detroit applications to specify uhf. Total pending now stands at 530, of which 43 are uhf. The 6 amendments: joint application of KVOR, Colorado Springs & Pueblo, Colo., now asking Channel 11 in Colorado Springs; WVJS, Owensboro, Ky., changed to uhf Channel 14; Mississippi Publishers Corp., Jackson, Miss., Channel 25; WKBV & WMJF, Youngstown, O., Channel 27 and 33, respectively; WILK, Wilkes-Barre, Pa., still seeking Channel 34, but now requesting 250-kw. The 6 returned: KNOE, Monroe, La.; KDAL, Duluth, Minn.; WFWO, Fremont, O.; WAPA, San Juan, P. R.; Greer & Greer, for Albuquerque & Santa Fe, N. M. [For further details about foregoing applications, see TV Addenda 14-P herewith; for complete list of applications, see TV Factbook No. 11 and Addenda to date.]

Public tests of Skiatron Subscriber-Vision coded card subscription TV will be held next September with 300 New York area families as guinea pigs, Skiatron president Arthur Levey said this week. WOR engineering v.p. Jack Poppele, named this week to Skiatron board, will handle negotiations with WOR-TV for prime evening time for the tests. Morning and midnight tests are now being conducted on WOR-TV. Mr. Levey says Paramount and RKO have agreed to supply recent movies for public test, and he is now talking with Justice Dept. to prod other moviemakers. Mr. Levey also said: (1) Skiatron plans to apply for TV station, probably in Boston, "within 90 days." (2) Company this fall will demonstrate pilot model of new home TV projection set, utilizing same "ultrasonic" principal as Skiatron theatre-TV system (in place of CR tube) and throwing 3x4-ft. picture "as bright as a movie." Set should eventually be priced at $200-$250, said Levey.
COMMUNITY ANTENNA OUTLOOK AT FREEZE-END: Impact of freeze-end on community TV antenna systems is getting careful scrutiny by operators of such systems—but there appears to be little fear that advent of new stations and increased coverage of old ones spell doom to their operations or will seriously hamper expansion.

Unavailability of "free" signals is, of course, key to success of systems which pick up distant stations, amplify signals, then feed them into subscribers' homes via wire.

Growth of such systems has been surprising. Up to now, there has been no way of getting more than very roughest estimate of its extent. Thanks to the newly formed National Community TV Assn., Thompson Bldg., Pottsville, Pa., plus FCC, NPA and a few other sources, we've managed to compile first comprehensive list of local systems--included herewith to full-service subscribers as Supplement No. 79.

List of 141 organizations operating, building or planning systems is bound to contain some discrepancies, inasmuch as there's no govt. or other official clearing house for information. For example, some of those listed as "planning" may have been prompted by little more than curiosity, or may have dropped projects.

It's estimated 1,000,000 people can be served, ultimately, by the 66 systems reported already in service or under construction. Enthusiasts think systems may eventually serve 2-3,000,000 who won't be covered by regular TV stations.

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Entrepreneurs see bright outlook for systems, giving two reasons:

1. Distant TV signals will never serve some valley towns adequately.

2. Forthcoming new stations in nearby cities will be too few to satisfy community antenna subscribers who are used to choice of several big-city signals.

Only time will determine accuracy of these judgments. Present power-height ceilings may be lifted some day—filling in those "holes". Science may produce vastly more sensitive receivers. Stations may be built in communities now considered far too small to support them. FCC may authorize satellites, for regular stations, which will give direct service.

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FCC hasn't yet gotten into act, though its staff has studied the matter for months. Commissioners themselves haven't considered it, and some of them see no reason to get involved unless serious problems arise.

Growth of systems has been remarkably smooth, actually. In the several years they've been operating, Commission has received exactly one complaint that rates are too high, and mere handful regarding interference.

Question facing FCC is borderline: It has to decide whether systems are interstate common carriers and whether Commission is therefore required by law to take jurisdiction.

If FCC does assume jurisdiction, it will be in position to review "reasonableness" of rates, plus quality and extent of service. Since complaints to date...
have been virtually nil, commissioners don't appear anxious to do much "regulating" even if they decide systems do fall within their purview.

FCC now has a certain amount of regulatory power -- regarding interference. If amplifiers used in such systems interfere with out-of-the-air reception, Commission can require operators to correct situation. But this is a minor matter.

One proposed system comes clearly within the FCC's jurisdiction -- microwave relay, projected by J. E. Belknap & Associates, Poplar Bluff, Mo., to feed community antenna systems in 15-20 towns in area (Vol. 7:40). Presumably, FCC won't act on its application until disposition of general question. Another angle in that case is objection raised by St. Louis' KSD-TV and Memphis' WMCT against the proposed use of their signals. Courts have yet to make clearcut decision on such "property rights". No other stations have objected to FCC about pickups in other areas.

Several States have also pondered legalities. Utah's attorney general has given opinion that State's public utilities commission has jurisdiction. Maine has passed special law declaring systems to be public utilities. The Wisconsin PUC has decided that FCC has jurisdiction since TV is involved, but lawyers don't give this interpretation much weight. Pennsylvania PUC once advised operators that State laws don't cover them; there's talk, however, that it may be reexamining situation.

Operators don't necessarily fear regulation. Some frankly welcome it, saying they will then be protected against unreasonable demands.

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Why operators are so anxious for clear future is well illustrated by case history of Trans-Video Corp., Pottsville, largest system in operation (Vol. 7:21).

Company has sunk nearly $300,000 into system, now serves 1400 subscribers who paid $135 for installation, give $3.75 monthly. President Martin Malarkey Jr. (also president of national association) expects to reach 2000 by fall, 3000 next year. He has few qualms about outlook.

With Pottsville located in "bottom of a teacup," he doubts whether adequate signals will ever be provided by Philadelphia stations, 75 miles away. Nor does he think that uhf in Reading, 25 miles away, will prove a problem. In fact, he visualizes system giving lift to Reading stations, since uhf signals can be converted at master antenna, fed into homes on vhf channel -- providing ready-made audience at no extra cost to subscriber.

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Manufacture of equipment is becoming quite sizable business. Pioneering Jerrold Electronics is possibly still the largest in field. Other companies, which merely dabbled in field for a while -- until market appeared substantial and NPA gave systems favorable break on materials -- are coming up fast. RCA is now very active, and Philco has been going great guns for 6 months or so -- with no fanfare. Technical Appliance Corp. this week announced new distribution equipment, for both community antennas and apartments, calls it "Super Series 2500 Tacoplex".

SALE OF KOTV--A SAGA OF TV ENTERPRISE: Tulsa's KOTV, which was built on a young woman's simple faith in TV with backing of oil money, sold for more than $2,000,000 this week in a deal whereby Mrs. Helen Maria Alvarez becomes half owner.

Financed by George Cameron Jr., millionaire Oklahoma oilman, who resides in California, KOTV was built in 1949 with the beauteous Mrs. Alvarez, then 25 years old, as the boss. It was her idea and hers alone, and she carried it through from application to CP to commercial success even as her former radio colleagues looked on with undisguised skepticism.

She got 15% of stock and job of general manager. John B. Hill came on from Roebling Co., Trenton, to become commercial manager and got 15% stock interest, too.

In this week's deal, Cameron and Hill sell their 85% to Jack D. Wrather Jr. and his mother. Wrather lives in Beverly Hills, Cal., his mother in Dallas. They have millions in oil. He's well known as husband of film star Bonita Granville.

They're paying "in excess of $2,000,000" for the Cameron-Hill holdings, the excess understood to be some $500,000 in notes. Newly formed General Television Co.
will acquire all the Wrather stock and Mrs. Alvarez's 15%, and in turn she acquires co-equal control. She continues as manager, Mr. Hill as commercial manager.

Another company the Wrathers and Mrs. Alvarez will form jointly will be called Superior Television Inc. It will apply for new stations in Oklahoma City, Houston, Corpus Christi and Stockton, Cal. -- may also seek uhf in other towns.

Mrs. Alvarez got the Channel 6 station on the air in October 1949, had it in the black within 4 months, showed good profits in 1950 & 1951 despite fact that it won't get network interconnection until next July 1 (Vol. 8:12). For all practical purposes, she becomes half owner of property valued at $2,500,000 (with earnings that justify) in compensation for her pioneering TV enterprise.

Many offers to purchase KOTV have been made in recent months, but in all cases Mrs. Alvarez flatly refused to sell her shares until the Wrather proposition. Petite and strikingly beautiful, her dark, Spanish-type femininity utterly belies the keen business ability she possesses. She's now 28, native of Tulsa, a divorcee, mother of a 9-year-old son. Graduated from high school at 15, she spent 2 years at Tulsa U, went to work for KTUL in 1940 as "first lady newscaster." She became continuity editor, then promotion manager, quit in 1946 to work on the TV project.

**ALLOCATION PLAN GAINS FRIENDS & FOES:** Wake of freeze thaw is still producing lots of work, argument, strategy-planning -- but little unexpected activity. Pulling-and-hauling over merits and legality of FCC's allocation plan has brought the first definite commitment of court appeal -- attorney Paul Segal stating flatly that WWSW will shortly attack Pittsburgh allocation by filing in Pittsburgh court.

FCC plan has gained staunch advocate, on other hand, in Commission's important friend and critic Sen. Johnson, of Colorado, chairman of all-powerful Interstate & Foreign Commerce Committee. Says Johnson:

"I have no criticism of the plan at all. I think it was very conscientiously drawn up. It's a very great improvement over the previous allocation. It's not perfect -- no plan can be. As far as Colorado is concerned, it's excellent. And I'm not too much impressed with Comr. Jones' arguments."

Johnson's warm endorsement of Comr. Hyde's reappointment is also indicative of Johnson's feelings about plan, inasmuch as Hyde played active role in formulation of the final plan. President Truman sent Hyde's name to committee this week, and hearing is scheduled May 14.

"I'm very strong for Rosel Hyde," said Johnson. "He has been a most constructive commissioner. I'm in hopes that our committee will act quickly on him." Majority Leader McFarland seconded Johnson: "I most certainly endorse Comr. Hyde -- a very fine commissioner." To date, no opposition has developed, though appointment hearings have way of bringing up lots of policy questions. Hyde is an Idaho Republican, an FCC career man who started as staff attorney, and new term is for 7 years.

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"Chain reaction" of the Pittsburgh appeal -- delaying processing of applications in other cities -- is quite unlikely, according to both Segal and FCC attorneys. In some other areas, however, appeals if successful could conceivably entail rejuggling of channels over vast area, tying up many cities.

More petitions have arrived at FCC, asking changes in plan. Milwaukee's WEMP, WISN & WFOX have asked FCC to clear up technicality regarding effective date of decision which cancelled the hearing they went through before freeze.

WISN says it intends to ask for rehearing to regain "important procedural rights which the Commission has heretofore consistently recognized as vested in applicants whose applications are in hearing status." Station also says that the FCC shouldn't "destroy the availability of Channel 10 for commercial TV." Channel has been reserved for educational use. These petitions may portend court appeal, too.

Question whether AM stations may join forces to apply for single TV station in their city was placed formally before Commission by KFBI, Wichita, which asked for declaratory order clearing this up. Preponderant legal opinion, in and out of FCC, is that Commission can't come up with blanket ruling covering such cases, that
it's more likely to decide them as they arise in actual applications and hearings.

Request of WMCT, Memphis, that it be shifted from Channel 4 to No. 3, rather than to No. 5, has run into hornet's nest in shape of WREC, which has already applied for No. 3. WREC says WMCT's motive is "absolute selfishness," charges that WMCT wants to "compensate for the inefficient operation" of its antenna, now mounted on AM tower. Both stations have filed more papers, will undoubtedly continue.

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Supporting Comr. Jones' criticism of allocation plan (Vol. 8:18), attorney Arthur Scharfeld, president of Federal Communications Bar Assn., took FCC to task in speech before Georgia Broadcasters Assn. in Athens May 8. Requesting patience in event appeal to courts is made, he said: "If another few months should prove to be necessary to improve the future of TV, we should be neglecting our duty to the country and to posterity to strive for immediate advantage at the expense of achieving the finest possible use of the new and great medium of communication."

No one at FCC has spoken up to answer Jones, attitude apparently being: "The plan speaks for itself. It provides the full answer." However, many in the industry are itching to hear a debate or symposium delve into all pros and cons.

Manufacturers strongly resent Jones' criticism, particularly his statement that their attitude is: "Uhf is wonderful -- you take it" (Vol. 8:18). They point to NBC (RCA) and DuMont petitions to be permitted to build uhf stations (apparently on Commission shelf) and to Westinghouse application for uhf in Philadelphia. They note he omitted to give them any credit for expensive and intensive efforts over many years to study propagation and produce transmitting & receiving equipment to make uhf work; in fact, he's reputed to have opposed grant several years ago of RCA-NBC's now-famous "guinea pig" experimental uhf station in Bridgeport.

Existing station operators resent the implication there's something heinous about their risk adventures into TV in the lean days when FCC was eagerly seeking to get occupants of the vhf channels, and there was only red ink in it.

Jones' sarcastic argument, in Columbus speech, that they are the "public utility magnate's dream" and "masters of all they survey", is countered thus: "It has always been a fundamental principle of regulation that maximum use should be made of any channel. To hold down power-heights of existing vhf stations, would be like telling the people of Jones' home town of Lima, Ohio, that they mustn't enjoy vhf from Toledo or Dayton because Lima's as-yet-unbuilt uhf stations and as-yet-unborn uhf audience must be given 'protection' from vhf reception -- and to hell with the rural folk in between, too!"

82-CHANNEL VHF-UHF SET IN PRODUCTION: First combination vhf-uhf receiver to go into production was announced this week by Arvin in big trade ads. Larger manufacturers were wary -- saying they wouldn't take plunge until demand warranted, and most of them figured that would come after FCC issues first CPs for uhf stations.

Arvin's 82-channel sets are priced $40 over corresponding vhf-only models. "Token shipments" to distributors will begin about May 20, said v.p. Harlan Foulke, with full-scale output scheduled to start in July. First sets will be 17-in. table at $290 and 17 & 21-in. consoles at $320 and $382, including tax but not warranty.

How many can be sold at these prices before there are uhf stations? Said Mr. Foulke: "Frankly, we don't know. We're going to gear production to demand, and also continue production of vhf-only sets. There's been plenty of response since we published the ad (May 6 Retailing Daily). Everybody wants to promote it."

Receiver covers all 70 uhf channels plus the 12 vhf without addition of any new controls, through ingenious coupling of continuous and switch tuners. It uses Sarkes Tarzian tuner for vhf, Mallory unit for uhf. When channel selector is set to "uhf" position (between channels 6 & 7), a window in selector knob is illuminated, revealing segment of uhf dial. Fast uhf tuning is then accomplished by depressing the fine-tuning ring. (said Mr. Foulke: "You can go from channel 14 to 67 in about one turn.") Releasing ring engages it in fine-tuning gear for uhf as well as vhf.

Big manufacturers were inclined to look down their noses at any such combination set for today's market, aside from its value as traffic-builder or curio. To a man, their comment when we asked their opinions ran in this vein:
"Today's market is a price market; it will be pretty hard to persuade the public to pay $40 extra for something they won't be able to use for a long time."

"Who'll buy a pig in a poke?" asked one. Another said: "It's like trying to sell a color set now, with no color on the air." Still another: "If anybody can get people to fork out $290 these days for a 17-in. table, more power to him."

Will presence of 82-channel set in showroom deter customers from buying the 12-channel kind? Unanimously the manufacturers -- including Arvin -- said No.

"The industry has done a good job of educating the public to the fact that present sets can easily be converted to receive uhf stations with tuning strips and converters," was typical response. Some manufacturers added that they have advised distributors they can supply special vhf-uhf sets, but there have been no orders.

All manufacturers plan vhf-uhf combinations, but they're keeping mum about details. They simply say sets will be there when demand is there.

It's certain there will be wide variety of types of vhf-uhf sets to choose from when time comes. Some set makers are said to be planning sets which will cover only selected uhf channels -- tailored for the area in which they are to be sold. Others are known to favor continuous uhf tuners, like Arvin. And Standard Coil's "detent" type uhf-uhf tuner (Vol. 8:9) is certain to find wide acceptance.

Biggest argument for selective uhf tuner, which gets only certain channels, is economy in a price-conscious market. But proponents of all-channel sets point to failure of public to accept 6 & 7-channel sets of TV's early days. Their argument is typified by remarks of Crosley's L. F. Cramer at last week's demonstration of new $40 "Ultratuner" continuous-tuning converter (Vol. 8:18).

Citing advantages of continuous-type tuner over addition of uhf strips to vhf tuner tuners, he pointed out that a viewer in Wilmington, Del., for example, should be able to tune in 31 stations if all channels in FCC allocation report were filled by stations of maximum power and height. San Francisco area viewers could pick up as many as 30 channels, Indianapolis 27, Atlanta 25. With converted turret tuner, however, viewer is limited to total of 12 uhf and vhf stations.

Some sample uhf converters are now being shipped to dealers, including the $50 Stromberg-Carlson tuner. Magnavox this week announced that shipments of its $35 conversion kit, for internal adaptation of its late-model sets, will begin in fall.

Westinghouse announced plug-in single-station uhf "receptor" this week for use in any of its 1952 sets. Promotional samples are now going to dealers. Each uhf receptor contains tuning circuit for one channel, including oscillator tube, and can be plugged in special socket behind Sarkes Tarzian tuner by customer himself. There are sockets for 2 receptors on Westinghouse chassis. TV-radio sales mgr. J.F. Walsh estimates they'll cost $10-$20 each. Company also plans continuous tuner to fit into its recent TV sets. Said Mr. Walsh: "If FCC issued a CP for a uhf station tomorrow, we'd be ready to supply the sets to receive it."

Telecasting Notes: “School for politicians” who plan to use TV in this year’s campaigns has been set up by CBS public affairs div., with invitations sent (and some acceptances already received) to all presidential candidates and to the 31 Senators standing for election in November. Course will be given in studios of WTOP-TV, Washington, with lectures and demonstrations on how to sit, stand, walk, talk and read script. Films and TV recordings of the candidates in action will be reviewed and criticized. . . . Los Angeles Times’ KTTV, following the example of Pittsburgh’s WDTV, which recently started all-night filmcasts (Vol. 8:11, 14), this week inaugurated Swingshift Hour of movies starting at 1 a.m. Mon. thru Fri., running until 2 or 2:30. Station asked viewers whether they wanted it, got affirmative response, after Merchants & Manufacturers Assn. survey showed that about 400,000 persons in area quit work between midnight and 1 a.m. . . . Both Billboard and Variety, which are usually first to report network rate trends and changes, give big play in this week’s editions to stories that CBS-Radio is gunning for fall business by cutting about 25% off current evening rates of some sponsors. Variety reports it’s forerunner to scheduled slashing of night rates by 50% in the fall . . . NBC-Radio will say nothing about rate-cut plans, if any.—“for the time being” . . . U of California’s newest educational series on KRON-TV, San Francisco, is California Notebook, Tue. & Wed. at 10 a.m., non-credit historical programs; it replaces credit telecourse in child psychology, just completed. . . . Miami’s WTVJ bought spots on 5 local radio stations to promote joint appearance of Senators Kefauver and Russell, Democratic presidential aspirants, in May 5 pre-primary telecast. . . . Hapolog Cassidy (William Boyd) signs 10-year contract with NBC-TV film syndication dept., will make 52 new half-hour films over next 2 years, first to start next Oct. . . . 20th Century-Fox making 80-second trailers, to be furnished gratis to its exhibitors, for placement on local stations to plug features deemed suitable for TV promotion. . . . Bob Sinnett, chief engineer of WHBP & WHFP-TV, Rock Island, Ill., headed Red Cross disaster communications during recent flood, as news and special events staff handled regular and special newscasts and telexcasts; station itself, on high ground, escaped flood’s ravages. . . . Autonomous operation of WABD, New York, contemplated by DuMont gen. mgr. Chris Witting in transferring its local sales staff of 6 to Richard E. Jones, newly appointed mgr. of DuMont-owned &-managed stations . . . Summer TV advertising study by NBC-TV (76 p.) off the presses, and available from offices of v.p. George Frey, along with separate booklet listing summer program availabilities, costs, etc. . . . CBS-TV Film Sales (Fred J. Mahlstadt) has issued clever cutout booklet You Ought to Be in Pictures, describing film availabilities.

Annual awards by McCall’s Magazine to women in TV-radio went this week to: Elizabeth E. Marshall, Chicago Board of Education, for outstanding public service; Helen Faith Evans, WABD, New York, and Sister Mary St. Clara, WKBB, Dubuque, Iowa, service primarily for women; Kit Fox, WLW, Cincinnati, and Bee Baxter, KSOO, Sioux Falls, service to community in general; Edythe J. Meserand, WOR, New York, and Dorothy Gordon, WQXR, New York, service primarily for children.

Ford Foundation has granted another $145,000 to Joint Committee on Educational TV. Last year’s grant was $90,000. New expanded program, says JCET, will include a “field consultation service” to educators, making available “consultants with experience and know-how in the legal, engineering and programming areas of broadcasting . . . at local and regional meetings.”

Ford Industry Co. (George B. Storer) has changed name to Storer Broadcasting Co.

OLD SCOPHONY-Paramount Pictures tiefup of 1940s (Vol. 8:18) was probed more deeply this week, as Arthur Levey, formerly head of Scophony, now president of Skiatron Corp., took stand in FCC’s Paramount hearing.

FCC counsel feel Scophony case is heart of question whether Paramount is fit licensee of TV stations—since matter involves communications, not movies, and Communications Act specifically directs FCC to revoke licenses of such adjudged guilty of “unlawful restraints and monopoly” in communications field.

Presenting almost day-by-day account from his diaries, Levey testified that part-owner Paramount continually obstructed Scophony’s efforts to promote its patents, build equipment—notably large-screen gear. Among other things, he said, Paramount failed to set up developmental laboratories, discouraged other companies from investing in system. Paramount v.p. Paul Raibourn will take stand to answer charges in next week or two, with his counsel Paul A. Porter understood to be prepared to assail Levey’s credibility and the industrial and technical record of his British and American ventures.

Also on stand this week was DuMont’s film coordinator Donald Stewart, who reiterated company’s contention that if ABC and United Paramount Theatres are permitted to merge, combination will be in position to exert enormous “leverage” in film buying for TV because UPT is a $300,000,000-a-year film purchaser and networks buy only about $1,000,000 a year each (Vol. 8:18).

But Dr. Aitc DuMont had previously testified he wouldn’t oppose merger—if he can acquire 2 more TV stations in addition to 3 now owned. At insistence of UPT, he’ll be recalled to restate his position.

Levey is to resume next week. Others scheduled: A. H. Blank, UPT director; Dr. A. H. Rosenthal, ex-Scophony research chief; and 6 independent theatre operators to be presented as FCC witnesses.

NBC-TV’s 7-9 a.m. Today, with Dave Garroway, enters fifth month May 14 with 13 current network sponsors, uncounted local tie-in sponsors on the 31 stations carrying it, and network billings on books estimated at around $1,250,000, according to sales v.p. George H. Frey. For next 6 weeks, it’s about 30% sold out, may hit 40% soon on basis of prospective sponsorships and expansions of current ones. Whether profitable as yet is hard to say, said Frey, but it certainly look like it’s meeting out-of-pocket costs—and it’s on network to stay . . . Current sponsors on Today: Kaifer-Frazier, two 5-min. segments daily except one on Tues., thru Wm. H. Weintraub Inc.; Florida Citrus Commission, five 5-min. weekly, thru J. Walter Thompson; Mystic Foam Corp. (rug & household cleansers), Wed. 8:15-8:20, thru Carpenter Adv., Cleveland; Knox Gelatine Co., Mon. 4:45-5:55, thru Weintrab; Time Inc., Thu. 8:20-8:25, thru Young & Rubicam; Doeskin Products Inc. (ties), Fri. 8:15-8:20, thru Federal Adv.; Pur-Pak Div., Ex-Cell-O Corp. (containers), Mon. 8:20-8:25, thru Fred. M. Randall Co., Detroit; Kenwill Corp. (Magikoter Paints), Wed. 8:20-8:25, thru W. Earl Bothwell; Kiplinger Washington Agency (Mon. 8:15-8:20, thru Albert Frank-Guenther Law; Riggio Tobacco Co. (Regente), Tue.-Wed. Thu. 7:45-7:50, thru Hilton & Riggio, Beacon Co. (floor wax), various times, thru Allied Adv.; Bauer & Black (surgical products), Tue. 7:15-7:20 & Thu. 7:20-7:25, thru Leo Burnett Co.: Armour & Co., 4 weather reports daily, thru Foote, Cone & Belding; Florists Telegraph Asso., Mother’s Day and other one-shots.

Best bibliography of current literature in TV and radio fields: books, reports and brochures is the one published twice monthly for NBC staff by its librarian Frances Sprague; it’s also made available to other bona fide users.
MASS PRODUCTION of transistors of uniform quality and extension of their range of performance are principal problems facing the exciting new device for replacing vacuum tubes (Vol. 8:1, 8, 9), according to scientists who know most about them.

Bell Labs' W. R. Sittner told overflow audience of more than 1000 engineers, during symposium on components in Washington May 6, that transistors can now be made "within useful tolerances" of uniformity, but that "reliability problems are not yet all solved."

Bell's P. S. Darnell, discussing manufacture of components small enough to be used with transistors, said: "We're in the very early stages of development on this. We're now getting to the level of Swiss watchmakers and beyond. We've got to get methods of mass producing these components, and eliminating the human element. If we don't, we'll be outclassed by the transistor—and find ourselves in a ridiculous position."

GE's R. F. Shea went into his company's specialty—efforts to get more power out of transistors. Compared with current "flea power," he said, GE is working on "dog power."

Illustrating success to date, he demonstrated self-contained megaphone, utilizing tiny batteries and 2 transistors, giving 5-watt output, and a 1-watt amplifier for record-player.

Extremely limited availability of transistors was pointed out by Army's Lt. Col. W. F. Starr, who listed 8 companies now producing or planning to, with monthly rates of production: Western Electric (6000 contact-type, "less than 100" junction-type), Raytheon (1000 contact), GE (800 contact), RCA (400 contact), Radio Receptor Co. (200 contact), Sylvania (samples due in August), Federal Semi-Conductor Co. (samples now available), Kentron (samples due in Sept.). Though Western Electric is only company now offering junction transistors, GE, RCA and Raytheon promise them this winter.

Dividends: RCA, 50c payable May 29 to stockholders of record April 18; CBS, 40c June 6 to holders May 23; Magnavox, 37½c June 15 to holders May 24; Tung-Sol, 25c June 2 to holders May 16; Television-Electronics Fund, 15c May 31 to holders May 15; WJR The Goodwill Station, 10c June 4 to holders May 15; Aircraft Radio Corp., 10c May 22 to holders May 14; General Precision Equipment, 25c June 15 to holders June 2; Belden Mfg., 40c June 2 to holders May 17; Globe-Union, 25c June 10 to holders June 3; Sprague Electric, 50c June 14 to holders May 29.

Standard Coil Products Co. net income was $905,116 (62c per common share) on sales of $16,165,454 in first quarter, compared with $1,123,539 (76c) on sales of $12,756,558 same 1951 quarter. Federal taxes for quarter were $1,096,000 vs. $956,446 same period year before. Working capital March 31 was $5,693,306 vs. $5,162,911.

Hoffman Radio net income of $401,675 (79c a share) for quarter ended March 31 compares with $457,952 (80c) for whole of 1951 (Vol. 8:18) and reflects highest sales in any comparable period in company's history. Profit compares with $107,876 (19c) for same 1951 period.

Tung-Sol Electric Inc. earned $492,241 (90c a share) on sales of $8,011,074 in first quarter vs. $804,464 ($1.62) on $9,312,231 same 1951 quarter.

Gabriel Co. reports first-quarter net income of $18,808 (2c on each of 211,793 shares) on sales of $4,052,494 vs. $156,047 (41c on 356,606 shares) on $3,721,197 sales. ** ** * 

LIFTING OF CREDIT CONTROLS MAY HELP: Suspension of Regulation W, ordered into effect immediately by Federal Reserve Board May 7, may help give the lagging TV-radio and appliance trades the lift they so badly need.

But mere fact that Uncle Sam doesn't dictate down payments and installment terms any more isn't the whole answer. For even the well-heeled buyer is pulling tight on his purse-strings. "People are hanging onto their money," said one observer, "and we shouldn't expect the end of Regulation W to be the cure-all."

Those permitting quotation, however, were generally optimistic. Said RCA's home instruments dept. v.p. Henry G. Baker: "It should give quite a lift to our industry -- not just because we can now sell on more favorable terms but, even more important, because it may stimulate a different attitude throughout the trade. It should mean more vigorous promotion and stepped-up sales effort."

Said Admiral's Ross Siragusa: "The lifting of Regulation W should act as powerful medicine to improve the general health of the appliance business. The elimination of credit controls at this time should prevent a logjam of TV receivers, refrigerators and other electrical products in retail outlets throughout country... next logical step should be removal of OPS price controls in fields which obviously no longer need them. For example, in the highly competitive, mass production TV industry, retail prices have been $50-$100 below OPS ceiling prices for about year."

Emerson's Ben Abrams: "The lifting of Regulation W should do our industry a lot of good. It was one of the stumbling blocks we had to face. I think we ought to go full steam ahead again. It's going to give the industry the stimulus it needs very badly. If sales continue to be bad, at least we can't blame the Government."

Crosley's John W. Craig voiced sentiments of many when he said, "It should have been done a year ago. It's bound to have a good effect, but it's hard to evaluate at the moment, except that it definitely will be a stimulant."

"No down payment and 24 months to pay" may bring TVs within reach of many who couldn't afford them because of high (15%) down payments, in opinion of some retailers -- but "conservative manufacturers and financiers" were quoted in New York Times as concerned lest it lead to unrestrained competition in credit field. Day after controls were dropped, big Davega and Vim appliance chains in New York began to advertise "no down payments" on TVs and radios with up to 2 years to pay; on appliances, up to 3 years were allowed.

NARDA president Mort Farr went along with those who foresaw "psychological lift" in removal of credit controls. He also opined that (1) bankers will resume traditional role of stable balancing influence, recommending down payments and terms in keeping with individual communities and changing conditions; (2) more expensive items can be sold with smaller down payments; (3) fewer excessive trade-in allowances; (4) financing more diversified, with greater variations in down payments and terms. He also cautioned:

"We can look forward to a large number of no-down-payment ads, and it will be a wise precaution for dealers and local organizations to shop these advertisers to check the legitimacy of these offers in order to protect the public against misleading advertising and dealers against unfair competition."

Not everybody is entirely happy about it. National Foundation for Consumer Credit, which has been demanding outright repeal, called it "worst possible thing that could happen to business." But its attitude was prompted by FRB's recommendation to Congress that it be given authority to reimpose controls under certain conditions. That means, it said, that FRB "might possibly say on Monday 5% down on a TV set, and on Tuesday say 50% down."
Head of 25-store appliance chain was quoted in the Wall Street Journal: "We don't expect it to make any difference. Most stores don't handle their own paper -- and I expect banks now to check credit even more than they have in past. Frankly, we liked Regulation W. We like down payments -- it's the only way to get a decent credit risk." Whatever the manufacturers and distributors may say, there are many retailers wary of the "nothing-down" trade.

Regulation W is merely suspended, not abolished, though it's scheduled to expire with rest of Defense Production Act June 30 unless present law is extended or new law is passed. Regulation was first imposed in September 1950, or shortly after start of Korean war, as measure of curbing inflation. Its prime opponent has been automobile industry, which was required to ask for one-third down payment and 18-month credit period for passenger cars.

Note: Canada preceded FRB by one day in abolishing all credit controls.

* * * *

Refreshing note of optimism in an otherwise glum TV trade: Hoffman Radio's H. Leslie Hoffman, addressing financial analysts' convention in San Francisco this week, forecast 10% increase in TV set sales this year over 1951, or about 5,500,000 units. He predicted 6,500,000 in 1953 and 8,000,000 in 1954.

Be that as it may, last week's inventory recapitulation for first quarter (Vol. 8:18) and current output rate and factory inventory aren't very reassuring -- though seasonal factors are doubtless dominant.

RTMA weekly report shows that 83,528 TV sets (6409 private label) were produced during week ended May 2, up from 76,515 preceding week (Vol. 8:18). But factory inventory jumped to 327,534 from 294,266 the week before, a gain of more than 33,000 units to bring factory pileup to highest since last Nov. 9 (Vol. 7:46).

Radio output went to 221,246 units (91,373 private) from 218,280 the week preceding. Radio inventory went to 377,658 from 350,125, new high for year. Week's radios were 81,196 home sets, 35,961 portables, 38,444 clock, 65,645 auto.

TAILORED PRICE CEILINGS IN THE WORKS: Two Washington developments of next few weeks will determine future controls over TV-radio set prices, now under study by OPS in form of a tailored regulation applicable to entire industry at all levels -- manufacture, wholesale and retail. They are:

(1) OPS committee working on the tailored regulation will meet to review result of that agency's recently-completed survey of TV-radio industry. Survey is understood to reflect "generally healthy condition" of industry as whole.

(2) Senate Banking & Currency Committee, headed by Sen. Maybank (D-S.C.), is due to write bill extending Defense Production Act, scheduled to expire June 30 -- including Title 4 relating to price and wage controls.

Latter could mean end of OPS, of course -- tailored regulation and all -- should committee and Congress decide to end controls. Whether they will do this is conjectural; best guesses are that Congress may weaken but won't eliminate OPS in this election year, though pressures are great to wipe out controls.

Tailored regulation, meanwhile, begins to take form in OPS consumer durable goods div., whose home furnishings section is headed by Earl R. Smith, ex-Indiana Cabinet Co. and onetime RCA employe. Drafting is handled by H.E. Walker, chief of electronics & musical instruments branch, with staff of economists and lawyers.

Present OPS thinking, subject to revision by pending events, is to place ceilings on all levels from manufacturer to dealer. Formula basis would be applied for ceiling on each model, based on manufacturing cost plus "fair" markup. Thinking at OPS is that ceilings should be somewhere between 1950 peaks and present prices, which some manufacturers regard as "depressed".

Tailored regulation, which would supersede CPR-22 & SR-12-22, is still in draft stage with respect to tax & warranty. OPS people would like to include these in all ceilings, but may leave inboard pricing to discretion of manufacturers. But pre-ticketing of sets to show both will be "must" under present plans.

OPS had hoped to put out tailored regulation by June 1, then set target date of June 15, now won't give any definite date to anxious manufacturers -- perhaps
because it's waiting word of own fate on Capitol Hill. At all events, industry representatives have been assured they will have opportunity to review and comment on regulation before it's made effective. Two weeks' notice is required for industry advisory committee meeting, and OPS isn't ready yet to summon such meeting.

As things stand now, much-publicized June 1 & 15 dates are quite unlikely -- but industry should certainly know the score by mid-summer.

Members of the industry advisory committee: C.P. Baxter, RCA; A.B. Chambers, DuMont; Arthur L. Chapman, Sylvania; Richard A. Graver, Admiral; Wm. J. Halligan, Hallicrafters; Larry F. Hardy, Philco; Gerald Light, Emerson; Glenn W. Thompson, Arvin; I.W. Wyckoff, Pilot; Bruce A. Coffin, CBS-Columbia; Samuel Kaplan, Zenith; Paul Galvin, Motorola.

Topics & Trends of TV Trade: Third and final TV-radio trade practices conference was tentatively set for June 18 by Federal Trade Commission this week after long-awaited rules recommendations (Vol. 8:19) were submitted by all-industry committee. Recommendations cover 29 rules, as compared with 34 in original FTC staff draft. Notable omissions were suggested rules:

1. Covering practices (e.g., price discrimination) which are prohibited under Robinson-Patman Act—though FTC attorney Paul Butz indicated such provisions were likely to be in final draft in some form, possibly as an appendix.

2. Prohibiting any marketer from falsely saying he manufactures product or owns factory making it.

3. Prohibiting sales below cost with intent to stifle competition.

Rule covering sizes of picture tubes, subject of much discussion in previous sessions, has been carefully rewritten. Key clause is: "It shall not be deemed deceptive to use the size which has become standard and accepted in the industry." Original draft of rule had been far more stringent.

If third conference is held June 18, public hearing could take place by next fall, Butz estimated, with final promulgation of rules possible by end of year.

Electronic Parts Show at Chicago's Conrad Hilton Hotel, May 19-22, is expected to attract largest attendance in history, according to manager Kenneth G. Prince. Program will include session on materials & priorities, moderated by International Resistance Co. v.p. Harry A. Ehle and featuring Donald S. Farris, deputy director, NPA Electronic Div.; industry problems paneled by Aerovox distributor sales mgr. Charles Golenpaul; sales training course conducted by Benjamin Franklin Bills of Northwestern U; management round table seminars on selection and training of salesmen, public relations and sales volume forecasting. Show will feature exhibits by 226 firms.

McGuire "fair trade" bill (H. R. 5767), favored by National Appliance & Radio Dealers' Assn. (Vol. 8:6), was passed by House this week by 196-10 vote, but Senate approval appears unlikely. Measure would nullify last year's Supreme Court decision holding that price-fixing contracts with manufacturers or distributors weren't binding on any retailer who chose not to sign such contracts. NARDA endorsed fair trade, though it said fair-traded merchandise comprises less than 5% of dealers' dollar volume.

March excise tax collections on TVs, radios, phonos, etc. rose to $12,687,375 from February's $9,692,684, but were well under the $23,306,352 reported in March 1951. On phono records, Govt. collected $797,715 in March vs. $362,073 in February and $675,548 in March 1951. Excises on refrigerators, air conditioners, etc. totaled $5,507,992 in March, $3,385,671 in February, $9,721,875 in March 1951.

Philo of Argentine plant in Buenos Aires, used to assemble TV-radio sets, was destroyed in $721,000 fire May 9.

Merchantising Notes: Admiral sets up Golden State Appliance Distributing Co., 274 Brannan St., San Francisco, as own subsidiary for territory formerly handled by McCormack & Co.; Harold D. Conklin named v.p. & gen. mgr., John Barker, ex-Westinghouse, sales mgr. ... Earl W. Muntz reported from New Orleans, where he opened showroom last week, as ranging Muntz TV Inc. will sponsor half-hour show on either CBS-TV or DuMont network next fall, starring Jerry Colonna (a Muntz stockholder) and Joan Barton (Mrs. Muntz) ... Emerson's 3 new TV sets, featuring easily interchanged tuning strips for uhf reception, are 17-in. tables at $200 & $230, and 21-in. console at $300; excise tax and warranty are extra ... Canadian Admiral offering 16-in. rectangular set at $300, which compares with $400 for equivalent set year ago, priced inboard ... RCA's ad budget was slightly over $15,000,000 in 1951, about same as 1950, with RCA Victor accounting for largest portion, said president Frank Folsom at May 6 stockholders meeting ... Columbia Records Inc. offering 3-speed record playing attachment to retail at $12.95.

European component market is "a buyer's market, where price is a major factor," said Air Force Col. Carl B. Lindstrand to this week's RTMA-IRE-AIEE components symposium in Washington. Reporting on his recent component-hunting trip (Vol. 7:44, 51), Col. Lindstrand said prices of components in Europe are generally 30-50% lower than in this country, due partially to lower wages. He added: "Production facilities throughout continental Europe are operating on an average of 60% of capacity on a one-shift basis; excellent facilities are available; component quality is good, and considerable development work is taking place."

GE is dividing its military electronics work into 2 operating units—producing heavy materials at Syracuse, lighter gear at Utica & New Hartford. John J. Farrell heads Syracuse unit, and Herman F. Konig, ex-asst. gen. mgr. of commercial & gov't. equipment dept. at Syracuse, is manager of Utica-New Hartford unit with headquarters at New Hartford.

Polaroid Products Inc. (oil filters) sets up Transistor Products Inc. as subsidiary to produce transistors for electronics industry. It has developmental tieup with Scientific Specialties Corp., Boston, says president Ralph R. Layte, and research staff is headed by Ronald B. Holt, ex-director of Harvard nuclear lab.

Strike was voted this week by 600 employees of RCA Victor Ltd., Montreal, after failure of negotiations in which union seeks 25c-an-hour wage increase and workweek reduced from 43 1/2 to 40 hours.

Collins Radio Corp. has leased transmitter of KYBS, Baptist General Convention's FM station in Dallas (107.9 mc), and will use it for experimental work; station went off air voluntarily, relinquishing license last month.
Directory of
COMMUNITY TELEVISION ANTENNA SYSTEMS

Compiled in cooperation with

Asterisk (*) indicates project now operating or under construction; all others in various stages of planning. Names of principals where available.
(For story on Community TV Systems, see Television Digest, Vol. 8:19)

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<thead>
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<tr>
<td>Alabama</td>
<td>Fort Payne..................City Television Co.</td>
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<td>Grass Valley.............. John G. Collings, 256 S. Auburn St.</td>
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<td>*Grass Valley.............Community Antenna Co.</td>
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<td>*Lake Charles.............Calcasieu Television Co., Box 494, Thornton G. Lake.</td>
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<td>Maine</td>
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<th>State</th>
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Pennsylvania (cont'd)

*Harrisburg..............Perfect TV Co. Inc., 1107 N. 3rd St.
*Hazleton................Mountain City TV Corp., N. Wyoming St.
*Honesdale...............Kenneth Chapman Co.
*Lock Haven..............Susquehanna Valley TV Co., 1 Monument Pl.
    Lock Haven..............Wagner's Appliance Store.
*Mahany City............City Television Corp., 31 E. Center St. B. McLaughlin.
*Mechanicsville........Wire Tele-View Corp.
*Minersville.............Minersville Television Corp., 305 Sunbury St.
*Nesquehoning...........R. G. Genslinger Co.
*Oil City.................Television Cable Co. B. A. Drellich.
    Oil City..............Cogswell Music Service, 110 E. 7th St. Ned W. Cogswell.
*Pittston.................Radio City Co. Harry Mertz.
*Pottsville..............Wire Tele-View Corp. Clarence Schoffstall.
*Plymouth................Shawnee TV Co., 56 Main St. Sam Finberg.
*Schuylkill Haven.......TV Cable Corp. Samuel Strause.
*Shamokin..............TV Extension Corp., 407 N. Shamokin St. Oscar Kehler.
    Shavertown.........John J. Curtis, 160 W. Center St.
*Shenandoah.............Shenandoah Heights TV Associates, 129 S. Main St. Frank Brophy.
*St. Clair.............St. Clair TV Co. Bertram Silver.
*Tamaqua.................Tamaqua Television Co. Inc., Centre St. Melvin L. Boyer.
    Trevorton..........Walter H. Miller, Trevorton Vocational School.
    Tunkannock.........Roy E. Gardner.
*Wilkes-Barre...........TeleService Co. of Wyoming Valley. Ralph Katrosh.
*Williamsport...........Lycoming Television Co. Sanford Mortech.
*Williamsport...........West Branch TV Services Inc., 120 W. Fourth St. O. L. Stradley.
*Williamsport...........WPTV Inc.

South Carolina


Tennessee

*Kingsport..............Television Cable Corp. Kyle Huddle, William Crofts.

Texas

Carthage................Roberts Implement Co., South Shelby St. F. E. Roberts.
Graham....................C. D. Hinson, Box 36.
Palestine..............Barnes Radio & Record Shop. Roy Barnes.

Utah

*Bountiful...............H. Calder.

Vermont

*Barre....................Vermont TV Inc.
Ludlow....................Charles A. Wilmot, 91 Main St.

(over)
Virginia
Lynchburg..............Lynchburg Bcostg. Corp. (WLVA), 925 Church St. John T. Orth.
Marion..................Powell & Rector, Electrical Plumbing & Supply.
Newport News.............R. W. Tucker, 125 Twenty-sixth St.

Washington
Ellensburg..............Walter C. Puryear, 308 N. Poplar St.

West Virginia
Beckley..................Beckley Newspaper Corp. Charles Hodel.
E. Rainelle..............Rainelle Television Corp.
Keyser...................Dr. Harry Coffman.
Wheeling.................Reichert Furniture. Donald Levenson.

Wisconsin
Janesville..............South Wisconsin Radio Inc.
Racine...................Western Coil & Electrical Co., 215 State St.

REPORTED CONSIDERING SYSTEMS FOR UNSPECIFIED COMMUNITIES

North Hollywood, Cal.....William F. Smith, 11745 1/2 Moorpark St.
Chicago, Ill..............Earl Nelson Sr., 223 W. Erie St.
Oklahoma City, Okla......Oklahoma City Television Co., Box 1334. C. L. Fulgham.
Pittsburgh, Pa...........Nathan Leventon, 607 Grant Bldg.
Salt Lake City, Utah.....Western TV Inc. Dean O. Buchanan.
Seattle, Wash.............Holert's, 4201 W. Alaska St. Phillip Hamlin.

-(end)-
Mobilization Notes: What are greatest shortcomings in military electronics procurement program? RTMA president Glen McDaniel, opening May 5 Symposium on Progress in Quality Electronic Components in Washington, expressed 2 of industry’s principal complaints: (1) Lack of coordinated project responsibility; (2) Obstacles to widespread subcontracting.

“There is a lack of coordination between the efforts of contractors producing various portions of a [military electronic] system and the officers who procure it,” said the RTMA chief, “and there is insufficient coordination between the officers who do the procuring and those who actually use the equipment.” He reported that a recently-formed task group of unofficial Joint Electronics Industry Committee (Vol. 6:32) recommended to aeronautical electronics procurement officials last month that each electronics system “be treated as a whole and that specific authority be given to a single project officer to handle the solution of development, design, procurement and subsequent service and installation problems of each system.” Air Force, he said, has already taken steps to implement most of the recommendations.

Mr. McDaniel attacked proposed Labor Dept. regulation requiring govt. prime contractors to police their subcontractors’ wage levels, as well as Renegotiation Boards’ practice of reducing manufacturers’ profits on military work because of extensive subcontracting. “On the one hand we are urged and goaded to spread the base of military procurement through subcontracting,” he said, “and on the other hand we are penalized for doing so.”

Industry advisory committee meetings scheduled by NPA: Receiving antenna manufacturers, May 27; broadcast transmitter manufacturers, May 28; communication equipment, May 29.

More liberal regulations governing materials for maintenance, repair and operating supplies for telephone & telegraph companies were put into effect May 6 in NPA’s amended communications order M-77.

Embargo on shipments of steel to manufacturers of consumer-durable goods, imposed by NPA during last week’s steel strike (Vol. 8:18), was rescinded May 8.

W HY SO MUCH emphasis on reliability these days by military and industry electronics engineers? More than 800 management and engineering personnel from electronics companies and Govt., attending May 5 opening session of RTMA-IRE-AIEE Symposium on Quality Electronic Components, heard some impressive statistics on vital necessity for reliable military equipment from vice chairman Edwin A. Speckman of Defense Dept.’s Research & Development Board.

Terming reliability “the most important requirement for electronic equipment,” Mr. Speckman said “present designs do not meet this requirement.” A recent study, he stated, showed that 60% of the Navy electronic equipment in the active fleet was not operating satisfactorily! Complexity of new designs, he added, “has reduced reliability to a degree that it now threatens the success of new weapons which are vitally needed.” He cited these examples:

In 1937, there were only 60 tubes used in a destroyer; in 1944, there were 850; today there are 3200. In a mobile search radar there are more than 500 tubes, 2000 resistors, 1500 capacitors, 300 transformers—plus thousands of other replacements parts. To mount a 40-aircraft Air Force B-50 mission, considering navigational system only, requires 10,000 tubes which must be operated 15 hours—or 150,000 tube-hours. Mr. Speckman suggested these steps to improve reliability:

(1) “Solve the tube problem; 50% of all failures are caused by tubes.” (2) “Reduce complexity and cut out the gadgets.” (3) Reliability must be considered in all stages of military development, from specifications to packing.

Electronics Production Board chairman J. A. Milling, addressing same meeting, called for “realistic program of standardization for reliable tubes and components . . . I do not know of a single problem at the present time that is more urgent or which holds more promise for a real contribution to the defense production effort.” There must be agreement, he said, on specifications, interchangeability and ratings of military components. He suggested that the transistor “offers a real challenge to the military services and industry to get this new component started on the right track relative to standardization, number of types, interchangeability, ruggedness and other factors which [are] a headache to the industry.”

That reliability has its civilian aspects was pointed out by Navy Capt. Rawson Bennett, Bureau of Ships. He pointed out: “People are asking each other what kind of TV does not require frequent service calls. It is well-known that some manufacturers have had particular troubles with unreliable sets. If customer dissatisfaction is bad at present, what will it be when the more ticklish uhf equipment hits the market? Who will service it if it breaks down too much? Can the industry any longer afford to allow equipment unreliability with an eye to tube sales?”

WIDELY HERALDED SURVEY of TV's impact on college football attendance, conducted by National Opinion Research Center for National Collegiate Athletic Assn., was released this week by NCAA as vindication of last year's restricted telecast program and as proof that "TV does definite damage to college football attendance."

Report disputes claim that TV makes large numbers of new sport fans, states only 1% of spectators interviewed at games gave TV as reason for interest in football. The 30-page survey concludes: (1) Attendance losses are greater in "TV-saturated" areas than elsewhere. (2) 1951's experimental restricted-TV plan reduced TV's harmful effects on attendance. (3) Small colleges' attendance in TV areas increased on "blackout Saturdays" and Friday nights when no game was telecast.

Overall 1951 attendance, both in TV and non-TV areas, was down 6% from 1950, NORC report states, but "it was colleges with limited TV competition which suffered relatively less." Report adds: "As in 1950, colleges located outside of TV areas continued to hold or surpass their pre-TV 1947-48 attendance, while those colleges that were exposed to TV competition found their attendance down approximately 1,500,000 or 15% from their 'expected' pre-TV levels."

NCAA's TV committee will submit 1952 football TV program, based on NORC findings, to full membership vote in near future. Committee has already indicated plan will be more liberal than 1951's, permitting more telecasts and participation of more colleges (Vol. 8:2, 9, 11, 13, 17).

One vhf and one uhf application for new TV station comprised this week's crop—former coming from WGTV, Greenville, N. C., seeking Channel 9, and latter from KITO, San Bernardino, Cal., seeking No. 18. Unusual angle in the Greenville application is that it lists 306 stockholders. The only amendment to an existing application was from KWSO, Lawton, Okla., now asking for Channel 7. Application submitted by KEVT, Kerrville, Tex., was returned because it made no stipulations of facilities. [For details about foregoing applications, see TV Addenda 14-Q herewith; for complete list of applications, see TV Factbook No. 14 with Addenda to date.]

Plugging subscription TV, particularly Phonovision, in May 20 Look Magazine, Zenith's public relations consultant Millard C. (Tex) Faught says, among other things: (1) "Theatre TV... appears to have no real long-range validity." (2) Subscription TV will actually help advertisers, by making "more stations profitably possible." (3) Phonovision can be sent over "the light wires" as well as through phone lines and over the air, and is the only system which has solved problem of collecting fees. (4) Systems will prove great boon to education. "We know that most knowledge is televisible—if we could collect the tuition."

Dangers of libel suits, which broadcasters encounter while carrying political speeches, would be reduced by another bill in addition to Horan Bill (Vol. 8:9). Rep. O'Hara (R-Minn.) this week introduced H. R. 7782, giving station right to delete material it considers defamatory but retaining broadcaster's liability. NARTB favors Horan Bill, which flatly relieves stations of all liability. Latter may be offered as amendment to McFarland Bill (Vol. 8:18), due for House vote shortly.

Palm Beach Television Inc. has been formed in Florida resort to apply for Channel 5, with attorney Wm. H. Cook as president; J. Robert Meacham, owner of local WEAT, v.p. & gen. mgr.; 17 other stockholders, including Theodore Granik, moderator of American Forum of the Air. Report in Denver Post says Wolfberg theatre interests are planning to seek Channel 7 there, for which KLZ has applied.

New draft of revised color TV order M-90 is being prepared by NPA attorneys to meet objections and suggestions of officials of NPA and other agencies concerned. Basic principal of draft—that manufacturers must apply for permission to make home color sets (Vol. 8:16)—probably won't be changed. New draft will have to be circulated to officials and agencies involved, then brought up at inter-agency clearance committee meeting. Thus order probably won't be issued for several weeks. "Will color TV manufacturers get relief?" DPA chief Manly Fleischmann was asked at May 7 press conference. "With the passage of time, at least," Mr. Fleischmann quipped. A DPA public relations spokesman explained later that "Mr. Fleischmann apparently meant that with the passage of time M-90 would be gone and so would NPA and DPA."

High TV tower problem was discussed again by representatives of TV and aviation industries and Govt. at closed May 6 meeting of working committee named at April 26 FCC-CAA conference (Vol. 8:17). But no decisions were made—not even whether new criteria are needed to guide regional airspace subcommittees in deciding whether proposed towers present hazards to air navigation. Industry representatives agreed to consult their organizations and return May 16 with proposals or comment on FCC-CAA proposed criteria. Committee chairmen are FCC's John R. Evans and CAA's D. D. Thomas. TV representatives are Thad Brown and Neal McNaughten, NARTB; Arthur Scharfeld and Fred Albertson, Federal Communications Bar Assn.; Robert L. Kennedy, Assn. of Federal Communications Consulting Engineers.

To seek amendment of FCC rules requiring stations to identify recorded, filmed and transcribed programs as such, NARTB president Harold Fellows this week appointed new transcription rules committee comprising Michael R. Hanna, WHCU, Ithaca, N. Y., chairman; William Fay, WHAM-TV, Rochester; Walter Compton, WTTG, Washington.

New tests of long-range vhf propagation, similar to those between Cedar Rapids, Ia. and Sterling, Va., 773 miles (Vol. 8:17-18), which received widespread publicity, are planned by Collins Radio Co. between Cedar Rapids and Dallas, about 700 miles. Other test installations, including some in Alaska, are being explored.

Bill to investigate TV-radio programming—Gathings resolution (Res. 278)—is due to come to vote in House May 12. NARTB president Harold Fellows says association "will cooperate fully" in event resolution passes, noted that Gathings is primarily interested in rooting out obscenity, isn't on "witch hunt."

Horse-race results were discontinued year ago, ABC's WJZ-TV, New York, told FCC—whereupon Commission this week granted it regular license renewal (Vol. 8:9). WPIX, New York, and KLAC-TV, Los Angeles, have also informed Commission they've stopped such telecasts, now await similar action.

New Rules & Regulations

For handy permanent reference to new FCC Rules & Regulations Governing TV Stations, we suggest that management and engineering offices keep available at all times a copy of the 243-p. Final Television Allocation Report which we printed April 14. About 50 pages of that Report, including tables and graphs, comprise the permanent rules and regulations (see index on Report's front page). Temporary processing procedure, TV allocation tables, etc. are also detailed in full text. Extra copies are available at $5 each.
In this Issue:

Nine New Network Cities This Summer, page 1.
Senators Now Keen to Get TV Going, page 1.
Congress to Probe TV-Radio 'Morals', page 2.

Compromise on High TV Towers Expected, page 6.
Industry Wants End of All Controls, page 8.
Mansfield Sees Inventories as 'Normal', page 8.

With This Issue: Supplement No. 80—Handy Reference Table of Maximum Power-Heights and Tables of Service Contours

NINE NEW NETWORK CITIES THIS SUMMER: Chalk up Seattle for network service by July -- in time for political conventions. This good news for city's KING-TV, its audience and the local trade is even more unexpected than AT&T's recent announcement that it would interconnect Tulsa and San Antonio by July (Vol. 8:112).

AT&T hasn't yet made formal announcement, but says it will "try" to complete the extension by July 1. From past experience, an admission from AT&T that it will "try" means that only a major catastrophe can stop it.

Seattle hookup will be achieved by equipping existing Sacramento-Portland coaxial for TV and building temporary microwave from Portland to Seattle.

Thus 61 of the 64 TV markets and 106 of the 109 stations will be linked by time Republican national convention opens in Chicago July 7.

New cities hooking up then -- besides Seattle, Tulsa, San Antonio -- are Miami, New Orleans, Houston, Dallas, Fort Worth, Oklahoma City. Only cities left out will be Phoenix, Albuquerque and Matamoros, Mexico (Brownsville, Tex.). AT&T says it has no projected date for connecting them.

AT&T is still losing money on TV, because stations are few and hauls are long, company's Dr. Maurice E. Strieby, director of technical demonstrations, told May 12 meeting of Washington IRE section. Without attempting to minimize importance of networks to TV stations, Dr. Strieby pointed out that Bell System's TV revenues -- now running about $12,000,000 yearly -- amount to merely 1/3 of 1% of its $3.6 billion annual gross income.

Facilities are now 2/3 microwave, 1/3 coaxial, said Dr. Strieby. A promising technical development, demonstrated at session, is polarized signal -- which may permit doubling of microwave signal-carrying capacity.

SENATORS NOW KEEN TO GET TV GOING: Bottleneck that will delay construction of new TV stations -- FCC's lack of funds and staff, hence inability to process applications speedily after July 1 -- will be broken if members of Senate Interstate & Foreign Commerce Committee can do anything about it.

During hearing on Comr. Hyde's reappointment May 14, day before full Senate confirmed him, Chairman Johnson (D-Colo.) and Sen. Capehart (R-Ind.) kept insisting FCC must have presented extremely weak testimony to House Appropriations Committee which cut its budget some $2,000,000. Otherwise, they said, House couldn't conceivably have refused funds in light of enormous new industry to be created.

"The least Congress can do," said Sen. Capehart, once head of Ft. Wayne company bearing his name, "is appropriate this money. It's just plain good business. Think of the billions of dollars in receiver sales, the millions of dollars in taxes and the tens of thousands of new jobs!"

Committee not only gave Hyde accolade, voting unanimously for him, but it voted to urge Senate Appropriations Committee to give FCC what it needs. Johnson
feels that 20 more "examiner teams" -- each comprising an examiner, engineers, lawyers and clerical help -- would do the job. Since each team would take $32,000 annually, $640,000 is asked.

Hyde estimated each examiner could clear only 8-10 applications a year. He told committee: "They can scarcely keep up with the non-TV hearings they now have." Capehart was aghast: "That means," said he, "it will take 10 to 20 years to do the job with the 7 examiners you now have? It should be done in a maximum of 3 years."

Even if funds come through, another delay envisaged by FCC arises out of provision in McFarland Bill, due for House vote in week or so, precluding FCC staff from recommending decisions in hearing cases. It's said this will throw insuperable burden on individual commissioners. Some think that amendment of McFarland Bill to give each commissioner more than one legal assistant might avoid this bottleneck.

Merits of FCC's final freeze decision were touched on only briefly during Hyde hearing. Sen. Lyndon Johnson (D-Tex.) brought up the San Angelo-Temple case (Vol. 8:18), wherein KTEM, Temple, has protested to Commission that one vhf channel should have been given to Temple, instead of 2 to San Angelo.

Hyde replied that adequate opportunity to argue case had been permitted. Then Sen. Johnson asked whether Temple station could apply for vhf after July 1 if no one asked for it in San Angelo. Said Hyde: "No. We believe our one-year rule [before changes in plan will be considered] is reasonable. We believe we must consider applications first. If we could isolate a city without reopening the whole allocation, we might reconsider it."

Rights of newspaper and AM applicants were explored by Sen. Capehart. Hyde said he believes FCC shouldn't discriminate against any class of business. However, he said he does expect some non-AM applicants to argue that they should get grants, thereby increasing diversification of ownership.

* * * *


First industry engineer to comment publicly on allocation plan is T. A. M. Craven, who spoke to Southwestern IRE Conference in Houston May 17. He finds plan neither all good nor all bad, saying:

"There is a great deal of flexibility and engineering common sense in Comr. Jones' approach...I do not intend to imply that the Commission's plan is unsound from an engineering standpoint, assuming, of course, that their basic policy is correct. On the contrary, it represents and has taken into consideration, the best engineering knowledge available today. At least it is a plan which we can use in an orderly fashion to commence operating TV stations throughout the country.

"On the other hand, the Commission's plan...does not parallel the economics of the TV broadcasting business...Any inflexible plan of allocation of a limited number of TV channels which affords an abundance of facilities to poor markets will prevent establishment of the necessary number of stations in the better markets.

"Therefore, it is possible that, as experience is gained in the future, the Commission will recognize economic laws and, in so doing, they may resort to a re-allocation, as was found necessary in standard broadcasting. Likewise, they may abandon their rigid rules, based solely upon mileage separation, and employ more precise engineering methods of determining service and interference."

CONGRESS TO PROBE TV-RADIO 'MORALS': TV-radio programming is in for Congressional investigation -- but broadcasters and telecasters, while ever wary of any move which could lead to censorship, are confident they can convince lawmakers they are putting their own house in order.

House May 12 passed H. Res. 278 without opposition, ordering "investigation and study to determine the extent to which...radio and TV programs...contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption" (Vol. 8:14-15,18-19). Only 31 of the 435 House members were present to vote on year-old resolution, introduced by Rep. Gathings (D-Ark.).
Resolution empowers probers to recommend "legislative action to eliminate offensive and undesirable radio and TV programs and to promote higher radio and TV standards." But it's generally conceded that any such proposals are unlikely.

Danger of censorship lurks in any such "investigation", as NARTB president Harold E. Fellows pointed out in May 14 statement attacking Gathings Resolution. But broadcasters aren't nearly as worried about coming inquiry as they might have been under other circumstances -- for several reasons:

(1) House Interstate & Foreign Commerce Committee, headed by Rep. Crosser (D-Ohio), is in charge of probe. Broadcasters feel that this committee, with its understanding of TV-radio problems and its cognizance of the dangers of censorship, is more likely to give them fair hearing than would a select committee formed especially for the purpose -- as proposed in previous Gathings Bill (Vol. 8:8-9,12). The House committee will be undertaking the probe with some reluctance, having once turned down request to back similar investigation.

Rep. Crosser will name 5 or 7-man subcommittee to conduct probe, probably next week. It is expected to be headed by Rep. Oren Harris (D-Ark.), who is generally well-liked by broadcasting fraternity and has reputation as a moderate.

(2) Telecasting industry, principal target of the investigation, has served notice -- through NARTB's Code of Practices -- that it seriously intends to police and improve its own programming. Rep. Gathings himself has remarked that TV programs have been improving in recent months.

(3) Rep. Gathings, as guiding spirit of investigation -- although he won't be on probe committee himself -- has solicited and received aid from networks and broadcasters in his 2-year study of programming. He is known as a level-headed legislator, not in any sense a zealot or wild-eyed "crusader".

Perils implicit in any probe of TV-radio, press or literature were brought out in Mr. Fellows' statement warning that "despite the acknowledged good motives of its author," the Gathings resolution "could establish a dangerous precedent." If any legislation should result from investigation, he said, it would be "censorship of the most obvious and deplorable sort."

Congress specifically withheld censorship powers when it created the FCC, Mr. Fellows observed -- which marks House's action as "not only a case of colossal contradiction, but, more seriously, a fundamental disregard of our American concept of freedom of speech." But Mr. Fellows felt probe will give industry opportunity to show Congress what it is doing of its own accord to police and improve its programs.

HIGH-POWERED TV STATIONS—PROS AND CONS: GE's announcement of plans for 60-kw uhf transmitter further complicates life for engineers, who have tough job of finding optimum combination of transmitter power, antenna gain and tower height for specific cities and sites.

GE is now developing prototype of new transmitter, estimates deliveries won't come before "summer of 1954," says it can't judge price yet. Like 12-kw uhf transmitter, it will employ klystron tube. Used with high-gain helical antenna, unit will provide 1000-kw effective radiated power -- maximum permitted by FCC. It will be driven by GE's 1-kw unit, which in turn is driven by 100-watt unit.

Some of problems facing engineers shape up like this:

If antenna is very high and high-gain antenna is employed, there's danger that most of signal will be concentrated in narrow beam (2-3 degrees) and overshoot city to be served. If lower-gain antenna is used, and beam is made "fatter", distant coverage is reduced.

Both local and distant coverage is enhanced, however, if very high powered transmitter is used with low-gain antenna.

Since costs pervade all these considerations -- and can become astronomical -- applicants and their engineers are busily calculating whether the added service radius is justified by added cost.

To assist those faced with decisions, we're including herewith Supplement No. 80, series of tables prepared by CBS, showing service radii to be expected with various powers and heights -- according to FCC's new propagation curves. Both uhf
and vhf are embraced, inasmuch as same problems concern vhf, though engineers have
backlog of vhf experience and are much less worried about vhf. Also included in the
Supplement, which is being sent to full-service subscribers, is table of power re-
ductions required by FCC for heights above maximum.

You'll note that "brute force" isn't everything, when it comes to increasing
service radius. For example, only 2-3 miles of Grade A or B coverage is gained on
Channels 7-13 by increasing power from 200 to 316 kw. On uhf, jumping power from
200 to 1000 kw increases radius 8-10 miles.

** Improved picture quality, in addition to enlarged service areas, must be
considered when contemplating increases in power. Here, too, tremendous power hikes
are required to produce noticeable improvement. CBS reports results of viewer tests:

"(1) A fourfold increase in radiated power will raise a barely discernible
picture to a just-usable calibre.

"(2) A further increase of 10 times will improve a snowy, fringe-area pic-
ture enough so that the snow is not very noticeable when viewed at a distance of 10
times picture height (or about 10 ft. from a 17-in. set).

"(3) Radiated power must be increased 100-fold to improve a snowy fringe-
area picture to a point where graininess is not very noticeable to a viewer watching
a 17-in. set from a distance of 4 ft.

"(4) A further 10-fold power increase will produce an excellent picture --
one so good that any additional signal increase makes no further reduction in the
picture's graininess."

Merely doubling or halving power, CBS says, produces no change in picture
quality, as far as average viewer is concerned -- except in very weak signal areas.

** ** **

Aside from power-gain-height factors, engineers are considering other tech-
niques for improving service. RCA's Dr. George Brown has been pushing possibilities
of "beam-tilting" -- physically or electrically tilting signal down into shape of a
cone -- retaining power and increasing signal close to transmitter. Others are ex-
ploring antennas that will slice off top half of transmitted "lobe", now largely
wasted, aim it below horizon where it will do some good.

Other uhf progress reported by GE this week: 12-kw klystron will replace
5-kw, in experimental transmitter in Syracuse "within a few weeks"; 100-watt trans-
mitters are now in production, and some will be delivered this year.

RCA announced new 1-kw power tetrode, air-cooled, for uhf transmitters.
RCA also reports new uhf receiving tube -- an oscillator triode covering 470-890 mc.
(For all manufacturers' uhf transmitter plans, see Vol. 8:5,10).

** ** **

All-out enthusiasm for uhf is rare among consulting engineers -- many of
whom are still smarting from burns they received in FM. However, feeling is that
uhf has to be made to work, because vhf channels are so scarce.

Consultant T.A.M. Craven, former FCC commissioner, reflected that attitude
in May 17 talk before Southwestern IRE Conference in Houston. Even if it were pos-
sible to eliminate all non-TV services between 54 mc and 402 mc, he said, only 58
TV channels would be provided, and uhf would still have to be used. "Thus it seems
to me," he said, "that those of us who have been bewailing the fact that TV has
been allocated uhf might better turn our hands to making it work best. I can assure
you that a uhf channel will be an extremely valuable franchise in any good market."

** MANY LOOKING INTO COMMUNITY ANTENNAS: Much more interest than we ever anticipated,
judging from comment and phone calls for more data and extra copies, was aroused by
our report on community antennas (Vol. 8:19) and the directory listing 141 such
projects which we published last week as Supplement No. 79.

Some telecasters said that directory revealed added audiences they didn't
know they had. Several manufacturers set about to look more closely into the set-
selling potentiality of "wired TV" from central pickups. **
Prospective uhf operator WHUM, Reading, Pa., we learned, is even seeking assurances already from community antenna operators in area that they will use its signal for CBS programs rather than pick up WCAU-TV, Philadelphia.

Another aspect of development came to light this week — proposal that the operators of such systems seek another source of revenue, in addition to per-month subscription fees, by adding camera chains, flying-spot scanners, etc. Idea is to feed local commercials and programs into systems. One organization is already contacting operators with proposal to provide such service on package basis.

J.A. Iodice Associates, 115 Collins Ave., Meriden, Conn., described as combination ad agency and engineering consulting service, has approached several Pennsylvania operators. Mr. Iodice said it would cost him minimum of $80,000 to institute such local service. At start, he said, company would use "special equipment" of its own to originate programs and commercials, rather than camera chain or flying-spot scanner. He estimates it would take $50,000 to add 2 camera chains later.

Mr. Iodice formerly was part owner of radio station WWON, Woonsocket, R.I., says he still has some small broadcast interests. He figures that system would need minimum of 1500-1600 subscribers before audience would be large enough to attract advertisers. He would provide everything — including engineers and salesmen.

He isn't disturbed by legalities of "program rights" of originating station and holds such station has no rights once program leaves transmitter; hence, neither station nor network can prevent removal or insertion of commercials. At least, he said he has been so advised by counsel. That this concept will be resisted by networks, stations and perhaps even sponsors, goes without saying.

One community system operator told us he was offered $5000 annually, plus $5 for each added subscriber over unspecified number, up to $10,000 maximum. In return, he was asked to sign 10-year contract, to turn system over to Iodice from 7-9 p.m. daily, and to clear whatever other times Iodice chose — on all channels.

This operator said he couldn't consider offer, because he owed too much to sponsors and to networks. But he said he has considered installing camera chain in collaboration with a local AM operator to provide local programs and commercials.

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Personal Notes: Bethuel M. Webster, partner in Webster, Sheffield & Cristie, who in 1929 was gen. counsel of old Federal Radio Commission, elected president of Assn. of the Bar of the City of New York ... Wm. C. Fitts Jr., CBS asst. gen. attorney, formerly with Fly, Fitts & Shuebuk, named director of labor relations for CBS Inc., CBS-TV, CBS-Radio & CBS Laboratories in splitup of former labor-personnel relations dept.; Robert E. Kalaidjian, director of personnel relations for all 4 divisions, will continue to participate in formulation of labor policies ... Clarence G. Alexander, director of operations, DuMont Network, resigns as of June 1 to become operations mgr. of RHZ-Cadena Azul of Cuba, 12-station radio network planning TV, which Edward Chester recently left CBS to manage ... Edward H. Bronson, station director of WBNS-TV, Columbus, appointed director of NARTB-TV Code affairs under TV director Thad H. Brown, Jr. ... Wm. Doty Edouarde, Hollywood mgr. of NBC spot sales, devotes time exclusively to TV henceforth, following appointment of Walter Davidson, recently with Lang-Worth, as mgr. of radio spot sales there ... Grant Holcomb, newspaper, named director of news & special events, KNXT, Hollywood; Dean Linger, ex-ABC central div. adv.-sales promotion mgr., becomes sales promotion-publicity mgr. of KNXT May 19 ... John Rogers promoted to chief engineer of WRC & WBNW, Washington, replacing Charles Colledge, new production mgr., NBC-TV public affairs dept in N. Y. ... Neal J. Edwards, up from ranks of cameramen, named sales mgr., WTTG, Washington ... Charles R. Kinney, ex-WTVN, Columbus, named gen. mgr. of WIKK, Erie, Pa., ABC affiliate recently purchased by Edward Lamb as companion outlet to his WICU there ... Charles Sloan, chief engineer, WLWC, Columbus, author of "The History and Technical Developments of TV" in spring issue of Kuhlman Currents, house organ of Kuhlman Electric Co., Bay City, Mich. ... Philip Williams quits March of Time, where he handled promotion of its Crusade in the Pacific, to join 20th Century-Fox's TV dept. under Peter Levathes to promote re-release of Crusade in Europe ... James J. Anderson, ex-Cornell professor of political science & marketing, named research director, Crosley Broadcasting Corp., succeeding Don Miller, resigned to join Burke Marketing Research Inc., Cincinnati ... Reuben Kaufman, president, Snader Teleseption Sales, Hollywood, has resigned ... Herbert Claasen promoted to spot TV-radio timebuyer, Ruthrauff & Ryan, N. Y. ... Arthur R. Ross, ex-Storecast Corp. of America, joins TV-radio dept. of W. B. Doner Co., Detroit ... J. E. Mosman, supervisor of Philip Morris account at Biow, has resigned ... Nancy Kearns, ex-Raymer, joins Hicks & Greist Inc. as asst. to TV-radio director Peter Krug ... Herbert M. Jacobs named sales mgr. of DuMont TV film dept.; Wilmer S. Clark, ex-WHDH, Boston, named California representative ... Allen R. Cooper, ex-Hewitt, Ogilvy, Benson & Mather, named NBC research dept. rate specialist ... Albert Goustin, ex-Blair, joins Ziv Television as asst. to sales v.p. M. J. Rikfin; Michael M. Sillerman is eastern sales mgr. ... Jack Bucholtz, ex-Wm. Warren, Jackson & Delaney, named TV-radio director, Kenneth Rader Co., N. Y. ... William Lauten, ex-trade press editor, promoted to radio mgr., NBC press dept. ... John P. Atherton, TV-radio production chief, Atherton & Currier, elected v.p. ... Bonnie Dewes, D'Arcy Adv., won St. Louis Women's Ad Club annual Erma Proetz TV award for Ladelle Gas Co.'s show on KSD-TV.
HIGH TV TOWER PROBLEM—subject of another harmonious meeting May 16 between TV and aviation industries, FCC, CAA and armed services (Vol. 8:17, 19) may be headed for early compromise agreement.

Problem was complicated by unexpected introduction of Senate bill to give Commerce Sery. absolute authority over all airspace more than 500 ft. above ground. The measure (S. 3129), however, appeared to have no chance of passage or even getting hearing. Introduced by Sen. Johnson, chairman of Senate Interstate & Foreign Commerce Committee, at request of member of his staff, the bill “would be as controversial as the tidelands oil dispute,” in opinion of one Congressional expert, because it would give Federal Govt. vast powers which heretofore have largely been in domain of state, county and municipal governments.

“I’m not pressing this bill and I don’t think it will get any place,” said Sen. Johnson. A member of his staff said measure was prepared some time ago to focus attention on air hazards as result of plane crashes in New York metropolitan area. While not aimed specifically at TV antennas, it would apply to them as to all high structures. NARTB sent copies of bill, together with its interpretation, to all TV members.

Meeting of industry-Gvmt. working committee divided TV tower problem into 4 specific categories, assigned a subgroup to investigate each category and report at next meeting May 28. The categories cover:

(1) Study and clarification of suggested criteria for guidance of regional airspace subcommittees (Vol. 8:17). Assigned to this subgroup were representatives of CAA, Navy, Ass'n of Federal Communications Consulting Engineers, Air Transport Ass'n, Nat'l Ass'n of State Aviation Officials.

Station Accounts: American Bankers Ass'n estimates nation's 14,070 banks will spend estimated $48,000,000 on advertising of all kinds in 1962—and Charles H. Pearson, president of Pearson Agency, New York, says TV will get 10% of that sum. Reporting in May Television Magazine, Pearson states that of 2251 banks he surveyed, twice as many plan to use TV this year than last. As a specialist in financial advertising, he urges banks to pick ad managers with TV know-how. National Bank of Washington, city's oldest, sponsoring You Commissions' Report on WMAL-TV, 8:30-9 p.m., with District Commissioners answering questions of panel of newsmen and civic leaders.

... Miles Shoe Co. sponsoring Children's Theatre on WNB, New York, Sat. 9-10:30 a.m., thru Hirshon-Garfield, N. Y. ... BVD animated spots returning to TV, starting with Wed. 11:15 p.m. schedule on WCBS-TV, thru Hirshon-Garfield, N. Y. ... Colonial Airlines sponsoring Away You Go, new show on WJZ-TV, Sun. 11:15-11:30 p.m., quiz contest on geography along airline's routes; studio audience prize winners get trip to Bermuda ...

Teleportraits Inc. promotes sale of color portraits via WOR-TV with Fri. 5:30-6 show titled Star for a Moment ... Spratt's Patent (America) Ltd. (pet foods & medicines) started Crusader Rabbit cartoon series for 13 weeks on WCAU-TV, Philadelphia, thru Paris & Peart, Philadelphia ... Stanley Home Products Inc. (household brushes & chemicals) begins Star Hostess Party June 11 on KNXT, Hollywood, Wed. 11-11:30 a.m., thru Charles W. Hoyt, Los Angeles ... Hormel & Co. (packers) has Chicago's Kling Studios filming TV version of its network radio All Girl Review for autumn spot placement, thru BBDO, Minneapolis ... Owens-Illinois sponsoring Foreign Intrigue on WAAM, Baltimore ... Among other advertisers reported using or preparing to use TV: A. S. Jaffe Co. (Annabelle's Rocky Road candy bar), thru Umland &

(2) Potential magnitude of tall tower problem—FCC, CAA, NARTB, AFCEE.

(3) Special projects, such as consolidated antenna sites, location of towers near prominent landmarks easily visible from air, etc.—FCC, CAA, NARTB, ATA, Aircraft Owners & Pilots Ass'n.

(4) Obstruction marking for very high towers—FCC, CAA.

TV representatives at May 16 meeting—NARTB, communications lawyers and engineers—indicated they saw no need for hard-and-fast universal criteria to determine what is an air navigation hazard. Their feeling was that determination should be made on case-to-case basis by airspace subcommittees—as has been done in the past. But they implied willingness to accept sound compromise.

TV spokesmen continued their attempts to counteract aviation industry's impression that freeze-end means hundreds of 1000 & 2000-ft. towers will spring up practically overnight. Engineer Robert Kennedy, representing AFCEE, told committee that maximum of 1100 TV stations can be expected "in our lifetime," and gave this analysis of probable situation:

(1) Highest towers will be in communities of more than 50,000 population—and there are only 170 of these.

(2) Allocation includes more than 500 cities of less than 10,000 population—most of which probably won't have TV for some time, and when they do will build comparatively small towers.

(3) Ideal tower sites are hills and other natural terrain features which are already out of bounds to aircraft.

(4) CAA has already set aside some areas for future TV towers.

Working committee chairman John R. Evans, chief of FCC aviation div., was optimistic after meeting, said tentative agreement might even be reached May 28.


New Rules & Regulations

For handy permanent reference to new FCC Rules & Regulations Governing TV Stations, we suggest that management and engineering offices keep available at all times a copy of the 243-p. Final Television Allocation Report which we printed April 14. About 50 pages of that Report, including tables and graphs, comprise the permanent rules and regulations (see index on Report's front page). Temporary processing procedure, TV allocation tables, etc. are also detailed in full text. Extra copies are available at $5 each.
Telecasting Notes: Unique public service tieup of CBS (both TV & radio) with Time Inc. has latter reading 24-p. "guide" to procedures, regulations and customs of national political conventions, with Time-written history of past conventions, for free distribution to audience just before Chicago conventions in July... Worth close attention: "The BVI Clinic Story," 12-p. section with detailed coverage of all 42 Broadcast Music Inc. clinics of last 2 weeks, published by Billboard, May 17. In wake of radio clinics, 3 TV clinics have now been scheduled: In New York's Waldorf-Astoria, May 19-20; Chicago's Palmer House, May 22-23; Hollywood-Roosevelt, May 26-27.

Blue shirts look better than white on TV—and now the politicos studying telecasting techniques at CBS-TV's "television school" for Presidential and Senatorial candidates in Washington (Vol. 8:19) make that a No. 1 "must," says CBS news release... Committee for Free Asia Inc., San Francisco, whose TV-radio work is headed by ex-NBC v.p. John Elwood, reports "magnificent example of cooperation and public service" in fact that 78 TV stations have accepted its 13-min. documentary "Truth Shall Make Men Free," depicting resistance to Red aggression in Asia... CBS ad artists won 9 awards of Art Directors Club of N. Y. this week, embracing newspaper and trade paper ads, booklets, direct mail; in new TV category, award went to Benton & Bowles' Ray Lind for TV commercials for Brewing Corp. of America... Denver's KFEL had its closed-circuit TV (2-camera chain), same as used for World Series last year, set up at this week's big Denver Home Show; not only was entertainment picked up, but KFEL staff demonstrated what makes TV tick... Chicago Cubs & White Sox Sat. & Sun. games on WGN-TV, sponsored jointly by Chesterfield and Hamm's Beer, being fed via microwave to WOOD-TV, Grand Rapids, and coaxial to WHBP-TV, Rock Island... Cleveland Indians games, 7 Sun. and 3 night, being piped to WJAC-TV, Johnstown, on special hookup... Public Utility Advertising Assn., meeting in Minneapolis, picked Milwaukee Gas Light Co.'s "Milwaukee Newsreel" (Wed. 8:45-9 p.m. on WTMJ-TV, thru Cramer-Krasselt Co.) for first award in TV class in its 1952 Better Copy Contest... TV is now so important to Motion Picture Assn. of America (MPAA) that directors have decided members henceforth will include income from TV picture production and distribution in reckoning annual dues (half of 1% of gross)... Philadelphia's WCAU & WCAU-TV dedicate new 100,000-sq. ft. office-studio building at City & Monument Avenues, completed at cost of $2,000,000, with many VIPs attending, noon, May 27.

New York's WCBS-TV raises base rate for Class A hour from $3750 to $4000 as of June 1, when Class A announcements will also be hiked from $775 to $800. New Rate Card No. 11 also introduces new "D" classification covering 10 a.m. and after-midnight, with base hour rate of $750. New volume discount of 45% is applicable, after other earned discounts, on schedules of 12 or more daytime announcements per week.


Alfred I. duPont Foundation Awards for 1952, consisting of plaques and $1000 cash, were presented at Washington dinner May 17 to: (1) WCAU & WCAU-TV, Philadelphia (large station class) for "encouraging, fostering, promoting and developing ideals of freedom and for loyal devoted service to the nation and to communities served by them"; (2) WEEI, Boston (smaller station class) for "developing ideals of freedom"; (3) Joseph C. Harsch, commentator now with WOL, Washington, recently with Liberty Broadcasting System, for "consistently excellent and accurate gathering and reporting of news by radio." In first category, special commendations went to WAAM (TV), Baltimore; WBMB, Chicago; WLW, Cincinnati; WHAS & WHAS-TV, Louisville. In second category, commendations went to WHCU, Ithaca, N.Y.; KTFI, Wichita, Kan.; KUOM, Minneapolis. Commentators receiving special mentions were Howard K. Smith, CBS, London; Edward R. Murrow, CBS; Sunoco's 3-Star Extra (Ray Henle), NBC. Committee on awards comprised Dr. Francis Gaines, U of Virginia, chairman; Mrs. Jessie duPont; Ben McKeelway, editor, Washington Star; Dr. Hadley Cantrill, Princeton U; Mrs. Miriam Cole Houghton, president, General Federation of Women's Club. At Washington dinner, it was announced that Roger W. Clipp, gen. mgr. of WFIL & WFIL-TV, Philadelphia, winner of 1951 award, has presented his $1000 check to establish a scholarship under duPont Foundation.

"Clarification" of FCC's rebroadcasting rules, issued this week as Public Notice 52-464 (Doc. 9808), still leaves many questions unanswered, in opinion of most attorneys. Problem originally came to focus in 1950 when WWJ-TV, Lansing, picked up and rebroadcast signals of WWJ-TV, Detroit (Vol. 6:29, 40). WWJ-TV had FCC's permission, but WWJ-TV objected. This week's ruling makes two things clear: (1) The station whose signals are picked up—not the network or sponsor—is the "originating station." (2) If station refuses to let another rebroadcast its signals, it must give FCC reasons. Biggest question: What reasons are adequate? Many attorneys—in and out of FCC—say there are "hundreds" of good reasons. Gordon Brown, owner of WSAY, Rochester, says he can't visualize any. In fact, he convened press conference in Washington to report that he plans to rebroadcast selected programs from all network affiliates in Rochester—and negotiate with sponsors for payment.

Private TV stations and commercial sponsorships in Great Britain are envisaged in Parliamentary White Paper issued in London this week. In renewing BBC charter for 10 years, Parliament states: "Provisions should be made to permit some elements of competition when the calls on capital resources at present needed for purposes of greater national importance make this feasible." But this hope for competitive and local TV services along lines of U. S. system, with advertisers footing bill, is seen as 2 years off at very least. Moreover, BBC would continue to have first claim on equipment in event of shortages. BBC now puts on 4-6 hours of TV programs daily over 4 transmitters. Britain's 1,500,000 TV set owners must pay annual £1 license fee ($2.80) for radio, £2 for TV-radio combined.

Sylvania's experimental uhf station and its tube plant in Emporium, Pa., were shown off May 16 to FCC delegation comprising Comrs. Hyde, Sterling, Webster, plus staff engineers Curtis Plummer, Edward Chapin, McIvor Parker. Station has been operating on 500-528 mc and 870-890 mc, with 300-watts, using test pattern and monoscope pictures. For FCC visit, Sylvania obtained special authority to pick up and rebroadcast live programs from WJAC-TV, Johnstown, 90 miles away—an experimental satellite demonstration.
INDUSTRY WANTS END OF ALL CONTROLS: Hope persists throughout TV-radio industry, as it does in other industries whose products already sell well below govt. ceilings, that OPS regulations will go the way of Regulation W.

But while manufacturers have been getting "form letter" assurances from OPS topside, at staff level they're proceeding with plans for tailored price ceilings (Vol. 8:19). On the other hand, Senate Banking Committee, in voting this week to extend wage and price controls to next March 1, went out of its way to assert as "declaration of policy" that unneeded govt. controls be wiped out soon as possible.

Suspension of Regulation W credit restrictions (Vol. 8:19), which everybody favored, failed to produce any buying rush by appliance consumers during first week. New York survey by Retailing Daily showed electrical appliance sales were up 11.37% from corresponding week last year but down 36.43% from same 1950 week.

Continued slow TV demand pulled down trade as whole. Retailing Daily says trade did spurt in some regions, lagged in others; e.g., Cleveland showed "more than usual activity" but Atlanta was called "dead". In Los Angeles, Hoffman sent word that dealer purchases went up 300% first day. Some retailers hypoed trade with "no down payment" ads, but many shied away from that business in belief it encourages poor credit risks. Still unsolved is basic problem: How to instill will-to-buy in consumer minds, and how to dent large consumer savings.

MANSFIELD SEES INVENTORIES AS 'NORMAL': One who doesn't share pessimism evoked by TV inventory figures -- in fact, doesn't regard them as abnormal at all -- is the chairman of RTMA statistical committee, Sylvania research chief Frank W. Mansfield. He thinks 3 weeks factory, 4-5 weeks distributor, 6-7 weeks dealer inventories are "reasonable", may even be the norm for an industry that's growing up, has known both feast and famine, faces erratic business cycles and is subject to technical changes.

On basis of current movement of sets, seasonally depressed but keeping fair pace with output, he thinks the industry as a whole is in an "extremely healthy" position and would revise downward "only a very little" his first-of-year prediction that 4,800,000 TV sets will be produced and 5,000,000 sold this year.

"Inventories are bound to go higher certain times of year than others," he observed in contemplating recent increases. Right now, we're simply in the spring doldrums, in his opinion. "I'm not at all pessimistic," he told us, as he suggested closer scrutiny of these comparative figures:

<table>
<thead>
<tr>
<th>Inventory</th>
<th>Jan. 1 1951</th>
<th>April 1 1951</th>
<th>July 1 1951</th>
<th>Sept. 1 1951</th>
<th>Jan. 1 1952</th>
<th>April 1 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factory....</td>
<td>144,000</td>
<td>268,000</td>
<td>797,000</td>
<td>490,000</td>
<td>217,000</td>
<td>234,000</td>
</tr>
<tr>
<td>Distributor</td>
<td>364,000</td>
<td>518,000</td>
<td>519,000</td>
<td>494,000</td>
<td>439,000</td>
<td>469,000</td>
</tr>
<tr>
<td>Dealer.....</td>
<td>1,213,000</td>
<td>1,590,000</td>
<td>991,000</td>
<td>778,000</td>
<td>658,000</td>
<td>638,000</td>
</tr>
<tr>
<td>Total......</td>
<td>1,721,000</td>
<td>2,376,000</td>
<td>2,307,000</td>
<td>1,762,000</td>
<td>1,314,000</td>
<td>1,341,000</td>
</tr>
</tbody>
</table>

April production totaled 316,562 units, factory inventory climbing from 262,932 as of April 4 to 294,266 April 25, according to RTMA reports (Vol. 8:15-18). End-of-April distributor and dealer inventories won't be reported until end of May.

First statistical week in May (ended May 2) showed 83,328 production and 327,534 inventory at factory (Vol. 8:19). Second week, ended May 9, showed 82,886 output (11,108 private label) and 336,016 factory inventory.

Radio production totaled 183,975 (85,976 private label) week ended May 2, down from year's peak of 221,246 in preceding week. Radio inventory fell to 337,730 from 377,730. Week's radios: 68,221 home, 21,297 portable, 27,747 clock, 66,710 auto.
Topics & Trends of TV Trade: First quarter shipments of TV sets to dealers totaled 1,277,512 units, reports RTMA, as against production of 1,324,531. States of New York, Pennsylvania, California and Ohio took largest numbers. Interesting is fact that all 48 states and the District of Columbia took shipments—a few sets even going into such non-TV areas as Idaho, Montana, Nevada, North & South Dakota, Wyoming; even Colorado, still far from TV service, taking 592 units. Here’s where first quarter shipments went, by states (county-by-county breakdowns available from RTMA):

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>15,812</td>
<td>New Hampshire</td>
<td>4,957</td>
</tr>
<tr>
<td>Arizona</td>
<td>3,180</td>
<td>New Jersey</td>
<td>51,993</td>
</tr>
<tr>
<td>Arkansas</td>
<td>3,669</td>
<td>New York</td>
<td>13,931</td>
</tr>
<tr>
<td>California</td>
<td>48,604</td>
<td>North Carolina</td>
<td>27,623</td>
</tr>
<tr>
<td>Colorado</td>
<td>592</td>
<td>North Dakota</td>
<td>12</td>
</tr>
<tr>
<td>Connecticut</td>
<td>23,362</td>
<td>Ohio</td>
<td>109,277</td>
</tr>
<tr>
<td>Delaware</td>
<td>4,726</td>
<td>Oklahoma</td>
<td>15,147</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>12,080</td>
<td>Oregon</td>
<td>26</td>
</tr>
<tr>
<td>Florida</td>
<td>15,334</td>
<td>Pennsylvania</td>
<td>125,509</td>
</tr>
<tr>
<td>Georgia</td>
<td>26,605</td>
<td>Rhode Island</td>
<td>9,060</td>
</tr>
<tr>
<td>Idaho</td>
<td>18</td>
<td>South Carolina</td>
<td>6,559</td>
</tr>
<tr>
<td>Illinois</td>
<td>73,418</td>
<td>South Dakota</td>
<td>95</td>
</tr>
<tr>
<td>Indiana</td>
<td>56,132</td>
<td>Tennessee</td>
<td>17,411</td>
</tr>
<tr>
<td>Iowa</td>
<td>25,579</td>
<td>Vermont</td>
<td>13,359</td>
</tr>
<tr>
<td>Kansas</td>
<td>8,251</td>
<td>Virginia</td>
<td>24,646</td>
</tr>
<tr>
<td>Kentucky</td>
<td>18,888</td>
<td>Washington</td>
<td>14,987</td>
</tr>
<tr>
<td>Louisiana</td>
<td>9,986</td>
<td>West Virginia</td>
<td>14,51</td>
</tr>
<tr>
<td>Maine</td>
<td>1,847</td>
<td>Wisconsin</td>
<td>22,373</td>
</tr>
<tr>
<td>Maryland</td>
<td>21,460</td>
<td>Wyoming</td>
<td>12</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>57,429</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michigan</td>
<td>55,560</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minnesota</td>
<td>20,111</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mississippi</td>
<td>2,944</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Missouri</td>
<td>35,233</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Montana</td>
<td>11,659</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,277,512</td>
<td></td>
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</table>

Merchandising Notes: First areas to feel sales stimulus of end-of-freeze will be the 25 in which existing stations will shift channels, inasmuch as FCC will give priority to power-height increases by the 30 stations forced to change. (For list of channel shifts, see p. 170 of Final TV Allocation Report, published by Television Digest). Tube controversy is expected to highlight third and final TV-radio trade practices conference at Federal Trade Commission (Vol. 8:19), now definitely set for June 18. Commission has set aside 3 days for parley, but hopes to conclude sooner. M. E. Silver Corp., 206 St. Paul St., Rochester, N. Y. (Morris E. Silver, president), replaces Bickford Bros. as Mid-Atlantic distributor for Buffalo-Rochester area. . . . Kane Co., San Francisco, distributor of Bendix TVs and Jewel radios, reported closing out its business . . . . Sale of 5693 TVs in March in District of Columbia area compared with 3693 in March 1951 for first quarter, total was 17,997 vs. 15,472 . . . CBS-Columbia to introduce new TV line at distributor meeting in New York’s Waldorf-Astoria June 10 . . . . Majestic adds 8 new models ranging from 16-in. table at $170 to 21-in. console at $360.

Canadian RTMA reports March TV set sales by factories were 4718 with list value of $2,298,734. That brought first quarter sales to 13,851 worth $6,925,240. Toronto-Hamilton area led quarter sales with 44.4%, Windsor area 33.3%, Niagara Peninsula 16.9%, Montreal 1.4%, remaining 5% going to other areas. Picture tube sizes of 11,627 of the sets were 17-in. or less.

Senate hearings on House-passed McGuire “fair trade” bill (H.R. 5767) start June 2 before Interstate & Foreign Commerce Committee, where at least 3 members are known to disapprove measure making price-fixing contracts with manufacturers & distributors binding on retailers; Sen. Johnson (D-Colo.) is committee chairman.

Projection TVs, with pictures up to 4-ft., were offered at recent radio show in Manchester, England; one home or club model with 40-in. picture costs about $980, largest direct-view (18-in.) about $810.

Sylvania president Don Mitchell this week presented President Truman a gold replica of firm’s billionth tube; the actual tube was presented to Dr. Lee DeForest.


Edwin A. Dempsey, founder and executive director of National Television Dealers Assn., now defunct, which had offices in Washington, died May 8 after short illness.

Panic over new amateur frequency of 21-21.45 mc, which some fear may raise havoc by interfering with TV receivers’ IF frequencies (Vol. 8:17), is still considered little justified—by both FCC and industry engineers. FCC’s Broadcast Bureau chief Curtis Plummer foresees only minor problems, considers them correctable. TV Division engineer McVor Parker, an amateur, tried his own rig on 21 mc, said interference to his own TV set was easily trapped out. Various manufacturers are promoting fact their IFs aren’t affected. Zenith says more than 90% of its sets have 41-mc IF. Crosley points to its 21.9-mc IF. GE says it moved to 45-mc region some time ago, and that some of its early sets had IF near amateur frequency but that interference should occur only in extreme cases; for such cases, GE has $7.50 high-pass filter. Andrad reports that all its sets have 21.7-mc IF.
Financial & Trade Notes: “Our business is proceeding on a much more even basis than was the case a year ago when the urgent buying of the first quarter was succeeded by a marked lull for several months as distributors and dealers balanced their inventories,” said Philco president Wm. Balderston in reporting first quarter sales of $84,229,000, higher than any similar period except 1951. First quarter earnings were $2,341,000 (64¢ a share) after $3,404,000 taxes. Sales in last year’s first quarter were $113,524,000, earnings $3,521,000 (97¢) after $10,375,000 taxes.

Mr. Balderston predicted further stimulation for Philco business during the year because of its sponsorship of national political conventions on NBC-TV and radio. He also hailed lifting of FCC’s freeze and of Regulation W as potential aids to TV sales.

Philo’s position in transistor development was stressed. “We are greatly expanding our transistor program in both the military and commercial fields,” said Mr. Balderston. “Philo has been selected by the Govt. to carry out an important part of the urgent military program for research and development of transistors and the transistorizing of military equipment ... Over the next several years, the pioneering that we are doing in transistors should add substantially to our total volume of business and at the same time increase the usefulness and value of the products we are already manufacturing.”

TV-radio manufacturers’ profits in first quarter were 40.1% lower than same period last year, according to Wall Street Journal tabulation of earnings of 687 important corporations. Over-all decline for all firms was 8.2%. Six unnamed TV-radio corporations were used in the tabulation. Last week, New York Journal of Commerce, in similar survey, reported profits of 14 “electrical equipment & TV” manufacturers dropped 19.9% in same period (Vol. 8:19). Only categories showing greater decline than TV-radio in Wall Street Journal survey were airlines, which fell from $3,000,000 profit to $400,000 loss; distillers, down 57.5%; textiles, 52.7%; floor coverings, 50.1%. Commerce Dept. reported that cash dividends by “electrical machinery” corporations (including TV-radio) totaled $35,100,000 during first quarter 1952, compared with $50,400,000 in last year’s first period, up 9%. For all manufacturing corporations, first-quarter dividends were up 6%.

Albert Black Television Productions Inc. is offering 1,998,000 shares of common stock at 15¢ per share through Royal Securities Corp., New York. Firm headed by Albert Black, 1270 Sixth Ave., New York, with Michael Lippert as v.p. and Harry Lippert as sec-treas., proposes to spend $117,000 on 13 films for TV ($900 each) and $27,500 on securities issue “offered as a speculation,” with $80,275 going for working capital. It claims these among Mr. Black’s TV productions at City at Midnight, Tragic Holiday, All-Star Revue, Grand Opening, Touchdown, on WNB; Alan Dale Show, Tontite at 11, Afterhours Club, Telefinda, Bamboo, on WCBS-TV; Composers Corner, Latin Carnival, on WJZ-TV; Hollywood Quiz, All Sports Quiz, Concert Debut, Play Ball, Batter Up, Fun with Music, on WPLX; Richard Hayes Show, You’re on Your Own, Dick Brown Show, on WABD.

ABC earned profit in March after showing losses first 2 months of year, says company statement, with result that first quarter loss is estimated at $138,000 after reduction of $222,000 for recovery of Federal income taxes. Same period last year, net income after taxes was $222,000.

Standard Oil Products Co. has terminated proposed merger agreement with General Instrument Corp. (Vol. 8:5), president Glen Swanson stating threat of governmen-antitrust proceedings was reason.

Electronics Reports: By 1960—more TV sets in use than there are homes wired for electricity. Dr. W. R. G. Baker, GE electronics re-t., made this forecast before Robert Morris Associates, investment banking group, in Syracuse May 14. GE research, he said, indicates 53,000,000 sets in use by 1960, with 7-10,000,000 homes having 2 sets. As sidelong of what he called the “electronic evolution,” Dr. Baker cited this industrial use of TV: Elimination of the man who reads the meter. Household watt-hours meters, he said, will be read electronically, transmitted automatically to electronic business machines which would make out bills and keep records.

Defense Dept. placed contracts for more than $5 billion worth of electronics-communications equipment in 21 months following attack on Korea. This estimate is based on announcement that by April 1 military had obligated $54 billion for “hard goods” procurement. General rule is that electronics-communications accounts for about 10% of dollar value of all hard goods. Obligations for hard goods during first 9 months of fiscal 1952 totaled $24.2 billion, with $16.6 billion still available for obligation during remaining 3 months of fiscal year.

Further easing of materials controls is probable by third quarter, NPA sources indicate. Under discussion is liberalization of third-quarter allocations of controlled materials to consumer durable goods manufacturers (Vol. 8:13). Another proposal being considered is removal of direct controls for about 90% of all aluminum users in third quarter by permitting manufacturers to write their own priority tickets for up to 40,000 lbs. in the 3-month period. Aluminum self-certification limit is now 2000 lbs. per quarter. NPA this week scrapped all controls on cadmium, lead, antimony and bismuth, and removed end-use limitations and allocation controls from zinc.

New lightweight airborne radar "eye" produced by RCA for the Navy and Air Force can "see" for 200 miles in front of aircraft, map terrain and weather obstacles, as well as pick out airfields and runways. This new anti-collision aid is now in production, Defense Dept. announced, and is already being used in President Truman’s plane, the Independence. Developed by RCA and Houston Corp., of Los Angeles, which RCA now controls, it is being produced in Los Angeles plant. Navy has also awarded contracts to produce the new radar to DuMont and Bendix (Pacific div.). Weighing 173 lbs., it is gyroscope-mounted and pressurized to operate at altitudes up to 50,000-ft. Defense Dept. says new radar, labeled AN/AFS-42, already prevented one serious Navy crash when passenger-packed transport was given erroneous directions from tower while taking off from fog-bound field.

Selenium users will be allocated 100% of their requirements for month of May, NPA announced last week. But it warned that increase in allocating only a temporary improvement in supply and is possible because one of the producers of selenium has placed an accumulated quantity of the crude metal on the market. Previous allocations with respect to monthly requirements have been: February 67%, March 77%, April 74%. High-purity selenium is used almost entirely in rectifiers. Cobalt allocation order M-80, meanwhile, was tightened to include cobalt compounds, and to restrict production of magnet steels containing more than 20% cobalt to military and atomic energy orders.

Permission to transmit NTSC color signals for 90 days was requested of FCC this week by WOB-TV, New York. Reason is that station has more "open" morning time than RCA-NBC’s WNB, thus would give NTSC members more daytime hours in which to experiment. Signals would be fed to WOR-TV from WNB.
### Handy Reference Tables

#### Maximum Powers With Various Heights and Service Contours in Miles

Prepared by CBS Engineering Dept. on Basis of New FCC Rules & Regulations Governing TV Stations

As Contained in Sixth Report and Order of FCC (32-294)—The Final Allocation Report, Published by Television Digest, April 14, 1952

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### Maximum Effective Radiated Power

<table>
<thead>
<tr>
<th>ANTENNA HEIGHT (FT. ABOVE AVERAGE TERRAIN)</th>
<th>ZONE I</th>
<th>ZONE II &amp; III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CH. 2-6</td>
<td>CH. 7-13</td>
</tr>
<tr>
<td>UP TO 1000 FT.</td>
<td>100 KW</td>
<td>316 KW</td>
</tr>
<tr>
<td>1200</td>
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<td>170</td>
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### Distance to Contours of Television Stations—Channels 2-6

#### Grade A Service Contours (68 db, 2.5 MV/M)

<table>
<thead>
<tr>
<th>ANTENNA HEIGHT (FT.)</th>
<th>DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1 KW</td>
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</tr>
<tr>
<td>*2000</td>
<td>19</td>
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<tr>
<td>*5000</td>
<td>32</td>
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#### Grade B Service Contours (47 db, 0.22 MV/M)

<table>
<thead>
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<th>ANTENNA HEIGHT (FT.)</th>
<th>DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1 KW</td>
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<td>300</td>
<td>22</td>
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<td>500</td>
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<td>700</td>
<td>33</td>
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</tr>
<tr>
<td>*2000</td>
<td>52</td>
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<tr>
<td>*5000</td>
<td>79</td>
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### Signal Required Over Entire Principal City (74 db, 5 MV/M)

<table>
<thead>
<tr>
<th>ANTENNA HEIGHT (FT.)</th>
<th>DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER</th>
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</thead>
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<tr>
<td></td>
<td>1 KW</td>
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</tr>
<tr>
<td>*2000</td>
<td>13</td>
</tr>
<tr>
<td>*5000</td>
<td>21</td>
</tr>
</tbody>
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*Power limitation must be taken into account for these heights.*

All charts prepared from data contained in Part III of the Rules & Regulations as revised April 14, 1952.
### Distance to Contours of Television Stations—Channels 7-13

**Grade A Service Contours (71db, 3.16 MV/M)**

<table>
<thead>
<tr>
<th>ANTENNA</th>
<th>DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER</th>
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<tbody>
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<td>WIDTH-FT</td>
<td>1 KW</td>
</tr>
<tr>
<td>300</td>
<td>7</td>
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<tr>
<td><em>2000</em></td>
<td>21</td>
</tr>
<tr>
<td><em>5000</em></td>
<td>32</td>
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**Grade B Service Contours (56db, 0.63 MV/M)**

<table>
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<tbody>
<tr>
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<tr>
<td><em>2000</em></td>
<td>47</td>
</tr>
<tr>
<td><em>5000</em></td>
<td>73</td>
</tr>
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**Signal Required Over Entire Principal City**

(77db, 7.67 MV/M)

<table>
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<tbody>
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<tr>
<td>500</td>
<td>6</td>
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<td>7.5</td>
</tr>
<tr>
<td>1000</td>
<td>9</td>
</tr>
<tr>
<td><em>2000</em></td>
<td>13</td>
</tr>
<tr>
<td><em>5000</em></td>
<td>18</td>
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### Distance to Contours of Television Stations—Channels 14-83

**Grade A Service Contours (74db, 5 MV/M)**

<table>
<thead>
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<th>ANTENNA</th>
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<tbody>
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<tr>
<td>2000</td>
<td>13</td>
</tr>
<tr>
<td><em>5000</em></td>
<td>21</td>
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**Grade B Service Contours (64db, 1.58 MV/M)**

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<tbody>
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<td>2000</td>
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<tr>
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<td>41</td>
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**Signal Required Over Entire Principal City**

(80db, 10 MV/M)

<table>
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<th>ANTENNA</th>
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<tbody>
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<td>2000</td>
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</tr>
<tr>
<td><em>5000</em></td>
<td>12</td>
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</table>

**0.5 MV/M Contours**

<table>
<thead>
<tr>
<th>ANTENNA</th>
<th>DISTANCE (MILES) FOR EFFECTIVE RADIATED POWER</th>
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<tbody>
<tr>
<td>WIDTH-FT</td>
<td>1 KW</td>
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<td>300</td>
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<td>23</td>
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<td>28</td>
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<tr>
<td>2000</td>
<td>41</td>
</tr>
<tr>
<td><em>5000</em></td>
<td>64</td>
</tr>
</tbody>
</table>

* Power limitation must be taken into account for these heights.

All charts prepared from data contained in Part III of the Rules & Regulations as revised April 14, 1952.

Among unclassified Signal Corps contracts for electronic equipment announced this week by Defense Dept.: Lewyt Corp., $2,232,948, radios; Supreme Inc., Greenwood, Miss., $290,972, tube testers; GE, $478,560, tubes; Collins Radio, $257,078, transmitters; Raytheon, $189,806, tubes; Bomac Labs, $157,905, tubes; RCA, $144,554, tubes; Zenith, $111,072, radios. Navy Electronic Supply Office awarded $100,000 tube contract to National Union.

More concentration on "pure science," in addition to "applied research and engineering," was urged by RCA v.p. and technical director C. B. Jolliffe in address to National Conference on Airborne Electronics in Dayton May 13. As result of inadequate attention to pure research, he said, "we are in a number of important areas, short of the basic knowledge that is the raw material for engineering developments." The transistor, he said, "is an outstanding example of how an advance in the fundamental knowledge of one field can be of inestimable value in another."

Renegotiation Board regulations are now available from Govt. Printing Office for $1.50 per subscription, including amendments and additions as issued.

INTERNATIONAL TV—when will it really come? No one can yet say with any degree of positiveness. Some recent news stories, based on new long-distance vhf propagation discoveries (Vol. 8:17-18), have conveyed impression that direct world-wide TV is around the corner. When transoceanic TV does come, it’s far more likely that signals will be conveyed by microwave relay or cable than directly across vast distances in one big hop.

One short-hop international TV service, however, is ready to begin on regularly scheduled basis. This week came word that first regular telecasts for home viewers between Britain and France have been scheduled for July 8-14, following success of experimental transmissions from Paris to London April 22 when camera mounted on second landing of Eiffel Tower scanned Paris streets below and "good series of pictures" was seen in London via series of relays.

Since programs are to be transmitted to viewers in both Britain and France, one of biggest problems was incompatibility of France’s S19-line picture with Britain’s 405-line standard. For British viewers, this has been solved by aiming standard BBC 405-line camera at screen of 819-line French-type monitor in BBC’s London studios. For Britain-to-France telecasts, similar conversion will be accomplished at Paris end.

Regular international TV service will be a reality “within the next 5 years,” in RCA chairman David Sarnoff’s view, as expressed to May 6 stockholders meeting in New York. Envisioning long string of relays connecting 2 hemispheres through the Arctic, he cautioned that barriers to worldwide TV are economic and political as well as technical.

Hoffman Radio Corp., Los Angeles, will seek listing on N. Y. Stock Exchange at end of 1952 operations (for 1951 and first-quarter 1952 financial reports, see Vol. 8:18-19).

Meredith Publishing Co. earned $2,306,644 ($3.58 per share) in 9 months ended March 31 vs. $2,289,303 ($3.55) same period preceding year.

(5) Two-way microwave radio systems for communication along highways, railroads, pipelines, etc.; also for military. NATO has already ordered system for Europe.

(6) "Color Corrector," automatic electronic equipment which reduces by 50% or more the time needed to make color plates for printing, besides improving fidelity of the plates and reducing production costs.

(7) Electronic inventory control system, developed under military contract, for facilitating maintenance of military supplies—completing in days what usually takes weeks. It also has commercial applications.

(8) Electronic inspection apparatus for use by pharmaceutical industry to safeguard the purity of drug products.

(9) Simple magnetic sound-recorder projector for use by home-movie enthusiasts, schools, ad agencies, etc. to record commentary or musical backgrounds on 16mm film.

Note: In connection with efforts to simplify the recording process, Minnesota Mining & Mfg. Co.’s B. E. McKnight told San Francisco convention of National Federation of Financial Analysts last week that new low-cost phonograph with tape in an endless loop in a cartridge is in the works. It will eliminate tape handling and rewinding, he said. “Just push the cartridge in and it plays. At the end of the selection, it stops automatically. Such a device, already designed, will be ideal for juke-boxes or for continuous recording in an airport control tower. And it is the ideal home tape phonograph.”

NINE NEW PROJECTS in realm of TV and electronics, all nearer to reality than those he suggested last year at christening of Princeton labs bearing his name, were set forth by RCA chairman David Sarnoff at May 6 annual meeting of company stockholders. It’s recalled that last Sept. 27 (Vol. 7:39), he challenged his scientists to produce what he called "Magnalux," an amplifier of light; "Videograph," a TV tape recorder; "Electronair," home air conditioner without moving parts. This time, he said RCA engineers are now actually developing for business, industry and communications these new devices:

(1) International TV, which he foresaw "as a regular service to be realized within the next 5 years." (See also story above).

(2) Portable one-man TV station, called "walkie-lookie," for use by reporters and broadcasters covering news and special events in the field. Already field-tested, possibly to be used at July political conventions, this visual counterpart of wartime "walkie-talkie" weighs only 46 lb.

(3) Transistors, which function like certain types of electron tubes and which he said are "being developed by RCA for mass production as a new key that opens vast possibilities for new designs of radio, TV and electronic instruments for civilian and military use."

(4) Closed-circuit type of industrial TV for use as "remote eye" for industry, such as observation of dangerous processes, transmission of pictorial information, mass training for industry and military.
I N SHARP DISAGREEMENT with football TV survey report by National Collegiate Athletic Assn. (Vol. 8:19), NARTB and Jerry Jordan this week issued separate statements using NCAA’s own National Opinion Research Council survey to disprove claim that “TV does definite damage to college football attendance.”

NARTB’s research director Richard M. Allerton termed NORC survey inconclusive and “contradictory.” Using Commerce Dept. figures, he said college football admissions in 1949 increased $10,000,000 over 1948 and he attributed to decreased college enrollments the relatively small 1950 decline of $3,000,000 from peak year of 1949. In 3-page rebuttal to NAC report, Allerton contended:

(1) Unrestricted TV in 1950 stimulated enough football interest so that even restricted TV areas in 1951 had better attendance than non-TV areas.

(2) NORC’s sampling procedure wasn’t true cross-section of those attending college games.

(3) TV ownership is proportionately greater in middle and lower income groups, not upper and middle, as NORC says.

(4) Report’s Table 17 shows 9% of owners, 34% of non-owners, in lowest economic level, but Table 18 shows 34% of TV owners, 9% of non-owners, in lowest economic level.

(5) NORC’s claim that TV stimulated only 1% of fans to attend games means TV accounted for 140,000 additional spectators, “a sizable group in itself.”

(6) Report compares non-TV areas and restricted TV areas; true cross-section would compare non-TV areas with unrestricted TV areas.

Jordan argued NCAA’s publicity release omitted most important fact proved by NORC’s survey—that colleges in TV areas “reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition.” He bolstered his statement by quoting NCAA report: “By far the largest attendance decline last year occurred in the Rocky Mountain district, one of the 2 districts with practically no TV. In 6 of the 7 NCAA districts where comparisons are possible, the colleges with no TV competition fared worse than those with TV competition, in 1951 attendance compared with 1950.”

California oilman Edwin W. Pauley, one of 5 partners owning Los Angeles Rams, this week filed motion to intervene in Justice Dept.’s suit against National Football League and its 12 member clubs on charges of illegally conspiring to restrict TV-radio broadcasts of football games. Pauley’s motion says he was not involved in decision by Rams or NFL, of which Rams is member, to restrict broadcasting; that he has no voice in management of Rams; and that he has always opposed restrictions on broadcasting. Philadelphia Federal Court will hear argument on the motion June 9. If permitted to intervene, Pauley will ask court to rule separately that he was not a party to any alleged conspiracy to restrict football broadcasting.

Owners of San Francisco’s KPIX & KSFO (Wesley I. Dunn, Robert E. Gaylord, Philip G. Lasky) are principals in application of KXA Inc., Seattle, which they also own, for Channel No. 7 there. Also applying this week was WSSV, Petersburg, Va., seeking Channel 8. That makes 534 applications now on file, 48 of them for uhf. Filing amendments to old applications were WTAD, Quincy, Ill. (Lee Newspapers), seeking Channel No. 10; WASK, Lafayette, Ind., No. 59; KMBC, Kansas City, No. 9; WPTF, Raleigh, N. C., No. 5. (For details of foregoing applications, see TV Addenda 14-R herewith; for complete list of applications, see TV Factbook No. 14 and Addenda to date.)

Faster action on ABC-United Paramount merger may be requested of FCC shortly. Companies are considering asking Commission to sever merger question from dragging Paramount hearing and render quick “yes” or “no.” This week’s sessions, meanwhile, comprised FCC’s cross-examination of A. H. Blank, United Paramount director, and direct examination of Arthur Levey, president of Skiatron Corp. Commission questioned Blank at great length concerning his activities as owner of a midwestern theatre chain which went bankrupt and was sold to old Paramount Pictures Corp. in 1929. Blank became Paramount’s trustee of the chain, A. H. Blank Co., which was reorganized into Tri-States Theatre Corp., now UPT subsidiary. Levey continued his testimony to the effect that number of manufacturers and Hollywood producers wanted to buy into his Scophony Corp., thus help develop its TV patents. But, he said, part-owner Paramount prevented infusion of new capital. Paramount counsel will attack Levey’s testimony in cross-examination which may start next week.

Mass production of TV programs in world’s most modern TV plant will begin Oct. 1 when CBS-TV opens first 4-studio unit of its $7,000,000 Television City in Hollywood, president J. L. Van Volkenburg told May 14 press conference in New York. He said initial unit “will start with a production capacity of as much as 28 hours per week, almost half the present output of all 18 CBS-TV studios in New York.” The new studios, he said, can turn out “22 times as much entertainment product in a year as any of the largest Hollywood movie lots, and about 23 times as much annually as New York’s entire legitimate theatre.” Unveiled for newsmen was 2-ton 14x15-ft. electric working model of new studios, to be exhibited publicly on national tour beginning this month.

“Largest TV center in the East” is what CBS says it will make of New York’s Sheffield Farms Co. depot and office building, purchased this week for undisclosed sum. Structure, which occupies most of block bounded by 10th & 11th Aves. and W. 56th & W. 57th Sts., contains 405,000 sq. ft. of floor space “highly adaptable to TV.” Railroad spur runs into basement; first floor has 20-ft. ceilings. CBS plans to take possession in fall.

Question of movie stars’ rights to block release of their films to TV became more confused than ever this week when Los Angeles Federal Judge Ben Harrison denied injunction sought by Gene Autry to prevent Republic Pictures from selling his old pictures to TV. Last October, Judge Peirson M. Hall, of same court, granted Roy Rogers injunction against Republic in similar action. Republic has filed appeal. Judge Harrison ruled Autry’s position was “untenable and unfair” in seeking to prevent Republic “from enjoying the full share of the profits to be derived from said photoplays.” Autry’s attorney said he would appeal.

Leonard Reinsch, chief of Cox TV-radio stations, including Dayton’s WHIO-TV & Atlanta’s WSB-TV, is now full-time consultant helping handle TV-radio phases of political campaign for Democratic National Committee in collaboration with Kenneth Fry, TV-radio director. He was Democratic radio aide in 1944 campaign, then radio advisor to President Truman for several years.

Zones in FCC’s allocation plan should be changed to include all of West Virginia in Zone I, WHIS, Bluefield, W. Va., claimed in petition filed with Commission this week. Action notes that population density is 110.6 per square mile in portion of State now in Zone II, whereas rest of State has 76.6 density; that Zone II portion is “culturally, economically and socially” linked with rest of State; that mountainous terrain would provide safety factor in allocations. With rezoning, station says, Bluefield could then get VHF Channel 6.
FCC's TV Station Processing Schedule, page 1.
'Tapping' TV for Portland & Fresno, page 1.
Politics Going Hot & Heavy on TV, page 2.
Better Outlook for Funds to Hasten TV, page 3.
Hot Competition in Transmitter Sales, page 5.

In this Issue:

FCC this week issued its "priority list" of cities -- the order in which their applications will be processed come July 1 -- and it's included herewith to full-service subscribers as Supplement No. 81.

It should again be stressed that listing doesn't necessarily indicate order in which stations will be granted. Wherever hearings will be required -- as will be the case for most channels in most large markets -- list loses certain amount of significance, since there's no way to estimate dates of final decisions in hearings.

List is very important, however, for the applicant who finds himself sole seeker for a particular channel after July 1. And FCC, eager to get new stations on air, fervently hopes that at least a few of these will be located in big cities.

List is divided into 2 major parts -- Groups A & B, with total of 1225 cities. For convenient reference, we've numbered cities sequentially within each group. Group A comprises cities 40 or more miles from existing stations, Group B the rest. Not included are territories and possessions, plus cities in which educational channel is only one available; these will be handled separately by FCC.

We hit listings on the nose a few weeks ago (Vol. 8:18), with one minor exception, when we gave first 37 cities in Group A, first 33 in Group B.

For detailed whys and wherefores of each group, and FCC's proposed methods of handling subgroups in Group B category, you should consult "Temporary Processing Procedure" in Final Allocation Report (pp. 155-156 of our printed copy). You'll note that Group A starts with "A-2". Top priority of all, A-1, goes to those 30 existing stations which must shift to new channels (see p. 170, Allocation Report).

Though applicants may detect apparent inequities in listing, FCC intends to eliminate them in actual processing. For example, Commission says it will process both groups simultaneously, yet city of given size in Group A may well find itself far lower on list than same size city in Group B. Commission says it will shift manpower to keep equitable balance. It's also pointed out that there's no telling which cities will be thrown into hearings, hence pulled out of processing lines.

List will be revised after July 1 to show where applications have been filed, and republished periodically thereafter.

Note: FCC also issued errata to its Final Allocation Report this week.

We've culled it for errors we didn't catch in our printed copies, and include them in Special Report herewith. Errors are minor, none affecting allocation table or engineering details. Extra copies available gratis.

'Tapping' TV for Portland & Fresno: Three major radio stations in Portland, Ore., second largest city without a TV station, and one broadcaster in Fresno, Cal., will emulate the remarkable job that Eugene O'Fallon's KFEL did last fall in bringing the World Series to TV-less Denver (Vol. 7:40).

They're going to tap projected San Francisco-Seattle circuit (Vol. 8:20)
and the present Los Angeles-San Francisco network circuit, respectively, to bring Chicago political conventions in July to local audiences.

They will hire halls, fill them with TV sets, pick up signals from the AT&T coaxial-microwave circuits, pipe them by wire to those sets -- and invite the home folks to come and see, for free.

It's a joint promotional effort on part of Portland Oregonian's KGW (NBC), Marshall Field's KOIN (CBS) and Westinghouse's KEX (ABC) -- all applicants for their own TV stations -- to arouse interest in TV, demonstrate their own enterprise, help hasten advent of telecasting in Portland and thus create what they reckon will add some $15,000,000 in retail trade to the area's economy.

In Fresno, it's Paul Bartlett's KFRE (CBS) that's doing the same thing. No hitch is anticipated in getting permission of CBS-TV and its convention sponsor, the Westinghouse Co., with which Seattle's KING-TV elected to hook up -- the network paying $50,000 for "lines" to Seattle plus station's time rates.

O'Fallon jammed 2 Denver hotels, stopped downtown traffic, won screaming newspaper headlines with his effort last autumn. In that biggest city still without TV service, NBC-owned KOA and KLZ (CBS) have also arranged jointly to tap the transcontinental circuit in order to bring the political conventions to town (Vol. 8:17).

Eager cooperation of local distributors and dealers, long aching for lush trade enjoyed by their colleagues in TV cities, is assured. Everybody thinks, and probably rightly, that such enterprise will impress even FCC. In Portland, so eager are people to get TV programs, that some 5000 sets are already in use, purchased to tune in not-very-good (40% of time) signals from Seattle, some 145 miles distant.

Portland Oregonian, now a Newhouse newspaper (Newhouse chain owns WSYR-TV, Syracuse) had dubious distinction under its old ownership of having held CP for a TV station, which it voluntarily surrendered to FCC in 1949.

Note: AT&T is not only setting up temporary microwave relays for Portland-Seattle, besides equipping Sacramento-Portland coaxial for TV in time for the July conventions, but this week it also revealed it's setting up temporary 4-tower microwave relays (each 144-ft. in height) to feed Gen. Eisenhower's homecoming speech in Abilene, Kan. June 4 into Kansas City and thence to the national networks.

**POLITICOS GOING HOT & HEAVY FOR TV:** Are the presidential candidates & their spokesmen, like so many TV stars, "overstaying their welcome" in the homes of America by reason of too-frequent appearances on forums, debates and the like?

Add these to their newsreel appearances, often repeated on TV too, and the public could soon "downrate" the politicians just as surely as it has already done to professional entertainers who haven't yet learned the simple formula proved by Jimmy Durante, Eddie Cantor, Bob Hope, Jack Benny, Danny Thomas, et al.

Those performers know that once-a-month or even less frequent TV appearances actually enhance their welcome on the home screens. Sponsors are learning it, too.

On the theory that too much TV can actually prove hurtful, GOP's TV-radio director Edward T. Ingle, planning for forthcoming campaign, is thinking in terms of carefully-timed but not-too-frequent telecasts by the Republican presidential candidate (whoever he may be). Since there are only 64 TV markets, and since radio is not only cheaper but reaches into great areas not yet penetrated by TV, he's contemplating larger budget for radio, especially spot, and proportionately less for TV.

Ingle thinks this will be a "coaxial cable" campaign; i.e., that the candidates' campaign trains will necessarily follow TV's coaxial-microwave routes, so that local telecasts and national pickups can be arranged as strategy demands.

Both GOP and Democratic publicity departments right now are concentrating on "free" or "public service" time, both TV and radio, of which they're getting perhaps too much for the appetites of the electorate. And of course there's buildup for their respective Chicago nominating conventions, starting July 7 & 21.

GOP already has requests for TV-radio badges for exactly 1946 persons from 315 different entities -- this despite fact there will be only 3 networks pooling their resources for the telecasts and 4 competing radio networks. But quite a few
individual radio stations are sending own crews for on-the-line and recorded localized broadcasts. Most of the 1946 are technicians, program folk and reporters.

There are also the usual requests from sponsors, admen and station owners casting themselves as "working press"; quite understandably, too, for isn't Philco spending $2,750,000 to sponsor the coverage via NBC's TV & radio networks, while Westinghouse spends $2,500,000 on CBS and Admiral $2,000,000 on ABC?

Chicago's huge International Amphitheatre can accommodate all these, albeit there are nearly as many TV-radio folk as the 2400 delegates and alternates, to say nothing of even more newspaper people. The TV networks will operate from 6 studios, will have 5 pooled camera chains inside the hall and one each at 2 main entrances, and will have own around-the-town and hotel pickups with own mobile units. All will have their ace newscasters on the job, and NBC has even engaged Bob Hope for "comic relief" and ABC announces it will use comedian Roger Price.

Wall Street Journal, previewing convention, said preparations "would stagger the stage manager for any Cecil B. DeMille epic." Even the men's shop in nearby Stockyards Inn is preparing for landoffice business in blue shirts -- because they are more telegenic than white ones!

BETTER OUTLOOK FOR FUNDS TO Hasten TV: FCC's prospects for getting extra $800,000 it needs for 20 "examiner teams" to process TV applications appeared brighter than ever this week. Appropriations subcommittee headed by Sen. Maybank (D-S.C.) is sold on idea. Sen. Maybank, whose State has no stations yet, leaves impression he'll be greatly surprised if his group and rest of Congress refuse extra funds.

FCC testimony before Maybank group March 21 was released May 23, and reactions of Senators present at time leaves little doubt of their intentions. On hand were Senators Maybank, Hill (D-Ala.), Saltonstall (R-Mass.), Thye (R-Minn.).

All the Senators seemed concerned about was whether Commission knew exactly what it needs. But FCC is apparently too close to trees -- and it took Sen. Johnson to delineate situation in terms his colleagues could understand:

Billions in new business, millions in taxes, thousands of new jobs -- all frozen because of delays, which no one now wants prolonged. All this was spelled out in 5-page letter which Johnson's committee sent Sen. Maybank this week, repeating and amplifying reasons for granting funds.

House must still be hurried, even if Senate approves extra money. House turned the FCC down once. However, the least to be expected is compromise granting sizable chunk of the $800,000 (raised from original $640,000). If money is finally authorized, it will undoubtedly be earmarked for TV only. All Senators made it clear they don't want money frittered away on other projects.

All this activity is truly striking in a budget-slashing Congress. It is probably accounted for by 2 major reasons:

(1) Incessant nagging of TV-hungry constituents.
(2) Salient example of TV's power -- Kefauver -- who certainly wouldn't be at top of Democratic presidential aspirants had it not been for TV. Congress has now learned that TV is no mere new-fangled home nickelodeon.

If FCC finally does get extra funds, it still has chore of recruiting and training new people. It could get a few examiners from present employees; others would have to come from civil service list. Additional employees would have to be found. Comr. Hyde estimated it would take 3 months to fill new jobs. However, it would take considerable time before they'd be proficient.

*   *   *   *

How badly Commission needs funds was spelled out by Comr. Webster in address to Indiana Broadcasters Assn. in Indianapolis May 24. Of FCC's 1115 employees, only 121 are in Broadcast Bureau. Of these, only 61 are professionals -- engineers, attorneys, accountants. And of these, only 6 engineers, 2 lawyers and 2 accountants are assigned to TV Division.

"It would appear logical to transfer employees from other bureaus and divisions within the Commission," he said, "to assist in the processing of TV applica-
tions. But this cannot be done to any extent without depleting the presently limited staff working on communication matters which do not come within the broadcast field. These employees are already spread so thin that insufficient attention is being given to matters which are equally if not more important to our everyday life than the TV service."

As for hearings, Comr. Webster pointed out that 2 of FCC's 7 examiners will be tied up in common carrier hearings for some 6 months. "It would not surprise me at all," he said, "if initial decisions are issued in no more than 60-70 TV application hearings during the next fiscal year. Not a very pleasant thought, is it?"

* * * *

Though Senator Johnson shares with Comr. Jones responsibility for the color imbroglio which prolonged freeze by several years, they're at parting of ways when it comes to allocation plan. Johnson approves it, Jones is bitterly opposed to it — and the Ohioan is continuing his attacks, to the delight of those unhappy with plan and the obvious irritation of his colleagues and of those who approve plan.

In Pittsburgh speech May 20, Jones alleged Pittsburgh won't get another station for "5 years" because it's "the 1237th city on the processing line." He also said Pittsburgh will be underserved because it is 162 rather than 170 miles from WLWC, Columbus; therefore, Channel 4 isn't assigned to the steel city.

In Washington speech before FCC Bar Assn. May 22, he went back essentially to points of his dissent — arguing against "firm, fixed and final" allocation table and contending FCC mileages and powers are completely wrong.

Rest of Commission remains mum, though several make no bones about their annoyance, particularly since Comr. Jones exhorted his listeners to descend on FCC and force it to change plan. Several feel he's encouraging court actions which might spell further delays. Even some lawyers who go along with him to some degree are beginning to question his campaign.

It's clear that FCC majority isn't going to change, so eager is it to get stations on air. So unless courts enjoin plan, it's going through. Jones' out-and-out critics find fault with his arguments, errors in his figures. For example:

(1) Jones says Pittsburgh is 1237th on processing line. Actually, it is 180th. There are only 1225 cities on the whole processing list. Pittsburgh is in Group B, which will be processed simultaneously with Group A (see Supp. No. 81).

(2) Jones says FCC fixed 170 miles as minimum co-channel spacing in Zone I, but actually assigned channels with 250-mile median spacing. His opponents ask: "Why doesn't he make the next logical step and try to fashion a better allocation?" They challenge him to find more vhf assignments in Zone I, with 170-mile minimum.

(3) Jones attacks Commission for making 250-mile spacings, even though its minimum is 170 miles. Then, he charges that Commission gave uhf only 155-mile minimum. Critics ask: "Has Jones taken the next step, and determined what the actual median spacing is for uhf, as he did for vhf?" If he did, they claim, he'd find median is actually over 200 miles — and Jones agrees that 200 miles is all that uhf can use to realize its full potentials.

* * * *

Commission has acted on only 2 of the various petitions and requests for clarification it has received:

(1) Applicants who went through hearings before freeze are informed that Commission order which cancelled those hearings has same effective date as final decision itself — June 2. Applicants wanted the point clarified in the event they seek to get reinstated to hearing status — an advantage over later applicants.

(2) Applicants filling out forms were told that they need give the street address of studio only "if known". Up to now, Commission has been returning applications unless definite location was shown.

Among new petitions before FCC this week is request for declaratory ruling from WDRC, Hartford, asking Commission to be more specific about studio locations. It wants to know whether studio must be within corporate limits of city or within metropolitan district. Commission people say some applicants "see things under the bed," adding that FCC will be "reasonable" about studio locations.
HOT COMPETITION IN TRANSMITTER SALES: Price war among transmitter makers in offing? Possibly. DuMont has raised hackles of competitors by announcing 25-kw Channel 2-6 transmitter at $98,995 -- about one-third less than others' comparable units. DuMont claims reason for price is simple: It uses 500-watt unit to drive 25-kw amplifier directly -- eliminating 5-kw amplifier. Delivery is expected about mid-1953. Reactions of Federal, GE and RCA run like this: "Don't see how they can do it." "We've got to see it first. Have they had one in operation, regularly?" "We'll meet any competition in the business." DuMont feels it has the drop on competition in another unit -- 5-kw uhf at $69,450 (Vol. 8:10). Opposition is quoting 10-kw and 12-kw units at $130-140,000.

Real showdown will probably come when new transmitters are readily available and there are construction permit holders who can make firm contracts. A big disappointment to equipment makers is fact that FCC's processing procedure gives very low priority to existing stations desiring to increase powers -- except for the 30 required to change channels. Manufacturers had all hoped to move a lot of high-powered amplifiers immediately.

Meanwhile, they're not doing badly in auxiliary equipment, such as camera chains. Even educators are proving to be a market. U of Minnesota bought chains; U of Wisconsin just received funds for studio equipment. Ohio State was given an appropriation to back up forthcoming application for uhf.

All laboratories are bearing down, seeking answers to problems created by fact that FCC upped power limit of Channels 7-13 from 200 kw to 316 kw, and uhf from 200 kw to 1000 kw. DuMont has announced 50-kw unit for Channels 2-6, but GE, RCA and Federal are keeping quiet about plans. Standard Electronics, Claude Neon subsidiary, which recently announced it would have full line of transmitters, hasn't followed up with any new plans since freeze-end.

Federal indicates it has something unique in new antenna with "cosecant square" characteristic. It says it's now making its 16-gain triangular-loop antenna deliver constant signal from close in to about 20 miles. This is in answer to the worries of engineers that high-gain antennas will produce beam so narrow that most of signal will pass over top of main city to be served (Vol. 8:20).

RESTRICTIONS on college football TV were blamed by Atlantic Refining Co. for decision to end its 16-year radio sponsorship of the games, and to turn instead to TV-radio presentation of professional football. College grid broadcasts were discontinued on recommendation of Atlantic's agency, N. W. Ayer & Son, and sponsor now plans to present 36 pro games over 16 TV stations, on regional basis. In letter notifying colleges of cancellation by big oil company, which last year spent $700,000 to sponsor 115 football contests on spot basis, agency said:

"We cannot conscientiously recommend radio broadcasts of college football games without TV. Audience studies made last year showed that regardless of the importance of the game on radio, the game televised has an average of nearly 4 times the audience . . ."

Atlantic, together with Miller Brewing Co. (thru Mathisson & Assoc., Milwaukee), will bring New York Giants to New York City TV screens (WABD) for first time since 1948, when they sponsor the 6 games to be played away from home. Other pro football telecasts to be sponsored by Atlantic (all via DuMont Network):

New York Giants, complete 12-game schedule (co-sponsor Miller Brewing)—WNAC-TV, Boston; WJT-V, Providence; WNHC-TV, New Haven; WNBPTV, Binghamton; WRB, Schenectady; WHEN, Syracuse; WKTU, Utica.

Cleveland Browns, complete 12-game schedule—WICO, Erie; WJB-1V, Buffalo; WHAM-TV, Rochester.

Philadelphia Eagles, 6 road games (co-sponsor Miller Brewing)—WFIL-TV, Philadelphia; WDEL-TV, Wilmington; WGAL-TV, Lancaster.

Pittsburgh Steelers, 6 road games (co-sponsor not yet signed)—WDTV, Pittsburgh; WJACT-TV, Johnstown. Atlantic will also sponsor or co-sponsor complete schedules of all the above teams on regional radio networks.

By refusing to permit televising of their home games to home audiences, the 4 professional clubs continued policy which Govt. charges violates anti-trust laws. Federal Judge Allan K. Grim this week scheduled pre-trial hearing in anti-trust suit against National Football League for June 2 in Philadelphia Federal Court (Vol. 7:41, 44, 47-48, 52, 8:2, 6, 9). New York Giants, in answer to govt. charges May 21, stated TV has cut sharply into advance ticket sales. President John V. Mara said reserved seat sales dropped from 87.5% in 1947 to 62.5% in 1950, space with growth of TV, although he admitted TV is not necessarily "the sole factor affecting economics of our business."

Right-hand man to Thomas F. O'Neil in Thomas S. Lee Enterprises Inc., General Tire subsidiary operating Yankee & Don Lee networks and WOR & WOR-TV, as well as controlling Mutual Broadcasting System, is now J. Glen Taylor, recently Washington representative of General Tire and 12-year veteran of that organization. He holds title of "general executive" at New York headquarters, but actually is top-dog and will probably be elected executive v.p. when the General Tire TV-radio operating subsidiary changes name soon to General Tele-radio Inc. His background at Dayton was largely advertising, at Washington was gov't. contracts.
Network TV continues to pull away from network radio in dollar billings, with seasonal declines apparent in latest Publishers Information Bureau figures. In April, TV billings ran $15,014,091, radio $13,943,887, compared with March’s $15,787,296 & $14,520,393, respectively. For first 4 months of 1952, TV total is $60,686,649, radio $56,544,685. NBC-TV continues to lead, though it’s down from March; CBS-TV is good second, about same as March. In radio, CBS continues its lead, but all networks are down from March and none is up to April 1951 figure. The latest monthly PIB tabulation follows:

**NETWORK TELEVISION**

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<th>April 1952</th>
<th>April 1951</th>
<th>Jan.-April 1952</th>
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<tr>
<td>ABC</td>
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<tr>
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<tr>
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**NETWORK RADIO**

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**Network TV and radio figures for January-thru-April, including revisions of March figures:**

**NETWORK TELEVISION**

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**NETWORK RADIO**

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**Network Accounts:** CBS-TV points to upsurge in summer and fall network business in reporting total of $6,175,000 in new billings of 4 big sponsors: Lever Bros. (Pepsi- dent), show to be announced, starting July 1, Tue. & Thu. 7:45-8 p.m., thru McCann-Erickson (costing estimated $1,650,000); Campbell Soup Co., Double or Nothing, starting Sept. 15, Mon.-Wed.-Fri., 2-2:30 p.m., thru Ward Wheelock Co. ($2,600,000); American Cigarette & Cigar Co. (Pat Mall), Douglas Edwards & the News, starting July 1, Tue. & Thu. 7:30-7:45 p.m., thru Sullivan, Stauffer, Colwell & Bayles ($1,275,000); Owens-Corning Fiberglas, Arthur Godfrey Time, simulcast, starting Sept. 2, Tue. 10-10:15 a.m., thru Fuller & Smith & Ross ($650,000). Cats Paw Rubber Co. Inc. (rubber heeds & soles) Sept. 14 starts sponsorship of Quiz Kids on CBS-TV, alt. Sun. 4-4:30, thru S. A. Levyne & Co., Baltimore. Smith, Kline & French (pharmaceuticals), which sponsored many of CBS closed-circuit color demonstrations, to sponsor American Medical Assn. Chicago convention sessions of June 10, 9:30-10 p.m., and June 11, 10-10:30 p.m., on NBC-TV with Dr. Roy K. Marshall as narrator. Block Drug Co. will sponsor Blind Date on NBC-TV, Sat. 9-9:30 starting June 7, as summer replacement for Show of Shows; S.O.S. & Benrus have bought participations in first half-hour of remaining time (9:30-10:30) which will be filled by Saturday Night Dance Party. Gillette Safety Razor Co. will sponsor Joe Wolfe-Edgard Charles fight on NBC-TV, Thu., June 5, beginning at 10 p.m. RCA Victor starts Curtain Call June 20 as summer replacement for RCA Victor Show on NBC-TV, Fri. 8-8:30; dramatic incidents will be produced by Worthington Miner. Campbell Soup Co. using Campbell Playhouse as summer replacement for The Aldrich Family on NBC-TV, Fri. 9-10 starting June 6. Aluminum Co. of America replacing See It Now for 9 weeks this summer with It’s News to Me on CBS-TV, Sun. 6:30-7, starting June 28.

**Station Accounts:** Financial services are turning out to be good source of sponsorships on WOR-TV, New York, with Bache & Co. (investment broker) now sponsoring 3 segments of Today’s Business carried Mon.-thru-Fri., 7:15-7:20, offering roundup of business and financial news with major stock market quotations and trends; Kidder-Peabody & Co. (mutual funds), Your Money at Work, Sun. 10:15-10:30 p.m.; United Business Service, Your Investment Dollar, Sun. 12-12:15 p.m., Chase National Bank buys Don Hollebeck news segment of Six o’clock Report on WCBS-TV, New York, Mon.-Wed.-Fri., 6-6:15 p.m., thru Hewitt, Ogilvy, Benson & Mather; Fedders-Quigan Co. (air conditioner) buys Tom Meany sports segment Mon., thru BBDO. Fox-West Coast Theaters (chain) buys Thu. night Uncle Archie’s Comedy Klub on KMBJ, Los Angeles, to promote movie attendance, plans other TV buys. Roxy Theatre, New York, using TV trailers on 5 stations to promote premiere of Kuagaroo, heralds similar TV campaigns in other big cities where show will play. Unusual tieup of KTTV with KFGR (AM) in Los Angeles, has Calo Pet Exchange, sponsored by Calo Dog Food Co. and oldest show on KTTV, simulcast hereafter, Fri. 7:30-8 p.m. Standard Oil of Indiana drops Wayne King Show on midnight NBC-TV network of 10 stations, will use TV on spot basis panning local radio, thru McCann-Erickson, Chicago. B.C. Remedy Co. (headache powders) May 26 begins 52-week schedule of spots on WABD, New York, for which it’s paying $104,000, through N. W. Ayer advertising agency. Among other advertisers reported using or preparing to use TV: A. S. Harrison Co. (Preen floor wax), thru Calkins & Holden, Carlacob, McClinton & Smith, N. Y.; Rushmore Paper Mills Inc. (Vanity Fair Di-Laurex facial tissue), thru Paris & Peart, N. Y.; Rubsam & Hormann Brewing Co. (Crown premium beer), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.

Telecasting Notes: “Cook’s tour of 4 TV stations”—WMAR-TV, Baltimore; WBNS-TV, Columbus; WKY-TV, Oklahoma City; KPIX, San Francisco—is lead article in May 19 Sponsor Magazine, with floor-plan diagrams, illustrations, etc. . . . Sponsor picked the 4 as representative, but notes remodeling and expansion mushrooming all over country, and observes, “Viewed in the aggregate, Sponsor found today’s TV stations are busy, bustling, complex series of programming beehives, rather than mere ‘outlets’ for network programs” . . . “Who Could Live Without Millie?” captions Salt Lake City dispatch to Retailing Daily May 19 reporting that during recent floods there, forcing evacuation of 2000 homes, Red Cross workers found that “the main thing a person wanted to save was the TV set.” Newsreels of Mississippi flood refugees also showed TV sets among first household items moved . . . “Cover stories” in both May 19 Newsweek and May 26 Time devoted to TV—first pegged on Arthur Godfrey, “responsible for an estimated $11,500,000 of CBS billings next year,” and latter on Lucille Ball, star of CBS-TV’s top-ranking I Love Lucy . . . Klaus Landsberg went long way for another remote May 18, his KTLA in Los Angeles carrying 2 hours of famed Hildorado celebration in Las Vegas, Nev., via microwave hops totaling 228 mi. . . . ABC’s WENR-TV, Chicago, adds 2 hours to teletas, now starts 10 a.m. Mon.-thru-Fri., starting with feature film, 10-11 . . . Richfield Oil’s Calling All Cars radio show, owned by Hixon & Jorgensen Adv. Agency, sold to Gene Autry Productions, which will film TV version to be offered for sponsorship—its first departure from distinctly westerns . . . Ziv Television to redistribute Fireside Theatre film series under title Your TV Theatre . . . MCA subsidiary, Revue Productions, budgets $30,000 each for new film series, using name stars, including Joan Crawford & Barbara Stanwyck . . . Mack Sennett returning to film production, plans “strictly for laughs” shorts for both TV and theatres . . . World Video Inc., headed by Henry White, has dissolved operations . . .

Lennen & Newell Inc. on June 2 will replace 28-year-old Lennen & Mitchell ad agency, with Philip W. Lennen as chairman and H. W. Newell president. Present personnel of Lennen & Mitchell, which handles Old Gold, Schiltz Beer and Lustre-Creme, among other accounts on TV-radio, will be nucleus for new agency. Mr. Lennen was co-founder of Lennen & Mitchell, and Mr. Newell is resigning from Geyer, Newell & Ganger Inc.

“Model” TV station-agency contract form, drafted by all-industry committee established by NARTB and headed by DuMont sales director Ted Bergmann, has been sent to members of NARTB and American Assn. of Advertising Agencies for comment. Final draft goes to board of both groups for approval in June.

“TV-hungry” Denver, largest city without a station, already has one ad agency handling TV accounts. It’s Curt Freidberger & Co., which has TV dept, placing accounts in other cities for Denver Convention & Visitor’s Bureau, Tivoli Brewing Co., American Beauty Macaroni.

Pedlar & Ryan ad agency dissolves as of Oct. 1, with president-owner Thomas L. Ryan retiring on that date; biggest account, Camay soap div., Procter & Gamble, goes to Benton & Bowles.

Adquate Senate TV studio would be provided for by bill (S. 3216) introduced May 21 by Sen. Ferguson (R-Mich.), who foresees no opposition, hopes to see measure pass this session.

John D. Ewing, 60, publisher of Shreveport Times, head of company owning KWKH there and KTHS, Hot Springs, Ark., died of heart attack May 17 aboard his private plane.

WORLD-WIDE TV may be closer than you think. At least that’s the impression given by Sen. Mundt (R-N.D.), who was instrumental in establishing Voice of America. He says many of the technical problems are licked and groundwork is already being laid to finance New York-to-London microwave-vhf relay system via the frozen north.

The proposed system—called North Atlantic Relay Communications System, or Narcom for short—has attracted some undisclosed industrialists who are prepared to help finance it if Govt. should turn it down, said the Senator. Total cost would run around $50,000,000, and system would be used for telephone, wirephoto, facsimile, radar as well as TV. Sen. Mundt stated that he’d like to see project privately financed if Govt. would contract to rent the facilities or buy substantial amount of time to help amortize investment.

Narcom plan calls for microwave relays from New York to Goose Bay, Newfoundland, through Montreal and Quebec, with leg running southeast to Gander. At Goose Bay, signals would be converted to vhf and continue by relay along Labrador coast, crossing Hudson Strait to Baffin Island, then jump 256 miles over-water to Greenland. Nine relay hops would cross Greenland’s icecap, and signal would then be transmitted 230 miles across Denmark Strait to Iceland, 290 miles to the Faroe Islands, thence 225 miles more to Shetland Islands. There, signals would be converted to microwave and sent to London in short hops. The long vhf hops, said Sen. Mundt, would be made possible by the better propagation characteristics of the atmosphere in colder regions and over salt water.

Defense Dept. apparently had considered similar set-up at one time. Queried about Narcom plan, a spokesman said: “Such military application as the proposal may possess has been weighed against the obviously enormous installation and maintenance cost of this venture. The military services have concluded that these costs are not justified by military requirements and, accordingly, will not further consider the proposal at this time.”

Rear Adm. Ellery W. Stone, president of American Cable & Radio Corp., feels there’s an easier way to bring about transoceanic TV. Addressing World Trade luncheon in New York this week, he predicted near future would see transatlantic coaxial cables carrying regular TV service between the New World and Old.

Powerful plea for summer TV advertising occupies full-page NBC-TV ad in May 15 New York Times, captioned “Will your sales go up this summer?” Copy is based on survey last summer, detailed in sales dept.’s new book Summer Television Advertising. It relates, among other things, that TV advertisers gained 28.1% more sales last summer among viewers than among non-viewers; 94.8% of TV families watched TV during average summer week, average owner spending nearly 2 hours per day before his set; 91.2% of both set owners and non-owners recalled advertising on TV most clearly; TV advertiser spent average of 4¢ to get new customer in August vs. 5¢ in January.

“Fee TV: Is It a Threat to Advertisers?” Article so titled in May 19 Sponsor Magazine answers mostly in negative, saying: “The revenue-producing potentialities of fee TV are tremendous . . . With their revenues thus enhanced, stations would be able to lower their rates to advertisers. Assuming that production costs would not rise as additional outlets became available, TV’s cost-per-1000 could be brought down to a point at which the high-impact medium would be truly competitive.” After describing Paramount’s Telemeter, Skiatron’s Subscriber-Visibility and Phonevision, magazine says: “Actually, there is no reason why the 3 proposed systems cannot exist side by side with the currently used programming.”
TRADE BIDDING TIME, EYES WASHINGTON: You hear so little about new models these days from the TV manufacturers, that it could be most of them aren't really planning any (or many) for the usual June-July introductions. Currently, their output continues to be way down, their inventory going up (see story below) -- and the movement of sets apparently hasn't been helped appreciably by the suspension of Regulation W.

Looks as though everybody's waiting to see how new markets will develop, which way the vhf-uhf cats will jump. In that connection, we commend close watch on FCC actions after its "processing lines" start in July. You might also figure out your area's prospects on the basis of city-by-city priorities as set forth in our Supplement No. 81 and as explained in article on p. 1 of this Newsletter.

Conspicuously absent at Chicago Parts Show this week were new TV models, though a few were shown by smaller companies in hotel rooms. There was high interest in new tuners, and there was talk about 27-in. sets for the fall.

But set makers are playing wary game, for most part, with eyes on Washington and with hopes for summer business pinned on political conventions (see pp. 1-3).

Smouldering resentment against Washington price-fixing was given forcible expression this week by Crosley's Wm. A. Blees in Chicago speech. He likened govt. appeals to "buy only necessities" to "placing a time bomb under our nation's living standards." He said: "If the American people took the advice of our Govt. and bought only the things they needed, the resulting buyers' boycott would throw out of work, tomorrow morning, at least 15-20,000,000 people."

Mr. Blees said govt. campaign urging people to make sure they "pay only ceiling prices" is "an insult to the merchants of our country...insinuating that they will cheat their customers if they are not carefully watched. I believe this type of govt. propaganda has a great and destructive influence on the sales of products in this country."

FACTORY INVENTORY UP 36,000 IN WEEK: Sylvania's Frank Mansfield's reassurances to the contrary (Vol. 8:20), fact remains that factory TV inventories are climbing -- and dangerously. RTMA's figure for week ended May 16 jumped to 372,419 from 336,016 the preceding week. It's highest figure since last October, and represents steady increase since Jan. 4 low of 176,857 (Vol. 8:2).

Production fell to 72,632 (5755 private label) as of May 16, about 10,000 down from preceding week and lowest for any week since Jan. 4.

Radio output rose to 194,181 units (92,400 private label) from 183,975 week before. Radio inventories at factory went up to 365,398 from 337,730, were second highest for any of 20 weeks thus far reported this year. May 16 week's radios were: 65,086 home models, 29,245 portables, 26,125 clock, 73,725 auto.

CHICAGO MARTS NEXT MECCA OF TRADE: An even dozen TV-radio manufacturers will exhibit at Summer Market of Chicago's big American Furniture Mart, June 16-26 -- but most of them are shrouding their new lines, if any, in deepest secrecy. Chicago's Merchandise Mart, simultaneously, will have 5 manufacturers displaying their wares.

Official roster of Furniture Mart lists these exhibitors from the industry: Admiral, Arvin, Bendix Radio, Hallicrafters, Jackson, Motorola, Philco, RCA Victor, Sparton, Westinghouse, CBS-Columbia, Zenith. At Merchandise Mart, these exhibitors: Crosley, Capehart-Farnsworth, General Electric, Magnavox, Telequip Radio & TV Co.

NARDA holds midyear meeting in Chicago's Sherman Hotel, June 22-24. Then comes Western Summer Market in San Francisco's Western Merchandise Mart, July 14-18, followed by trade show and convention of National Assn. of Music Merchants (NAMM) at Hotel New Yorker, New York, July 28-31.
Topics & Trends of TV Trade: Much-maligned servicemen, target of deserved and undeserved attacks, were approved by 86% of 5000 representative TV set owners sampled in nation-wide survey conducted by Elmo Roper for RCA Service Co. and covering all makes of receivers. Most owners said they considered servicemen courteous, prompt, reasonable.

RCA is sending findings to Better Business Bureaus to help counter criticisms of the servicing fraternity, and they may become topic of TV discussion scheduled for BBB national convention at New Ocean House, Mass., June 20, by invited panel on TV comprising Glenn McDaniel, RTMA president; Mort Farr, NARDA president; Ben Gross, president of National Assn. of Electrical Distributors; Thad H. Brown Jr., TV director, NARTB.

Chorus against fix-it-yourself advice continues to rise. May Radio & Television Journal points to 1600 items and 2000 soldered connections in Admiral 20-in. set and warns: "TV service belongs in the hands of skilled, efficient craftsmen who have spent months and years attaining the degree of perfection needed to provide excellent service of a delicate instrument."

Industry has been particularly irked, also, by flamboyant newspaper advertising of book, TV Owners Guide to Operation & Repair (Vol. 8:12), which NARDA and president Frank J. Moch of National Alliance of Television & Electronic Service Assns. have bitterly assailed as casting unwarranted aspersions on dealers and servicemen.

Philco's Henry T. Paiste, head of product performance section, also in May Radio & Television Journal, urges servicing be kept at dealer level, asserting that the "dealer who does not offer service as part of his business philosophy is kissing his customers goodbye" and "selling his customers to anyone and everyone."

* * * *

TV took first place in 1951 sales standings of National Appliance & Radio-Television Dealers Assn., according to NARDA's cost-of-doing-business survey. NARDA dealers also declared they expect more 1952 sales of TV than any other commodity. Of reporting dealers, 45% said they expected increase this year, with average gain of 15%; 40% expect a loss of business, with average decline of 13%; 15% expect no change. TV accounted for 27.5% of all reported sales, washing machines ran second, refrigerators third. Dollar-wise, NARDA members' appliance sales as whole ran 2½ below 1950, NARDA dealers showed appliance inventory turnover rate of 3.3 times, compared to 4.3 in 1950. Dealers weren't optimistic about profit increase this year: 29% said they expect average profit increase of 18%; 27% expect profit decline average 17½; 44% expect no change.

First quarter TV-radio-phono sales by 164 dept. stores were 35% below same 1951 period, reports Federal Reserve Board. Sales in March were 25% less than March 1951, but inventories at month's end were 61% under those of March 31, 1951. Stock-to-sales ratio decreased to 2.8 in March 1952 from 5.5 in March 1951.

Advertising of TV sets in 49 TV cities totaled 6721 standard newspaper pages during 1951 as against 10,756 in 1950, reports Advertising Checking Bureau. Seventeen set makers accounted for 73.2% of all manufacturers' space; split between local & national remained constant, dealers putting up 75% of total.

New RTMA statistical service reports sales of radio sets to dealers by counties (excluding auto sets)—starting with 1951 when 7,589,810 home, portable and clock radios were shipped. Complete county-by-county tabulation is available from RTMA.

Merchantings Notes: Next new TV markets: Toronto & Montreal, where Canadian Broadcasting Corp. will have new stations (Channels 2 & 9, respectively) on tests by early August, on regular schedules by mid-Sept. . . . Hallicrafters distributing 16 p. 4-color booklet titled Official Program & Political Atlas of 1952 GOP & Democratic national conventions, with tally sheets and political maps, and with details of promotion offering trip to presidential inauguration and $5000 in prizes for best forecasts of convention and election votes . . . National Electronics Mfg. Co. (Natalie Kalmus TV) moves to new quarters at 414 So. Western Ave., Los Angeles; it is said to be producing about 800 sets per month, headed by David Krechman, also president of Jackson Industries Inc., Chicago . . . Seyffer & Co. Zurich, appointed gen. product representative for DuMont in anticipation of start of telecasting in Switzerland due next Sept. . . . Two uhf converters shown at Chicago Parts Show: Regency tuner by I. D. E. A. Inc., Indianapolis, at $59.95, and model by Anchor Radio Corp., Chicago, unpriced; neither converter is yet in production; Mallory reports it will start shipments of its converter "in about a week" . . . Emerson adds new 17-in. 18th Century mahogany console with full doors at $280; also Provincial console at $280, and two 21-in. tables at $280 in mahogany, $290 maple . . . Motorola Inc. on July 1 transfers its entire advertising account from Gourfain-Cobb, Chicago, to Ruthrauff & Ryan.

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Selson Electronic Corp., 9th & Summit Ave., Darby, Pa., will be new entry into picture tube manufacturing this summer. Said John Stern, president of parent Radio Electric Service Co. of Penna, Inc., 7th & Arch St., Philadelphia, the "plant is primarily to supply our own 8 stores in Pennsylvania, Delaware and New Jersey, until such time as our production will be great enough to supply other jobbers."

Profile of Jerrold Electronics Corp., producer of multiple-distribution TV equipment for community antenna systems, apartment complexes, etc., featured in June Greater Philadelphia Magazine, reports company's gross went from $170,000 in 1948 (first year) to $1,000,000 in 1951, is expected to reach $1,600,000 in 1952. Company is said to have installed "over 55" of the 70-odd community systems in operation (for directory of systems, see Supplement 79).

Uhf signal isn't unpredictable—in fact, can be put to good use if servicemen are properly trained for it, in opinion of Motorola service dept. contract mgr. Russell C. Hansen. Speaking before TV Council of Elkhart, Ind., he explained that while interfering objects may shield receiving antenna, reflected signals could bring in satisfactory reception. He also demonstrated uhf antennas, low-loss transmission line, uhf tuner.

"Poor man's high-fidelity system" is way inventors Dr. Jordan J. Baruch and Henry C. Leng describe new loudspeaker demonstrated to Radio Club of America in New York May 23. They estimate speaker can retail for $20, perform with one watt as well as conventional speakers using 10-15 watts. FM inventor Maj. Edwin H. Armstrong attended demonstration, praised inventors, said device will bring full fidelity of FM within reach of millions.

Venezuelan Govt. has ordered TV station installation from RCA for $500,000 and Municipality of Bogota, Colombia, has placed $800,000 order for station with British Marconi—E. K. Cole Ltd. to supply initial 6000 receivers.

Link Radio Corp., New York, has petitioned Federal District Court under Chapter XI of Bankruptcy Act for 100% settlement in 4 equal annual payments, listing $2,773,942 assets and $2,761,990 liabilities.
**Electronics Reports:** Materials outlook for electronics industry is good, thanks to industry’s “splendid conservation efforts.” Deputy director Donald S. Parris, of NPA Electronics Div., in addressing May 20 Electronics Parts Show session in Chicago, summarized successes in conservation and pointed out: (1) Receiving tube industry reduced use of nickel 50% by substituting nickel-plated steel and aluminum-clad iron. (2) Speaker manufacturers cut weight of alnico magnets 45%, saving nickel and cobalt. (3) TV set manufacturers cut nickel and cobalt used in focusing devices 40% by switching to electrostatically focused CR tubes. (4) Selenium rectifiers are saving 7½ lbs. of silicon steel, 1¾ lbs. of copper, per receiver. (5) Steel usage in TV sets has been cut in half due to lighter chassis and improved designs. (6) Copper-clad steel and smaller gauge copper wire have effected big copper savings.

Copper supply crisis, which threatened to impede military and civilian production, was relieved May 21 when acting defense mobilizer John R. Steelman gave in to demands of Chile and authorized importers to pay higher prices for the metal and to reflect 80% of increased costs in their prices to domestic users. Action ended embargo on copper shipments from Chile since May 9. Since 25-30% of this country’s copper is imported, NPA is expected to make it mandatory for all users of copper to conform to ratio of 25-30% of the high-priced imported copper and use lower-priced domestic copper for the balance. President Truman May 22 authorized removal of 22,000 tons of copper from nation’s stockpile to make up deficit caused by Chilean copper strike and embargo.

RTMA’s small business program was praised by administrator Telford Taylor of Small Defense Plants Administration in May 21 testimony before House Banking & Currency Committee. Commenting on previous testimony of National Assn. of Manufacturers that his agency should be abolished, Gen. Taylor said: “It is quite true that there are several associations that have been doing a very good piece of work in helping spread procurement, and one that I especially have in mind is the Radio-TV Manufacturers Assn., which maintains a very elaborate card index of small company facilities and has been of great help in spreading procurement, but I have noticed that those associations which are doing the most along this line are the ones which have been most helpful to us and most anxious to support our activities.”

Among unclassified Signal Corps contracts for electronic and related items announced this week by Defense Dept.: Hallcrafters, $1,513,451 for engineering changes to radio sets. $1,240,016 for radio sets, $1,081,161 for telephone maintenance parts, $339,654 for radio spare parts; Hammerland Mfg. Co., $1,623,744, radio receivers; Raytheon, $740,000 for wire spreading machines, etc., and $105,771 for tubes; Massachusetts Institute of Technology, $600,000, research in electronic & molecular physics and communications; Lewyt Corp., $519,511, radio spare parts; S. H. Cauch Co., N. Quincy, Mass., $148,543, remote control equipment; Litton Industries, $139,018, magnetron tubes.

Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA April 25-May 1: Lunn Laminates Inc., Huntington Station, L. I., $150,500 (50% amortization); Western Electric, Burlington, N. C., $103,106 (70%); Arlington Centerless Grinding Co., Kearny, N. Y., $6537 (70%).

Electronics procurement chart of the vast purchasing organization of Air Force, Navy and Army Signal Corps, has been published by Caldwell-Clements Inc., 480 Lexington Ave., New York, as supplement to June *Tech-Tech*. Reprints of 21x30-in. chart available from publisher at $1.

**TOP 100 MILITARY contractors include 16 electronics and related firms which received 10.8% of dollar value of all defense prime contracts placed from July 1950 through December 1951. The 100 companies listed by Munitions Board received 59.9% of all military prime contracts during that period—or $26 billion out of total of nearly $44 billion.**

As in previous list covering fiscal 1951 released last December (Vol. 7:49), General Electric is top “electronics” firm on list, although its large jet engine business probably accounts for biggest share of its military contracts. GE retains fifth place on list, with cumulative total of close to $1 billion in prime contracts, or 2.2% of value of all contracts placed.

Other principal changes since last listing: Sylvania moved from 91st to 71st, American Bosch (including subsidiary Arma Corp.) from 70th to 59th, Radioplane Corp., 95th on old list, was dropped.

It should be noted that many aircraft and other non-electronics firms make some electronic equipment, and many “electronics” companies make some non-electronic items. Much of the orders on list were subcontracted to other firms. General Motors leads list with $2.9 billion in contracts, or 6.6% of total; 6 of first 10 are aircraft companies. Following are electronics and related firms in first 100, their position on list, dollar value of their prime contracts during 1½-year period and their percentage of total military contracts:

<table>
<thead>
<tr>
<th>Company</th>
<th>Rank</th>
<th>Contract Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>GE</td>
<td>1</td>
<td>$976,800,000</td>
<td>22.2%</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>2</td>
<td>$674,400,000</td>
<td>15.5%</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>3</td>
<td>$657,800,000</td>
<td>15.5%</td>
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<tr>
<td>Sperry Corp.</td>
<td>4</td>
<td>$479,000,000</td>
<td>11.1%</td>
</tr>
<tr>
<td>Bendix</td>
<td>5</td>
<td>$174,400,000</td>
<td>4.3%</td>
</tr>
<tr>
<td>RCA</td>
<td>6</td>
<td>$211,300,000</td>
<td>5.2%</td>
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<tr>
<td>Avo</td>
<td>7</td>
<td>$184,600,000</td>
<td>4.4%</td>
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<tr>
<td>Philco</td>
<td>8</td>
<td>$190,700,000</td>
<td>4.4%</td>
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<tr>
<td>Raytheon</td>
<td>9</td>
<td>$192,700,000</td>
<td>4.4%</td>
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<tr>
<td>Collins</td>
<td>10</td>
<td>$138,700,000</td>
<td>3.2%</td>
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<tr>
<td>Hazelrite</td>
<td>11</td>
<td>$93,100,000</td>
<td>2.2%</td>
</tr>
<tr>
<td>American Bosch</td>
<td>12</td>
<td>$91,400,000</td>
<td>2%</td>
</tr>
<tr>
<td>Sylvania</td>
<td>13</td>
<td>$76,500,000</td>
<td>2%</td>
</tr>
<tr>
<td>Stewart-Warner</td>
<td>14</td>
<td>$65,300,000</td>
<td>1.7%</td>
</tr>
<tr>
<td>Gilfillan Bros</td>
<td>15</td>
<td>$53,500,000</td>
<td>1.4%</td>
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Financial & Trade Notes: United Paramount Theatres hopes to adopt “a policy of diversified investment in the amusement, communications and electronics fields which will assure a solid and prosperous future for the corporation,” president Leonard H. Goldenson told annual meeting this week. As first steps in this direction, he pointed to company’s 50% purchase of Microwave Associates Inc., Boston (Vol. 8:3) and proposed ABC merger.

In response to stockholder’s question, Mr. Goldenson expressed hope that ABC would some day give NBC and CBS real competition. He said ABC’s TV-radio facilities are “excellent,” but company has been retarded in past by undercapitalization. “ABC will have to go through a period of a year or so to readjust, and then it’s our hope it will be able to take care of its own dividends and maybe even contribute something more besides,” he added.

Seasonal downturn in theatre attendance has been more pronounced this spring than last, stockholders were told. Mr. Goldenson said attendance at UPT houses so far this quarter is about 3½% below same 1951 period. UPT’s consolidated first-quarter earnings were $1,805,000 exclusive of capital gains, far below last year’s $2,459,000 for similar period.

* * *

Short interest in TV-radio and related stocks on New York Stock Exchange showed these changes between March 14 & April 15: Admiral, 16,985 March 14 to 15,630 April 15; Avco, 11,080 to 9134; GE, 9,205 to 9832; IT&T, 20,939 to 14,501; Magnavox, 10,628 to 9275; Motorola, 15,120 to 15,207; Philco, 9972 to 8867; RCA, 36,045 to 31,355; Standard Coll, 6525 to 9105; Sylvania, 5535 to 2610; United Paramount Theatres, 4900 to 850; Warner Bros., 1685 to 6185; Zenith, 21,640 to 16,161. Between April 15 & May 15 these changes were reported: Admiral, 15,630 April 15 to 14,843 May 15; Avco, 9134 to 8448; GE, 9832 to 11,312; IT&T, 14,501 to 10,317; Magnavox, 9275 to 9435; Motorola, 15,207 to 11,911; Owens-Corning, 1100 to 3435; Philco, 8867 to 6546; RCA, 31,355 to 30,755; Standard Coll, 9105 to 11,405; United Paramount Theatres, 450 to 4400; Warner Bros., 6185 to 875; Zenith, 16,161 to 15,176.

Television-Electronics Fund Inc., in listing portfolio as of April 30, 1952, reports these new purchases and acquisitions: 5000 shares of Beckman Instruments Inc. (Heilpot Corp., wholly-owned subsidiary), $52,500; 2000 Cleveland Graphite Bronze (recent purchaser of Brush Development Co.), $71,000; 2500 General Railway Signal Co., $70,000; 17,000 IT&T (in exchange for Kellogg Switchboard and through acquisition), $280,500; 4600 National Cash Register Co., $255,875; 2000 Raytheon pfd., $76,500; 5000 Svercomaxx Inc., $21,875; 2000 Square D Co., $33,500; 9000 United-Carr Fastener Corp., $272,250.

Dividends: Hazeltime, 25¢ payable June 16 to stockholders of record June 2; Philco, 40¢ June 12 to holders June 2; Webster-Chicago, 25¢ June 20 to holders June 10; Cornell-Dubilier, 30¢ June 27 to holders June 10; Aerovox, 15¢ June 13 to holders May 29; I-T-E Circuit Breaker, 50¢ June 2 to holders May 19.

DuMont reports sales of $15,960,000 and net profit of $114,000 (3¾¢ per share) in 12 weeks ended March 23, compared with $18,851,000 sales and $1,022,000 profit (42¢) for same 1951 period. In 1951, DuMont showed net loss of $583,000 on gross income of $50,741,596 (Vol. 8:17).

Raytheon net for year ended May 31, says May 20 New York Journal of Commerce, is currently estimated at about 65¢ a share compared with $1.12 last year on fewer shares. Nine-month net was 55¢ vs. 94¢.

General Precision Equipment Corp. reports net income of $35,600 (6¢ a share) on sales of $7,780,008 during March quarter vs. $167,882 (28¢) on $7,170,595 year earlier.

Theatre TV will be “the greatest boon to theatre attendance in history.” With that enthusiastic prediction, president Spyros P. Skouras gave 20th Century-Fox stockholders first U. S. demonstration of Swiss-developed Eidophor theatre-TV system using CBS color. He told May 21 New York meeting that the development of the system has cost company about $330,000, and that the bill may total $1,000,000 by time “bugs” are worked out. GE has contracted to produce the equipment, which Mr. Skouras said will be available to theatres within 18 months. A second demonstration of new system was conducted May 22 for selected industry representatives. Press was asked to withhold critical comment until special press showing in about 2 weeks.

TV will lead way to new prosperity for producers as well as exhibitors, the film company chief forecast. “It will be the job of the motion picture producers to supply film not only for the theatres but for home TV as well,” he said. “With these 2 markets to it, the future of motion picture production never looked brighter.”

First quarter profits of 20th Century-Fox total $24,001 (1¢ a share) compared with $874,776 (27¢ a share) same period last year. But Mr. Skouras said he expects substantial pick-up in second-quarter earnings.

Paramount hearing, now in 6th month, featured testimony by 2 FCC witnesses this week—Charles Walden, owner of Miami’s Tivoli Theatre, and Arthur Saas, owner of Chicago’s Alamo Theatre. Walden, who has suit against Paramount pending in New York, said that Paramount forced his second-run theatre to wait for pictures as long as 9 months after they completed first run; that he had to charge higher admissions than first-run theatres; that Paramount refused to sell him films in 1934-35. Paramount counsel Louis Phillips, who is also opposing Walden in New York suit, gave Walden rough time in efforts to show that theatre managers had complete charge of own affairs, and to point up inconsistencies in Waldler’s testimony. Saas charged that he was forced to tie in with old Paramount company because Paramount threatened to build theatre near him. Earlier in week, Skiatron president Arthur Levey asserted that part-owner Paramount prevented Bell & Howell and GE from investing in his old Scopophony Corp.

Muter Co.’s 1952 sales, says May 2 Wall Street Journal, “are expected to exceed 1951’s $12,387,390 because of its strong inventory position and large backlog.” Company has $2,500,000-$3,000,000 backlog of defense orders, and is expecting “further sizable contracts.” Inventories at beginning of 1952 are given as $2,741,052, about 90% in raw materials. Company is said to be looking for new factories.

Varian Associates, San Carlos, Cal., has let $729,838 construction contract for new research & development laboratory in South Palo Alto, to be built on 10-acre tract leased from Stanford U and scheduled to be in operation next April. It will employ 300. Varian now employs 810 at San Carlos manufacturing plant.

Universal Pictures showed net earnings of $411,435 (37¢ a share) for 13 weeks ended Feb. 2, after taxes of $280,000, vs. $107,130 (5¢) after taxes of $55,000 for corresponding 1951 period.

Republic Pictures, in 13 weeks to Jan. 26, reports net profit of $186,977 (5¢ per share) vs. $227,495 (7¢) for corresponding period of year before.

Walt Disney Productions reported net income of $19,980 (3¢ per share) for 6 months ended March 29 vs. $261,914 (30¢).

Decca Records profit for March quarter was $231,580 (30¢) against $314,375 (40¢) same 1951 period.
Plans for new TV stations are taking form in many communities, with most present applicants holding back (presumably until close to July 1) in filing amendments in conformity with new allocations. Meanwhile, scattered reports are being received about new TV projects in the making. From Portland, Ore., for example, it's reported that Oregon Television Inc. has been formed to apply for vhf in that city and elsewhere in northwest; stockholders include Jack Mason, dept. store owner; Huntington Marlow, lumberman; Henry White, shipbuilder; and it has engaged Walter Stiles Jr., ex-ABC & CBS, for engineering. From Los Angeles, John Poole Broadcasting Co., operating KBIG on Avalon and experimental uhf station KM2XAZ (Channel 22), has hired C. F. Rothrock Jr., ex-Link Radio, to prepare for commercial vhf. From Honolulu comes word that Honolulu Advertiser's KGU will apply for Channel 4. And in Providence Phil Ostrow, president of Albright Motors, and David Stackhouse, WJAR announcer, have formed Television Associates, plan May 26 meeting of local residents to secure subscribers to stock issue to underwrite projected TV station.

Canada's first TV stations, to be operated by Canadian Broadcasting Corp. in Toronto and Montreal and due on air about mid-Sept., have posted these base rates: Toronto, $1600 per Class A hour (including 4 hours rehearsal time), $1280 for 45 min. (2 hours), $960 for 30 min. (2 hours), $800 for 20 min. (2 hours), $640 for 15 min. (2 hours), $560 for 10 min. (1 hour), $400 for 5 min. (1 hour), $240 for 20 seconds, $120 for 8 seconds. Montreal, same rehearsal times, with $500 for one hour, $400 for 45 min., $300 for 30 min., $250 for 20 min., $200 for 15 min., $175 for 10 min., $125 for 5 min., $75 for 20 seconds, $37.50 for 8 seconds. For U.S. program interconnections Buffalo to Toronto, rates will be $150 for one hour, $100 for 30 min., $75 for 15 min.; Toronto-Montreal microwave relay won't be ready until 1953. Higher rates are quoted for Toronto because it's known that 35,000 or more sets are already in use in that area, (tuning mainly to Buffalo), whereas last counts for Montreal is only 140 sets (see p. 12, Vol. 8:17).

Sixth station on Empire State Bldg. will be WATV, Newark, which was granted permission to move this week. Grant was made by FCC after it received assurances station would keep studios in Newark, retain Newark identity. President Irving R. Rosenhaus says antenna installation will begin July 1. Now transmitting from Empire State are WABD, WCBS-TV, WJZ-TV, WNBT, WPX. WOR-TV thus remains only station with its own tower.

Three vhf applications for new TV stations this week bring total pending to 537-49 of them uhf. New applicants: WIRK, West Palm Beach, Fla., Channel No. 12; KTF, Lufkin, Tex., No. 9; KDAL, Duluth, Minn., No. 3 (resubmitted). Amending old applications were WFPG, Atlantic City, now seeking uhf Channel No. 46, and WFMJ, Youngstown, No. 73. [For further details, see TV Adenda 14-S herewith; for complete list of applications, see TV Factbook No. 14 with Adenda to date.]

Eyestrain can result from too-close viewing of TV screens, especially larger sizes, in opinion of TV committee of N. Y. State Optometric Assn., reporting at annual convention this week. Distances recommended: 8 ft. from 10-in. screen, 14 ft. from 16-in., 20 ft. from 24-in. Committee said projection pictures have definite advantages over direct-view because of reduced glare. Ideal room lighting is shaded 40-watt bulb to rear of viewer.

Milton Berle will stage his fourth annual TV marathon for Damon Runyon cancer fund on NBC-TV from noon Sat., June 7, to 10:30 p.m. Sun., June 8.

Chicago city council's crime hearings, starting May 26, have banned TV-radio and even tape recordings.

Probe of TV-radio "morals" (Vol. 8:20) will be conducted by 7-man subcommittee from House Interstate & Foreign Commerce Committee, to be headed by Rep. Oren Harris (D-Ark.). Others named to investigating group by committee chairman, crossed (R-Del.): Klein (D-N. Y.), Carlyle (D-N. C.), "Thornberry (D-Tex.), O'Hara (R-Minn.), Chenoweth (R-Colo.), Denny (R-Pa.). Broadcasters and representatives of NARTB were generally pleased with selection. While opposed to idea of any Congressional inquiry into programming, with its implications of censorship, they expressed confidence they would get sympathetic hearing from the legislators chosen. Subcommittee hasn't yet set date or made plans for hearings, but NARTB hopes to arrange informal meeting between TV Code Review Board and Rep. Harris and other subcommittee members, as well as with Rep. Gathings (D-Ark.) who introduced probe resolution but isn't on subcommittee, during Review Board's next meeting in Washington June 5-7.

Bill to ban TV-radio, newsreel and still cameras from Senate committee hearings (S. Res. 319) was introduced May 19 by Judiciary Committee Chairman McCarran (D-Nev.). Measure would also bar recording of testimony by persons other than official committee stenographers and prohibit TV-radio stations from transmitting any part of testimony obtained by use of recording device. Sen. McCarran said his resolution would implement recommendations of American Bar Assn. against televising or broadcasting court proceedings or Congressional investigations sessions. NARTB petitioned Senate Rules Committee for hearing on bill, which president Harold E. Fellows called "a clear invasion of the rights of public media." Rules Committee won't set hearing date or act on measure until May 28, its next meeting. Ban on TV-radio, newsreels and recordings at committee meetings is already in effect in House as result of ruling by Speaker Rayburn (D-Tex.). A number of influential Senators, including Kefauver (D-Tenn.) and Morse (R-Ore.) attacked the McCarran resolution.

Theatre TV snagged exclusive rights to one championship fight this week, while home TV signed up for another. After long period of inactivity for TV gear in theatres, Nathan L. Halpern's Theatre Network TV signed up June 25 light heavyweight championship bout between Joey Maxim and Sugar Ray Robinson at New York's Yankee Stadium. TNT hopes to have 40-50 theatres hooked up via AT&T cable-microwave circuit for the event. How much TNT is paying wasn't divulged. TV-radio rights to June 5 Joe Walcott-Ezzard Charles heavyweight title fight in Philadelphia were sold for $175,000 to NBC and Gillette under terms whereby Philadelphia will be blacked out.

Liberty Broadcasting System, which suspended last week, has formed new radio network of 8 Texas and Louisiana stations with headquarters at president Gordon McLeod's KLBS, Houston (formerly KLEE). Gen. mgr. Tom Cavanaugh says this will be nucleus of new nationwide hookup, with 60 western stations already lined up to carry minor league baseball.

National Community Antenna Assn., recently formed (Vol. 8:3), holds first annual meeting June 9 in Neche Allen Hotel, Potts ville, Pa., featuring talks on taxes by NCTA's accountant Edward J. Mallon and attorney Thomas C. Egan, plus question-answer session with 4-member panel of system operators.

### CITY-BY-CITY PRIORITIES

For Processing of Applications for New TV Stations

Indicating Order in Which FCC Will Handle Applications at Start of Processing, July 1, 1952

Issued by FCC May 22, 1952, as Public Notice 52-190

Based on Temporary Processing Procedure Specified in FCC's Sixth Report & Order of April 14, 1952, also known as Final Allocation Report (see p. 155 of printed copy published by Television Digest)

Editor's Note: List is divided into two parts—Groups A and B. First group, designated A-2, includes all cities 40 or more miles from existing stations. Applications from these cities will be considered in order listed. (Group A-1 comprises the 30 existing stations required to shift to new channels; for list of these, see page 170 of Final Television Allocation Report.) Group B comprises all other cities, except Territories & Possessions and cities in which educational channel is sole channel available. Though Group B is divided into subgroups, applications will be processed sequentially throughout entire group—as indicated by numeral preceding each city. The sequence in which cities are listed, in either Group A or B, doesn't necessarily indicate sequence in which construction permits will be granted, inasmuch as many applications will be involved in hearings to be conducted and decided at indeterminate future dates.

### APPENDIX A—GROUP A-2

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th>Population</th>
<th>Distance to nearest TV Station (Miles)</th>
<th>Population</th>
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<tr>
<td>1</td>
<td>Denver, Colo.</td>
<td>415,786</td>
<td>330</td>
<td>91,669</td>
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<td>2</td>
<td>Portland, Ore.</td>
<td>373,628</td>
<td>142</td>
<td>69,016</td>
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<td>3</td>
<td>Tampa-St. Petersburg, Fla.</td>
<td>221,419</td>
<td>170</td>
<td>63,500</td>
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<tr>
<td>4</td>
<td>Springfield, Holyoke, Mass.</td>
<td>217,060</td>
<td>54</td>
<td>45,082</td>
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<td>5</td>
<td>Youngstown, O.</td>
<td>168,330</td>
<td>130</td>
<td>29,675</td>
</tr>
<tr>
<td>6</td>
<td>Wichita, Kan.</td>
<td>168,727</td>
<td>130</td>
<td>29,505</td>
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<td>7</td>
<td>Flint, Mich.</td>
<td>163,143</td>
<td>46</td>
<td>29,682</td>
</tr>
<tr>
<td>8</td>
<td>Spokane, Wash.</td>
<td>161,721</td>
<td>230</td>
<td>29,516</td>
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<td>9</td>
<td>Beaumont, Port Arthur, Tex.</td>
<td>151,544</td>
<td>83</td>
<td>29,500</td>
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<tr>
<td>10</td>
<td>Duluth, Minn.-Superior, Wis.</td>
<td>139,836</td>
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<td>Sacramento, Cal.</td>
<td>137,372</td>
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<td>Fort Wayne, Ind.</td>
<td>133,807</td>
<td>96</td>
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<td>Austin, Tex.</td>
<td>132,450</td>
<td>71</td>
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<td>14</td>
<td>Chattanooga, Tenn.</td>
<td>131,041</td>
<td>102</td>
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<td>15</td>
<td>El Paso, Tex.</td>
<td>130,465</td>
<td>225</td>
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<tr>
<td>16</td>
<td>Mobile, Ala.</td>
<td>129,009</td>
<td>130</td>
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<tr>
<td>17</td>
<td>Evansville, Ind.</td>
<td>128,336</td>
<td>190</td>
<td>28,500</td>
</tr>
<tr>
<td>18</td>
<td>Shreveport, La.</td>
<td>127,306</td>
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<tr>
<td>19</td>
<td>Baton Rouge, La.</td>
<td>125,629</td>
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<td>Scranton, Pa.</td>
<td>125,536</td>
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<td>Knoxville, Tenn.</td>
<td>124,769</td>
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<td>22</td>
<td>Savannah, Ga.</td>
<td>119,633</td>
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<td>South Bend, Ind.</td>
<td>119,511</td>
<td>62</td>
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<tr>
<td>24</td>
<td>Peoria, Ill.</td>
<td>111,856</td>
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<td>25</td>
<td>Corpus Christi, Tex.</td>
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<tr>
<td>26</td>
<td>Montgomery, Ala.</td>
<td>106,520</td>
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<tr>
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<td>Little Rock, Ark.</td>
<td>102,213</td>
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<tr>
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<td>Lincoln, Neb.</td>
<td>99,884</td>
<td>49</td>
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<tr>
<td>29</td>
<td>Jackson, Miss.</td>
<td>98,271</td>
<td>162</td>
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<tr>
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<td>Madison, Wis.</td>
<td>96,056</td>
<td>72</td>
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<tr>
<td>31</td>
<td>Wheeling, W. Va.-Steubenville, O.</td>
<td>94,763</td>
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<tr>
<td>32</td>
<td>Rockford, Ill.</td>
<td>92,927</td>
<td>80</td>
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<tr>
<td>33</td>
<td>Saginaw, Mich.</td>
<td>92,918</td>
<td>56</td>
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<tr>
<td>34</td>
<td>Roanoke, Va.</td>
<td>91,921</td>
<td>82</td>
<td>28,500</td>
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1 Includes populations of Memphis and San Benito, Tex., pursuant to footnote 1 of Table of Assignments.

This Supplement is published for its full-service subscribers by Television Digest, extra copies available at $1 each.
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<th>1930 Population</th>
<th>1950 Population</th>
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<td>Albemarle, N. C.</td>
<td>11,796</td>
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<td>2</td>
<td>Allentown, Pa.</td>
<td>95,948</td>
<td>122,318</td>
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<td>Albany, N. Y.</td>
<td>306,801</td>
<td>315,955</td>
</tr>
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<td>4</td>
<td>Albany, N. Y.</td>
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<td>Anchorage</td>
<td>4,562</td>
<td>111,463</td>
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<td>Anderson</td>
<td>12,250</td>
<td>26,855</td>
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<td>7</td>
<td>Ansley, S. C.</td>
<td>11,134</td>
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<td>Anthony</td>
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**GROUP B-2**

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**GROUP B-3**

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<td>177,397</td>
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<td>30</td>
</tr>
<tr>
<td>173.</td>
<td>Tacoma, Wash.</td>
<td>143,672</td>
<td>1</td>
<td>23</td>
</tr>
<tr>
<td>174.</td>
<td>San Jose, Cal.</td>
<td>95,280</td>
<td>1</td>
<td>38.5</td>
</tr>
<tr>
<td>175.</td>
<td>Winston-Salem, N. C.</td>
<td>87,811</td>
<td>1</td>
<td>23</td>
</tr>
<tr>
<td>176.</td>
<td>Altona, Pa.</td>
<td>77,173</td>
<td>1</td>
<td>28</td>
</tr>
<tr>
<td>177.</td>
<td>Petersburg, Va.</td>
<td>35,054</td>
<td>1</td>
<td>22</td>
</tr>
<tr>
<td>178.</td>
<td>Mesa, Ariz.</td>
<td>16,790</td>
<td>1</td>
<td>14</td>
</tr>
</tbody>
</table>

**GROUP B-4**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th>1950 Population</th>
<th>No. Services</th>
<th>Distance to Nearest TV Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>179.</td>
<td>St. Louis, Mo.</td>
<td>856,796</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>180.</td>
<td>Pittsburgh, Pa.</td>
<td>678,806</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>181.</td>
<td>Buffalo-Niagara Falls, N. Y.</td>
<td>671,004</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>182.</td>
<td>Milwaukee, Wis.</td>
<td>537,392</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>183.</td>
<td>Houston, Tex.</td>
<td>596,163</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>184.</td>
<td>New Orleans, La.</td>
<td>570,445</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>185.</td>
<td>Seattle, Wash.</td>
<td>467,501</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>186.</td>
<td>Kansas City, Mo.</td>
<td>456,622</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>187.</td>
<td>Indianapolis, Ind.</td>
<td>427,173</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>188.</td>
<td>Memphis, Tenn.</td>
<td>396,000</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>189.</td>
<td>Norfolk-Portsmouth-Newport News, Va.</td>
<td>335,910</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>190.</td>
<td>San Diego, Cal.</td>
<td>334,387</td>
<td>1</td>
<td>1</td>
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<tr>
<td>191.</td>
<td>Rochester, N. Y.</td>
<td>322,488</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>192.</td>
<td>Toledo, O.</td>
<td>303,616</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>193.</td>
<td>Miami, Fla.</td>
<td>249,276</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>194.</td>
<td>Oklahoma City, Okla.</td>
<td>243,594</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>195.</td>
<td>Richmond, Va.</td>
<td>230,310</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>196.</td>
<td>Jacksonville, Fla.</td>
<td>204,517</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>197.</td>
<td>Tulsa, Okla.</td>
<td>182,740</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>198.</td>
<td>Nashville, Tenn.</td>
<td>174,307</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>199.</td>
<td>Charlotte, N. C.</td>
<td>134,042</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>200.</td>
<td>Phoenix, Ariz.</td>
<td>106,816</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>201.</td>
<td>Albuquerque, N. M.</td>
<td>96,815</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>202.</td>
<td>Huntington, W. Va.</td>
<td>86,353</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**GROUP B-5**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Location</th>
<th>1950 Population</th>
<th>Number Stations</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>203.</td>
<td>Ogden, Utah</td>
<td>57,112</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>204.</td>
<td>Provo, Utah</td>
<td>28,937</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>205.</td>
<td>Fort Worth, Tex.</td>
<td>278,778</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>206.</td>
<td>Providence, R. I.</td>
<td>248,674</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>207.</td>
<td>Minneapolis-St. Paul, Minn.</td>
<td>833,067</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>208.</td>
<td>Boston, Mass.</td>
<td>801,444</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>209.</td>
<td>San Antonio, Tex.</td>
<td>408,442</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>210.</td>
<td>Omaha, Neb.</td>
<td>351,117</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>211.</td>
<td>Salt Lake City, Utah</td>
<td>182,121</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>212.</td>
<td>San Francisco, Cal.</td>
<td>1,159,932</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>
Correction Sheet

ERRATA TO FINAL TELEVISION ALLOCATION REPORT

As Issued May 16 by FCC, Correcting Its Sixth Report & Order of April 14, 1952

Pages referred to are those in copies printed by Television Digest

age 32: Fara. 255(b), 3rd line, delete "VHF".
age 33: Fara. 256(c), Plan 3 of table, Albany-Schenectady-Troy, add "**" to 17.
age 52: Fara. 376(g), Plan 1 of table, change bold-face "*12" to light-face; Plan 3, make "Flex. channel" bold-face.
age 54: Fara. 404(e), Plans 1 & 2, Indianapolis, change light-face "*12" to bold-face; Plan 1, Bloomington, change 46 to 36; Plan 3, Cincinnati, change light-face "13" to bold-face; Plan 3, Clarksburg, add bold-face "5" to vhf channel column.
age 67: Fara. 480, 6th line, change 60 to 61.
age 70: Fara. 497(c), Flint, proposed changes, vhf Channel No., move "12" into vhf column.
age 71: Fara. 507(e), table, next to last line, proposed changes, change bold-face "*20" to light-face.
age 74: Fara. 521(d), table, Hannibal, change light-face "3" to bold-face; Milwaukee, change light-face "*8" to bold-face.
age 75: Fara. 528(c), table, Urbana, change bold-face "*27" to light-face.
age 79: Fara. 547(c), table, Des Moines, change bold-face "*17" to light-face.
age 81: Fara. 572(g), 2nd line, delete "Station".
age 85: Fara. 598(h), table, Kansas City, change bold-face "*19" to light-face.
age 89: Fara. 610(g), table, Omaha, change bold-face "7" to light-face.
age 90: Fara. 617, last line, change "DENIED" to "denied".
age 98: Fara. 665, footnote 139, add "Pa." to Pittsburgh.
age 103: Fara. 685(c), footnote 148, 4th line, change "then" to "than".
age 113-117: Change "Johnstown" to "Johnston" in Paragraphs 767(f), 768(d), 793(b), 793(d), 797, 793, 801(c).
age 120: Fara. 821(c), table, Melbourne, delete underline in vhf channel column.
age 125: Fara. 848(b), table, change "Claramore" to "Claremore".
age 125: Fara. 851(b), table, Boulder City, Plan 2, delete "*9" and "22".
age 120: Fara. 871, 4th line from end, delete "City".
age 136: Fara. 932(c), table, change bold-face "*3", "*46" and "*12" to light-face.
age 147: Fara. 971(f), table, Tijuana, make following bold-face; 39, 45, 51, 57, 63.
age 155: Appendix C(1), Sec. 1.371, Fara. (b), 18th line, add "3,607(b)" after "Section".
age 156: Appendix C(1), Sec. 1.371, Fara. (j), 10th line, add "all" after "forms". (over)
Appendix D, table of contents, under section titled "Cross-Reference to Recodification Subpart I of Part 3", change column headed "Section" to "Old Number" and change column headed "Old No." to "New Number".

Appendix D, table of contents, bottom of page, change "Appendix A" to "Appendix: "Appendix B" to "Appendix II", "Appendix C" to "Appendix III".

Appendix D, change "Appendix C" to "Appendix III" in lines I to VI.

Appendix D, Sec. 3.606(b), Territories & Possessions, correct alphabetical listing of cities.

Appendix D, Sec. 3.610(a)(1)(i) and (iii), last line, change "Appendix A" to "Appendix I".

Appendix D, Sec. 3.611(d)(1), (3), (4) and footnote 7, change "Appendix B" to "Appendix II".


Change "Appendix A" to "Appendix I".

Change "Appendix B" to "Appendix II".

Change "Appendix B" to "Appendix II".

Change "Appendix C" to "Appendix III".

Appendix E, Flagstaff, Ariz., last column, add "239"; Centralia, Ill., first column, add "529"; Johnstown, Pa., last column, add "374"; Kirksville, Mo., first column, add "527"; Adams, Wis., first column, add "none"; Chilton, Wis., first column, add "none"; Park Falls, Wis., first column, add "none"; Shell Lake, Wis. first column, add "none"; Cheyenne, Wyo., first column, add "none"; Rawlins, Wyo. first column, add "none".

-(end)-
In this Issue:

- FCC's Priority List by State-City, page 1.
- TV-Aviation Agreement on High Towers, page 2.
- More on 'Tapping' TV for Portland, page 3.
- Transit FM Upheld by Supreme Court, page 3.

With This Issue: Supplement No. 81-A—Geographical State & City Priorities for Processing TV Applications

FCC's PRIORITY LIST BY STATE-CITY: To save you a lot of page-thumbing and cussing, we've taken FCC's list of city-by-city priorities for processing applications after July 1 -- published last week as Supplement No. 81 -- and rearranged it into state-and-city form as Supplement No. 81-A, sent herewith to full-service subscribers.

You can now determine position of any city with minimum of hide-and-seek. We will continue to publish such basic TV tools as they become available or necessary. We've now provided you, for your post-freeze TV reference file:

2. Geographical Coordinates of Existing Stations.
3. TV Station Operating Costs (reprint of article by Joe Herold).
4. VHF & UHF Allocations by Channels (Supplement No. 78).
5. Tables of Maximum Powers for Various Heights, and Tables of Service Contours (Supplement No. 80).
6. City-by-City Priorities for the Processing of Applications for New TV Stations (Supplements No. 81 & 81-A).

Note: A sharp-eyed engineer calls our attention to a minor error in Supplement No. 80. Under "Grade A Service Contours" for Channels 7-13, figure accompanying 71 db should be "3.55 mv/m" instead of "3.16 mv/m".

REASONS FOR DRIBBLE OF APPLICATIONS: Processing of applications starts in a month, yet only 41 applications (16 of them uhf) are officially on file with FCC. That's all that have been filed on new forms since end of freeze. Reasons behind slow rate of filing are essentially same as before:

1. Strategy -- "Let's wait until the competition tips its hand."
2. Difficulties in completing applications -- technical, financial, programming, and the like.

Just how much "strategy" can be exercised has everyone guessing. FCC will begin processing applications July 1, but there's widespread popular misconception that it's a "cutoff date" -- that Commission will process all applications received prior to July 1 before it considers those filed later. Facts are simply these:

1. FCC will start examining applications July 1, beginning with those from Denver (Group A) and Bridgeport (Group B), according to published priority lists (see Supplements No. 81 & 81-A).
2. Whenever 2 applicants specify same channel in same city, they'll be set for hearing at some future date.
3. Any application which is sole seeker for a channel will be placed before Commission to be granted if applicant is fully qualified financially, technically, etc. Vast majority of such applicants presumably will be so qualified.
(4) If an applicant is quite sure that two or more requests will be made for the channel he desires, there's no great rush for him to get on file by July 1. If he chooses, he can wait until FCC sets date for hearing; he can then file any time up to 20 days before hearing is due to start, and be placed in hearing on equal footing with applicants already involved in the hearing.

(5) If applicant isn't sure two or more will file for his channel, he may choose to file early in hopes he'll be granted before his competition wakes up. Applicant can never be completely sure, of course, so that's what everyone is worrying about. Yet applicants shouldn't worry excessively, in the opinion of commissioners and staff, because they expect substantial period of time to elapse before first grant can be made. As Comr. Hyde puts it: "We won't make any grants on July 2. Each application must be carefully studied." Thus applicants will have a little time to scan what's on file, make up their minds.

Personally, we think very few CPs, if any, will be granted before Aug. 1, and we doubt whether any hearings will start before Aug. 15. FCC just doesn't work that fast, particularly when it has 500-1000 applications to examine.

Joseph Nelson, chief of TV applications branch, looks for big glut of applications by July 1, but he expects very substantial number to come later. "If a man scans the priority list," he says, "and sees that his city is quite far down the line, he'll see he has no reason to break his neck rushing to file."

One factor some people still don't appreciate is that date of filing application is meaningless so far as priorities of processing is concerned. An application filed today gets no advantage over one filed July 1, and frequently has no jump on those filed even later. City's position on priority list is what counts.

Senate gave FCC and applicants a lift this week when Appropriations Committee reported bill giving Commission $600,000 extra for TV processing. Though Interstate & Foreign Commerce Committee had asked for $800,000, Chairman Johnson was well pleased, continued his campaign urging constituents to "get out the vote" from their Senators and Congressmen. Bill is likely to come up for final Senate vote next week. After that, job is to get House to agree with Senate.

In reporting extra funds for Commission, Appropriations Committee directed FCC to explore idea of charging fees to applicants and licensees. Congress has suggested this before, but Commission has always shied away from it.

Problem about studio locations, raised last week (Vol. 8:21) by WDRC, Hartford, which wants to place studio outside city limits, was answered by Commission in letter stating FCC will waive rules where "severe and undue hardship" exists.

**TV-aviation agreement on high towers:** There'll be no new hard-and-fast FCC rules to restrict telecasters further in choice of tower sites.

This basic decision came out of harmonious 5-hour conference May 28 between representatives of FCC, CAA & TV and aviation industries on air navigation problems posed by greater tower heights permitted under new TV allocation.

Important aspects of question are still to be worked out -- and decisions made this week by working committee (Vol. 8:17, 19-20) are subject to ratification by larger representative body headed by FCC Comr. Webster and CAA Deputy administrator F. B. Lee. This could come as soon as 3-4 weeks. Although details of agreement are under wraps, it's known that group decided there should be no changes in Part 17 of FCC regulations -- which governs aeronautical study of towers over 500 ft. -- nor should there be any blanket criteria to determine approval or denial of towers.

This is what TV industry wanted, and it turned out to be quite acceptable to aviation industry. Latter fact is largely due to efforts of NARTB, Assn. of Federal Communications Consulting Engineers and Federal Communications Bar Assn., whose representatives allayed aviation industry's fears that hundreds of 1000 and 2000-ft. TV towers would crop up virtually overnight.
MORE ON 'TAPPING' TV FOR PORTLAND: We weren't told, hence didn't report to you last week (Vol. 8:21), all pertinent details of "the Portland TV story." It develops now that, by omission, our account of Portland radio stations' plans to bring telexcasts of the July political conventions to their city did an injustice to the company that really first projected the plan -- namely, Seattle's live-wire KING-TV.

Week or more before the Portland stations got around to it, KING-TV hired Portland's big civic auditorium, capable of holding 3000 persons, arranged with 14 set distributors to install 50-75 receivers, and informed people of Portland they would be invited to come and look. It even got writeup in Portland Oregonian, and written promises of promotional support from promotion manager of that newspaper.

Thereafter the 3 Portland stations -- Oregonian's KQW, Westinghouse's KEX and Marshall Field's KOIN--put heads together to plan similar service. We got dope on latter effort, not KING's. Now it's question whether the Portland enterprisers (with Journal KPOJ added) will join forces with their neighbor from the north and perhaps hire several more halls for joint promotional effort. So far, they haven't asked phone company for lines; reluctance to join with KING-TV may be due to fact (1) Mrs. Scott Bullitt developed TV in Seattle while they eyed it askance, one even surrendering CP, and (2) Mrs. Bullitt intends filing for own station in Portland.

TRANSIT FM UPHELD BY SUPREME COURT: Great hopes once held for transit FM may yet be realized. With May 26 Supreme Court decision giving it clearcut go-ahead, many FM operators who have clung to their stations through years of red ink now see fairly clear road ahead for this specialized service.

Court held 7-1 that FM programs on buses, streetcars, etc. do not violate public's constitutional "freedom to listen" or "privacy". Justice Douglas, dissenting, claimed: "Once a man is forced to submit to one type of radio program, he can be forced to submit to another. It may be a short step from a cultural program to a political program." Justice Frankfurter said he objects so violently to the broadcasts that he "had better not participate" in decision.

Basic position of majority was that telexcasts neither deprive public of freedoms guaranteed by First Amendment nor invade rights of privacy. "However complete [a passenger's] right of privacy may be at home," majority said, "it is substantially limited by the rights of others when its possessor travels on a public thoroughfare or rides in a public conveyance."

Jubilant transit FM operators began to plan expansion. Transit Radio Inc., 1109 Union Trust Bldg., Cincinnati, headed by WKRC's Hulbert Taft Jr., called for June 3 board meeting in Cincinnati. Ben Stroese's WWDC-FM, Washington, which was target of case which went to the highest court, plans gradually to increase installations from 450 to some 1500, reports encouraging response from advertisers. The decision was thumping victory for WWDC counsel W. Theodore Pierson, who also argued for Capital Transit and Public Utilities Commission.

Transit Radio lists 10 stations operating transit radio systems (number of vehicles in parentheses): Des Moines, KCBC-FM (150); Cincinnati, WKRC-FM (500); St. Louis, KXOK-FM (1000); Kansas City, KCMO-FM (450); Worcester, WGTR (200); Tacoma, KNTT (150); Pittsburgh, WJKF (100); Washington, WWDC-FM (450); Trenton, WTOA (150); Houston, KPRC-FM (250). Transit Radio says some 20 more once had such operations and now many of these are considering resuming.

Though TV on vehicles may sound a bit fanciful now, Court decision gives it ample legal protection. Experiments have already been made installing TV sets in buses, trains, planes, ships.

* * * * *

Opponents of transit FM aren't giving up, though resounding defeat has taken much wind out of their sails. They're now talking of going to Congress and to FCC. They'll probably have tough time getting Congress to bestir itself, and Commission hasn't given them much encouragement in past.

The only related action FCC has taken so far occurred year ago when it informed FM operators that "functional music" and "storecasting" -- so-called "beep" services which employ supersonic note to cut voice in and out -- violate Communica-
tions Act and FCC rules. At that time, Commission intimated it may have questions about transit operations, too.

Subject has been buried in Commission files pending Court decision, but FCC is still obviously loathe to extinguish the few sparks which have kept some stations going. In addition, the one FCC attorney who was dedicated to abolishing the specialized services has been on year's leave, isn't due back until August. Matter will probably stay dormant indefinitely and eventually be dropped by Commission.

Network Radio Rate Structure Shaky: Network radio business is slipping so badly that "deals" with sponsors are order of the day — and the formalizing of rate cuts as great as 50% is regarded as merely a matter of who announces them first.

Only balm for the business of broadcasting is that local and spot seem to be holding their own and in many cases increasing. Besides researches designed to prove undoubted efficacy of radio advertising, broadcasters through their 622-member BAB this summer will launch $600,000 promotion campaign to help hypo radio.

But talk all they want about the resurgence of radio, survey their heads off, promote radio as hard as they will, the fact remains that the broadcasters are plenty worried. Their spokesman, Broadcasting Magazine, headlines "Second Rate Cut Crisis" May 26, and its able interpreter Edwin H. James reports thus on the valiant effort of All-Industry Affiliates Committee to hold the line:

"What can the Affiliates Committee do to prevent another collapse of network rates? The answer: Very little. If the committee had any chance of holding off the [10-15%] reductions of a year ago, it has a much weaker chance now. The reason is that CBS Radio has managed to rewrite a large majority of its affiliation contracts." Then Mr. James goes on to explain the "chain reaction" that will set in when, as many fear, CBS again takes initiative in announcing reductions:

"Except for perhaps a dozen key affiliates, CBS Radio stations now have contracts that allow the network to change rates at will without consultation with the stations. It is doubtful that these dozen could throw up a roadblock big enough to stop a rate cut if the network decided it was time to make one.

"Let CBS Radio cut its rates, and the other networks would undoubtedly have little trouble bringing their affiliates to accept reductions to match. To hold out would mean presenting CBS Radio with all the business it could cram on the air."

Growth of the TV prodigy, now selling more dollars worth of network time than radio, doubtless can be blamed for part of the decline in network radio. It ill behooves the TV child, offspring of radio, to crow at the plight of its parents, of course, but the facts are hard and certain: TV billings are going up, radio down.

For proof, study the PIB tables on page 6 of our Vol. 8:21, covering Jan.-thru-April network billings. Needless here to delineate the upward climb of TV, as shown by the figures, but the downturn of radio is just as clear.

Gross time billings of the 4 radio networks are down, in round figures, from $64,000,000 for the first 4 months of 1951 to $56,500,000 for same 1952 period.

Here's how the 2 biggest networks dropped during the comparative periods:

CBS, from $26,213,046 to $20,047,381; NBC, from $19,931,091 to $16,614,038.

ABC and Mutual went up — former from $11,673,661 to $13,079,310 and latter from $6,157,999 to $6,803,956 — but these gains do not belie the over-all trend, nor can fact be blinked that NBC and CBS have always been leaders and bellwethers.

If further proof is needed of decline in network radio sponsorships, there is also PIB's analysis of media expenditures of leading advertisers in 7 basic categories during first quarter (see item below). It's not very encouraging to radio.

Stock Accounts: Best Foods Inc., thru Benton & Bowles, is first sponsor to take advantage of new 45% volume discount offered by WCBS-TV, New York, for purchases of daytime announcements, using 12 spots per week. Dixie Cup Co. starts Hollywood Off-Beat, with actor Melvyn Douglas as Steve Randall, private investigator, on WJZ-TV, New York, starting June 12, Tue. 8-8:30, thru Hicks & Gries; Van Dyne Co. (Kal-X chewing gum), new to TV, sponsors Fashions & Fun on WABD, New York, Sun. 11:15-11:45 p.m. Adam Hat Co. buys 3 quarter hours preceding Father's Day on WNB1, New York, with Bill Stern; it's part of TV-radio "saturation campaign" being placed by Hirshon-Garfield. Bank of America sponsoring Tricks of the Trade on KPIX, San Francisco, Mon. 10:15-10:30 p.m., thru Charles R. Stuart Adv. Among other advertisers reported using or preparing to use TV: General Foods (Swans Down angel food cake mix), thru Young & Rubicam, N.Y.; Weaver Products Co. (Spoonla professional curlers), thru Erwin, Wasey & Co., Minneapolis; Laker Products Corp. (insecticide), thru Ray & Adv. Agency, N. Y.; J. B. Williams Co. (Skel suntan lotion), thru J. Walter Thompson, N. Y.; Levolor Lorentzen Inc. (venetian blind hardware), thru Reiss Adv., N. Y.

UHF propagation tests, to obtain much-needed data on effects of height on transmissions, will be started by RCA shortly after FCC approval of application filed this week. Setup to be used: (1) Four transmitters in 840-854 mc band, 20 watts output, A-0 emission. (2) Four antennas mounted on WOR-TV tower at levels of 185, 370, 550 and 735 ft., each having gain of about 100 and tiltable 2 degrees up and 10 degrees down. (3) Mobile units will make measurements, and engineers will be able to communicate with transmitter operators. (4) Time to complete measurements is estimated at 6 months.

Challenging FCC's allocation plan, two more applicants filed petitions for reconsideration or rehearing this week, will presumably consider court appeals if FCC denies them. Attorney Arthur Scharf, among most vigorous critics of FCC plan, filed for both stations—KVOL, Lafayette, La., and WLAN, Lancaster, Pa.

KVOL's arguments are similar to those of KTEM, Temple, Tex. (Vol. 8:18). In last year's proposed allocation, Lafayette was to get Channel 5; in final plan, channel was given Alexandria while Lafayette was assigned 2 uhf.

Station says that FCC misled it into believing No. 5 would stay in Lafayette; that it wasn't given slightest warning co-channel spacing would be changed from 180 to 220 miles. Therefore, it charges, it couldn't take measures to protect itself until too late.

In addition, KVOL says, Commission's sole reason for shifting channel is that Alexandria has population of 35,000 whereas Lafayette has 34,000. It argues: "The Commission had no evidence before it of the population of the respective communities, independent of the formal corporate boundaries of the cities; of the nature of the communities and their populations; of the needs of the respective communities and surrounding area and population."

Lancaster situation involves fact that FCC intends to move WGAL-TV from Channel 4 to 8. WLAN contends it has right to compete with WGAL-TV for No. 8, says that Commission's "cavalier manner" in shifting other stations to new channels indicates that WLAN "is in real danger of unlawfully being denied its right" to compete with WGAL-TV.

Stations required to shift channels are going all the way in requesting maximum powers. Some are also seeking full permissible heights. The 5 filed this week, with powers and heights above average terrain: WHAS-TV, Louisville, Channel 11, 316 kw, 495 ft; WKRC-TV, Cincinnati, No. 12, 316 kw, 612 ft; WHIO-TV, Dayton, No. 7, 200 kw, 1145 ft; WTAR-TV, Norfolk, No. 3, 100 kw, 376 ft; WTMJ-TV, Milwaukee, No. 4, 100 kw, 908 ft. Others filed since freeze-end: WSAZ-TV, Huntington, No. 3, 83.8 kw, 593 ft; WXEL, Cleveland, No. 9, 316 kw, 1000 ft; WMCT, Memphis, No. 3, 100 kw, 666 ft.

Advantages of multiple antennas are discussed in May 26 Broadcasting Magazine by Malcolm I. Ruddock, member of Cadwalader, Wickersham & Taft, counsel for Empire State Bldg. management. Excellent presentation, in layman's language, demonstrates the common-sense principles behind engineering and economics of such antennas. Included is table of cities assigned 5 or more channels, with heights of existing stations and of tallest buildings in each city.

Walter C. Evans, 54, president of Westinghouse Radio Stations Inc., operating the 5 Westinghouse AM stations and WBZ-TV, Boston, died May 26 in Baltimore after a long illness. He was also v.p. of parent Westinghouse Electric Co. from 1942 until last April 1, first in charge of its X-ray and electronics divisions and then supervising its Air-Arm division in Baltimore, but resigned due to ill health. An old-time amateur and ship radio operator, he studied electrical engineering at the U of Illinois until he joined the Navy in World War I. Later he served as wireless operator for Marconi, RCA and United Fruit, then joined old KYW, Chicago, of which he became chief engineer in 1922 and gen. mgr. in 1932. Surviving are his wife, a daughter and a son.

Ralph Rockafellow, 54, adv-promotion director of Paramount TV Productions, died May 26. He was formerly with Young & Rubicam and Buchanan Co.
Films commercials in theatres are recommended as supplement to TV advertising by Movie Advertising Bureau (70 E. 45th St., N.Y.) in ad in U.S. News & World Report. Bureau says more than 16,500 of nation's 18,000 theatres now run screen advertising; its ad aims this message at TV sponsors: "Make your TV film commercials do double duty by showing them in the movies in areas not reached by TV."

As theatres make pitch for big-screen advertising, there's increasing evidence that film producers and theatres will some day earmark large portions of their ad budgets for TV commercials. Recent survey by Motion Picture Herald showed opinion in movie industry overwhelmingly favors use of TV to advertise films—but more than half of industry feel time will never come when old movies can be shown on TV without seriously affecting theatre attendance. Survey reveals these attitudes of film producers, distributors and exhibitors toward TV:

(1) Of industry as whole, 58% think there will never be time when old films can be shown on TV without hurting boxoffice; 70% of exhibitors registered this opinion, but only 45% of distributors and 43% of producers share this view.

(2) Expansion of theatre TV finds favor with 60% of industry, including 77% of exhibitors, 78% of distributors, 56% of producers.

(3) About 90% of industry favors extensive advertising of pictures on TV; 94% of producers, 87% of distributors, 89% of exhibitors voted "yes" on this question.

(4) Appearance of movie stars on TV was favored by 90%, especially if mention is made of players' current or forthcoming films.

President Eric Johnston of Motion Picture Assn. told Los Angeles Chamber of Commerce dinner recently that TV and movies are "complementary". He emphasized that "there is plenty of room for home TV in the entertainment world, but it is not going to flourish on the ashes of the motion picture industry." Of theatre TV, he said: "It is destined to be a major factor in the operation of every motion picture theatre [and will signal] the birth of a new era in the world of entertainment."

Allied Independent Theatre Owners of Iowa & Nebraska and Mid-Central Allied Independent Theatre Owners, at joint convention in Omaha this week, passed resolutions demanding that no movies be sold to TV, and urging exhibitors to "keep in mind" those film companies which have had no dealings with TV.

TV isn't mentioned as factor in decline of movie business, in complaint issued this week by Southern California Theatre Owners Assn. Group blames movie distributors, claiming they have practiced even worse than those outlawed by Supreme Court several years ago. Assn. says that number of closed theatres in Los Angeles area increased from 134 year ago to 200 today and that figure will probably go to 250 by July 1. Theatre owners say distributors are using tactics "designed to ultimately drive the small, subsequent-run, lower-admission-priced theatres from the exhibition field." Assn. adopted new set of trade rules, sent them to Congressional committees, FTC, Commerce Dept., Justice Dept., California attorney general.

New consulting and news service for community antenna operators and planners was announced this week by Community TV Services, Pottsville, Pa., headed by principals of Trans-Video Corp., local system operators. Group will offer handbook and supplements on construction and operation, personal consultation and on-the-job training.

Second edition of TV Film Program Directory, released this week by Joseph M. Koehler's Broadcast Information Bureau, 535 Fifth Ave., New York, runs 415 pages and lists more than 10,000 titles.

Telecasting Notes: Political convention telecast lineup to date: NBC-Philco coverage 47 stations cleared; CBS-Westinghouse 34 plus DuMont's 3 owned-& operated stations which will also use the Westinghouse-sponsored version; ABC-Admiral 13. Figures are tentative, include overlaps in cases where one station is splitting convention telecasts between 2 different sponsors and networks . . . Texas State Democratic convention this week had cameras of both KEYL & WOAI-TV, San Antonio, on hand to cover; GOP convention at Mineral Wells will be covered by film crews . . . NBC's WNET, New York, reported contemplating all-night movie shows, like those on WDTV, Pittsburgh (Vol. 8:11), may soon try idea out for a few Fridays . . . Bob Hope has been looking for investment opportunities in TV, may join Denver group seeking to purchase KOA and proposing to apply for TV—but any talk of "syndicate" backed by Lehman Bros., bankers, has no basis in fact, according to Lehman spokesman . . . Sale of KMPC, Hollywood, is rumored again, coincident with eastern visit of Frank Mullen this week; price is said to be between $900,000-$1,000,000, but NBC denies it's buying . . . Associated Program Service issuing new catalog of film availabilities in unusual format which in effect permits station to select permanent film library with unlimited usage rights; also permits TV applicants to utilize services for demonstration and closed-circuit purposes . . . Feature film distributors are pricing selves out of TV market with too-high costs and undesirable packages, said WGN-TV's Jay Faraghan at BMI clinic last week; he cited these typical prices in Chicago: $300 to $2250 for features, $100 to $150 for westerns, $150 to $300 for 15-min. shows . . . Big CBS-TV hit I Love Lucy being made by Desilu Production into movie for theatre showing, using some actual strips from TV version . . . NBC-TV reported acquiring rights to Life with Father for live serial . . . Dinah Shore signing exclusive long-term contract with NBC-TV . . . New tower of KEYL, San Antonio, preparing for doubled power (to 35 kw) is expected to be ready by end of summer; costing $65,000, it's 6-ay GE job, adding 100 ft. to present 76 ft. atop Transit Tower for total 555 ft. above ground . . . 22 Washington Senators home games, sponsored on WTTG by Old Georgetown Beer, being piped to WAAM, Baltimore.

Associated Press has suspended plans to service TV stations with news films produced by Spot News, which it started April 14. This was official explanation: "Uncertainties of the future make it advisable to suspend operations until there can be a clear picture of the rapidity with which new TV stations will come into existence. Indications are that there may be appreciable expansion in the new station markets in the immediate future." Earlier starters INS (Teletnews Productions Inc.) with about 50 stations and UP (Fox Movietone News) with 26 say they're staying in field. UP v.p. LeRoy Keller stated: "It isn't profitable now, but there will be a big market in the months ahead. Looking far into the future, we see 1000 TV stations."

Telenews Productions Inc. (INS) and Television Magazine have joined in campaign against banning TV from Congressional and other hearings, are providing all stations with three 30-second film spots plus script to stress importance of hearings to public and enlist popular support against bans.

Theatre-TV hearing, oft-postponed, has been scheduled by FCC for Jan. 12, 1955. Deadline for filing appearances is Nov. 14, lists of witnesses and subject of testimony Dec. 1.

Missouri Governor has signed bill protecting State's TV-radio stations from libel suits resulting from political broadcasts.
GETTING READY FOR BETTER BUSINESS: Accent will continue to be on low-end units — whether much lower priced, time alone will tell — in such new offerings as the set makers will bring forth during June & July. But hopes are still high for renewal of demand for combinations and greater demand for the "ideal-sized" 21-in.

Nobody is tipping his hand yet, though RCA's big distributors in New York and Philadelphia revealed that a push is on to get rid of present 17-in. inventory when they quoted reduced prices to their retailers this week.

It's no secret, either, that bellwether RCA's next line will resume inclusion of TV-radio-phonos combinations, now that its new 3-speed "Victrolas" have been announced (Vol. 8:17). These may simply be TV-radios with space provided for insertion of the 3-speed attachment if customer desires.

Aside from promotional buildups for the July political conventions, which will herald 9 more network interconnections and hence improved markets (Vol. 8:20), the industry's hopes for a good summer and good year are buoyed by stream of optimistic reports of uptrending trade from the business forecasters.

Such competent observers as Kiplinger, U.S. News & World Report and N.Y. Herald Tribune's Harvey E. Brunner all came out with statements that retail trade is definitely improving, despite complaints.

* * * *

Among the TV manufacturers, there seems to be little worry about mounting factory inventories, which are explained as "quite natural buildup" against expected big June-July convention trade and against summer factory vacation shutdowns.

Still further rise in factory inventories was shown in RTMA report for week ending May 23 — to 410,007 units, about 37,500 up from preceding week (Vol. 8:21).

Same week saw 73,936 sets made (6436 private label), little changed from preceding week's 72,632. May 23 week ended RTMA's fifth statistical month, and brought total output for 5 months (21 weeks) to approximately 1,960,000 sets as against 3,000,000 for the same 5 months last year.

Distributor inventories as of April 25, also disclosed this week by RTMA, were 447,519 TVs, down from 469,349 on March 28 and lowest in the last 13 weeks.

Radio output for May 23 week was 205,090 (81,486 private), up from 194,181 week before. Radio inventories at factory went to new high for year of 394,520.

Week's radios were 70,987 home sets, 42,046 portable, 24,092 clock, 67,974 auto.

Distributor inventories of radios totaled 925,788 on April 25, up from 867,758 on March 28 — and highest since end of May 1951.

CORNING MASS-PRODUCING 27-IN. BULBS: Who's going to bring out the sets, how much they will cost, how well the buying public will take to them — all are indeterminate factors as yet. Nevertheless, big Corning Glass Works promises "volume production" in June of rectangular glass blanks for 27-in. TV picture tubes.

We should be hearing more and more about this item before year is out, for RCA too has a 27-in. metal-coned job. But it has neither sampled nor talked about it to the trade, probably won't until fall or winter — depending on how the trade winds blow. Today's sets are largely "price items" and some see little prospect for the more expensive receivers until the public pursestrings loosen again.

Corning began sampling the bulb last March (Vol. 8:9), charging $35 each. Then it redesigned it, now sells it at $22.50. Corning points out that it requires less cabinet space than the 24-in. round, its 23-in. length being little different from popular 21-in. It has 90-degree deflection, builds 400-sq. in. picture. Chief drawback is that it weighs 41-lb., whereas the metal-coned is said to weigh 18-lb.

Corning supplies most of the 30-odd tubemakers with glass blanks, but thus
far only Rauland & Thomas Electronics have indicated they intend to turn out 27-in. It's reasonable to assume, though, that there will be more, and that enough set manufacturers have promised to buy to warrant Corning's all-out production plans.

Tube sizes have evolved to 17 & 21-in., primarily, the former enjoying an especially good sale because picture is very satisfactory in small rooms and brand-name sets are available at $200 and less. Corning makes about as many 17 as 21-in.

Ideal size is 21-in., in minds of many in the industry who look forward to day when it will be "basic," costing no more (for tubes, at least) than 17-in. It's recalled how 16 & 17-in. completely obsoleted 10 & 12-in.--price-wise, too.

There are plenty of skeptics about 27-in., just as there were about 16, 17 & 20-in. when they first appeared. Aside from weight and cost, it's argued there's conspicuous lack of interest in 24-in., which GE first introduced but which DuMont, Rauland & Sheldon promoted hardest. Also, it's fact that DuMont's 30-in. has moved rather slowly despite its utility for public places; price is blamed, mostly.

More 24-in. sets are being made than is generally known. Stromberg-Carlson, Muntz, Packard-Bell, Hoffman, Sentinel, D.J. Roesch are producing them, as are quite a few custom-builders. DuMont has tube on regular line, says it's "selling nicely".

Note: The 24 & 27-in. direct view would seem to negate any possibility of re-emergence of projection models for a long time. Projections have all but disappeared from U.S. factory lines. But official figures show 99 projection consoles were produced first quarter of this year and sold at factories for $11,086, plus 3 more with radio-phon combinations that sold for $748. Last year, 1380 were made.

Trade Personal: Latest membership list of Govt.'s top-level Electronics Production Board, headed by J. A. Milling, shows these changes: Lt. Col. P. A. Gugliotta, representing Air Force, replaces Don Mitchell; Newton I. Steers, representing Atomic Energy Commission, replaces P. H. Warren ... Donald C. Carter, ex-Ford branch plant mgr., named manufacturing asst. to Magnavox president Frank Freimann ... Bernard Simkin promoted to mgr. of Chicago office, Allied Purchasing Corp., succeeding Sam Ashley, resigned ... Joe Wood Morrison, head of RCA patent litigation dept. and v.p. of University Research Foundation, will receive Ohio State U distinguished service award at June 8 commencement exercises ... George Hakim resigns from DuMont to join Belmont, Chicago, as adv. director June 1 ... Morton Schwartz, Olympic Radio's southwest representative, succeeds Nate Hast, resigned, as midwest regional sales mgr. ... James P. Butler named direct dealer mgr. for appliances in the East for Crosley, with office at 50 E. 42nd St., N. Y. ... Paul Forte succeeds Ted Lucas, resigned, as adv. mgr., Jerrold ... James J. Nance, newly elected president of Packard Motor Car Co., ex-Hotpoint president, is former Zenith executive v.p. ... Frank B. Powers elected manufacturing v.p., P. R. Mallory & Co. ... James M. Skinner Jr. appointed v.p.-distribution for all Philco domestic divisions, in charge of field and division managers ... Thoben F. Eldred, Atlanta branch mgr., named Crosley western sales mgr., succeeded at Atlanta by J. D. Crawford, transferred from Portland, Ore.

RCA's David Sarnoff, father of 3 sons, named "Father of the Year" by National Father's Day Committee.

New Bureau of Standards director, Dr. Allen V. Astin, confirmed by Senate this week.

Louis J. Chatthen, 56, recently v.p. of North American Philips Co. and ex-Andrea, Fada & Bendix sales executive, who during World War II was a radio-radar official of WPB, died of cancer May 28 at home of his mother-in-law, Mrs. Fritz Peters, Takoma Park, Md.

Julius N. Ceazan, 57, head of J. N. Ceazan Co., Los Angeles Crosley distributor, died suddenly last week.
Topics & Trends of TV Trade: Admiral and RCA won't show new TV sets at American Furniture Mart in Chicago, June 16-26 (Vol. 8:21), but new RCA line later in month will be heralded with "wait--see" banners. Philo holding spring TV-radio distributors' convention in New York's Waldorf-Astoria, June 20-21. GE laid off all but 800 of 1900 production workers in Syracuse May 28, recalling most June 4-5, presumably in preparation for new TV sets. Zenith will show new sets to distributors in Morrison Hotel, Chicago, June 12-13. Crosley's new line, to be shown at Chicago show, will be unveiled to distributors at Cincinnati June 13. Sylvania has several new sets to show distributors meeting in Waldorf-Astoria, July 25-27. Sentinel planning August convention of distributors in Chicago's Sheraton Hotel. Capehart-Farnsworth holds annual distributor convention in Conrad Hilton Hotel, Chicago, Aug. 4-5. Admiral distributors' convention tentatively set for Aug. 4.

DuMont receiver div. sets up factory-branch distributorship in Chicago as of June 2, taking over from New World Distributors Inc. at same location, 540 N. LaSalle St., installing as manager Albert C. Allen, who has been DuMont sales mgr. for region. Floyd & Co., 1616 Madison Rd., Cincinnati, new Emerson distributor for area. Frank Lyon Co., Little Rock, Ark., named RCA distributor, taking over part of territory (western Arkansas, several counties in Texas & Oklahoma) formerly handled by McGregor's Inc., Memphis. McCormack & Co., ex-Admiral distributor for northern California, now distributes for Hoffman in San Francisco bay area.

Picture tube sales by RTMA members in April totaled 270,781 valued at $6,074,540, considerably below March's 370,206 at $8,582,532 and slightly below April 1951's 278,955 at $6,869,181. Rectangular 16-in. and larger represented almost 91% of April total, compared with 85% year ago. Sales for first 4 months total 1,311,610, worth $30,064,194, compared with 2,101,748 worth $56,761,638 same 1951 period.

Receiving tube sales in April totaled 26,247,258 valued at $19,801,541 vs. 30,993,220 in March and 35,883,627 in April 1951. Of April 1952 total, 15,334,092 were shipped for new sets, 6,095,041 replacement, 3,257,119 Govt., 1,560,406 export. Sales for first 4 months totaled 112,181,580 at $80,853,004 vs. 154,160,870 same 1951 period.

American Structural Products Co., Toledo, TV tubeblank and specialty manufacturing subsidiary of Owens-Illinois Glass Co., on June 1 changes name to Kimberly Glass Co. It was formerly part of Kimberly Glass Division, whose plants it will operate in Toledo; Warsaw, Ind.; Chicago Heights, Ill.; Vineland, N. J. New $20,000,000 firm, with 5000 on payroll, has as president Stanley J. McGiveran, Owens-Illinois v.p. and Kimberly gen. mgr.

Motorola forms subsidiary, Motorola Canada Ltd., using facilities leased from Stromberg-Carlson Ltd., Toronto. It's preparing for new TV markets opening up with Toronto & Montreal TV stations due in Sept. (Vol. 8:21). Motorola communications equipment will continue to be made by Canadian Radio Mfg. Corp. and marketed by Rogers-Majestic.

Mitchell Mfg. Co., Chicago (air conditioners) returning to TV-radio field in August, with two 17-in. consoles at $269.50 & $279.50 and 21-in. at $329.50 & $339.50, including tax & warranty; also 13 portable, bedlamp and table radios ranging from $20 to $37.

Imca Radio, manufacturer of radios, named exclusive distributor in Italy of RCA television sets, may later be licensed to make them.

Three-channel uhf "translator" was announced this week by General Electric for internal adaptation of all GE sets. Device will be available later this year to retail for "not over $50," can be installed without removing chassis from cabinet. Translator's station selector switch and uhf dial plate can be mounted behind present uhf tuning knob on all GE sets made since early 1949, and can be installed on side of cabinet of previous sets. It can be adjusted with screwdriver to pick up any 3 uhf channels without disturbing set's ability to tune in all 12 vhf. GE also has continuous tuner at $49.95 for external conversion. Spartron, like Admiral (Vol. 8:16, 18), is offering free uhf tuner strips to all owners of its 1952 sets who will have uhf stations in their areas this year. Sylvania has announced new miniature triode tube, 6AN4, designed to operate as RF amplifier or mixer in both uhf and vhf bands.

Merchandising Notes: Packard-Bell offering cash awards totaling $1650 in TV cabinet-design contest among students of design, art and architecture... Kaye-Halbert adds 5 new sets: 17-in. table, mahogany or blonde, $200; 21-in. open console, same, $300; 21-in. console, maple, $480; 21-in. console, mahogany with doors, $470; same, maple, $470—all plus tax. Arvin has 2 new 17-in. mahogany tables at $200 & $230... Spartron offering 3 new 21-in. "Cosmic Eye" sets—table at $300, console at $340 & $360. Magnavox offers as "summer sales special" a 20-in. open-face console at $270. "TV interference clinic" for servicemen scheduled by Washington Electric Institute, June 11-12 & 17-18.

Production of 411-line TV sets will be discontinued by French manufacturers who will build only 819-line receivers from now on, says Paris dispatch to Retailing Daily May 28. By eliminating confusion over dual system, manufacturers hope to sell 100,000 sets between October 1952 and April 1953.

Kent Television Inc., custom builder, moves factory and offices to 505 Driggs Ave., Brooklyn, N. Y.

Our British cousins on TV: Opening Manchester Radio & TV Exhibition, Lord Brabazon predicted TV signals will soon connect U.S. and Britain, prophesied some day New York would be "brought to a standstill by the Yorkshire-Lancashire cricket clash" and Britishers would get first-hand view of such American goings-on as "pole squatting." Baron Kenswood, blind peer, onetime director of BBC, told House of Lords May 26 that it would be a "crime against health" to have more than the present 5-hours-a-day of TV. The sightless peer said TV-induced eyestrain and headaches can reduce viewers' efficiency.

Canada's 2 new stations, due on air soon in Toronto and Montreal (Vol. 8:21), scheduled to operate 3 hours nightly at outset of commercial programming early in Sept., will stress "quality, not quantity," will produce own programs mostly, will depend mainly on Canadian sponsors though will pipe in some "good" programs from U.S. That was gist of statement by chairman Davidson Dunton, of govt.-owned CBC, addressing Canadian Assn. of Advertisers last week.

DuMont filled rush order this week for 5-kw vhf transmitter for CMQ, Havana (Channel 7) by shipping it via air; disassembled unit went in 5 sections, each about size of phone booth, total weight 5000 lb.

West Virginia U latest of 17 U.S. universities to get RCA science & engineering scholarships, with establishment this week of "Charles B. Jolliffe Scholarship," annual grant of $800, in honor of RCA technical v.p., Class of '15.

Sylvania leasing 50,000-sq. ft. building in York, Pa. area, to be used for fabrication of metal parts and to employ about 200.
Electronics Reports: Excellent progress is being made in military electronics production. That was tenor of reports on recent trouble-shooting tours of big military contractors in East and Midwest by 2 teams from top-drawer Electronics Production Board.

Board’s chairman, DPA asst. administrator J. A. (Shine) Milling, and Col. C. A. Poutre, director of Munitions Board’s Office of Electronic Programs, visited plants of Admiral, Motorola, Belmont and Zenith in Chicago area, and Col. Poutre also visited Stewart-Warner and Wells-Gardner. Eastern electronics plants were toured by board member Marvin Hobbs, electronics advisor to Munitions Board chairman John Small, and Air Force Col. T. M. Nutt of Office of Electronic Programs.

After their first-hand look-see, both Mr. Milling and Mr. Hobbs described status of defense electronics production as “encouraging.” Mr. Milling noted that many of the biggest contracts are just now going into actual production and progress in getting this production started is “very good.” He predicted that present going rate of military electronics production will be more than doubled by end of year. The experts found surprisingly few component parts bottlenecks plaguing manufacturers.

Board members hope to pay similar visits to other plants soon. Mr. Milling said purpose of visits was fourfold: (1) To check on progress in carrying out military contracts. (2) To expedite breaking of any bottlenecks. (3) To assure manufacturers of urgency of their defense contracts. (4) To check spare parts situation and make sure that adequate spares are shipped with equipment.

Third-quarter allotments of controlled materials for TV-radio receivers and other consumer durable goods were announced this week by NPA—exactly as we disclosed them 2 months ago in Vol. 8:13. TV-radio-phono manufacturers will receive these allotments (in percentage of rate of use during first-half 1950 base period):

Steel 55% (vs. 50% in second quarter); brass mill products 35% (vs. 30%); copper wire 40% (vs. 35%); copper foundry 20% (vs. 12.5%); aluminum 45% (vs. 30%). The only category in which TV-radio-phono allotments come below general levels for all consumer durable products is copper foundry products. In this category some other consumer goods manufacturers will receive 30% of base period usage rate. However, NPA said manufacturers will be permitted to make up for low copper foundry allotments by filing for supplemental rations of steel and aluminum. If they can show need for this additional material, they stand good chance of getting it.

Fourth quarter allotment quotas, now in preparation, are expected to be more liberal than third.

New base period for antenna manufacturers’ materials allotments was announced by NPA May 27 following meeting with industry. Because of seasonal nature of receiving antenna industry, said NPA, allocations are now based on average quarterly metal usage during all of 1950 rather than first half 1950. The manufacturers pointed out that about two-thirds of their sales occur during first and fourth quarters, when TV sales are brisk, and asked that their allotments be further weighted accordingly. They told NPA that manufacturers’ inventories of antennas are now relatively low, and jobbers have reversed the topheavy inventory situation of last year. They termed sales good in relation to present TV market, with trend toward multiple-bay fringe-area antennas. Represented at meeting were Elrob Mfg. Co., Verona, N. J.; The Finney Co., Cleveland; J.F.D., Brooklyn; R. D. & Harry Pomeroy, Harrissburg, Pa.; Walter L. Schott Co., Los Angeles; Spirling Products, N. Y.; Technical Appliance Co., Sherbourne, N. Y.; Trio Mfg. Co., Griggsville, Ill.; Ward Products Corp., Cleveland.


So severe is engineer shortage that some electronics manufacturers are “importing” engineers from Europe—but even then there are delays in getting the required security clearances. Manufacturers of transmitting equipment told NPA at Washington meeting May 28 that scarcity of engineers and draftsmen was their chief problem, both in military and commercial production. One manufacturer said his firm expects to get only 300 of the 1500 engineers it seeks from 1952 college graduate classes. The transmitter makers were not too concerned about scarcity of materials. They agreed first heavy orders for TV station equipment are more than year away. Delays in filling military contracts were blamed on frequent design changes, lack of information on spare parts required and shortages of some components, especially crystals and ruggedized tubes. Attending meeting were representatives of Collins Radio, DuMont, Federal, Gates, GE, Standard Electronics.

Capt. Frederick R. Furth, director of Naval Research Laboratory, named asst. chief for electronics, Bureau of Ships, succeeding Capt. Willis H. Beltz, who becomes director of Naval Research Lab; Capt. Furth continues to represent Navy on inter-agency Electronics Production Board . . . Col. Haskell H. Cleaves, ex-signal officer for U. S. forces in Austria, named controller of Signal Corps, replacing Col. Wm. P. Pence, assigned to European command . . . Lt. Col. Wallace M. Lauterbach, Signal Corps, appointed special asst. for telecommunications treaty obligations in office of Haraden Pratt, telecommunications advisor to President.

Senator Edwin C. Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee, named presidential campaign manager for Senator Russell (D-Ga.).
### Handy State- & City Reference

**CITY-BY-CITY PRIORITIES FOR PROCESSING TV STATION APPLICATIONS**

Geographical Breakdown Derived from FCC Public Notice 52-490, Issued May 22, 1952 and Published by Television Digest May 24 as Supplement No. 81

**Editor's Note:** For description of FCC processing procedure due to start July 1, and for an explanation of the rankings indicated for each city, see our Supplement No. 81.

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>ARIZONA (cont.)</th>
<th>CALIFORNIA (cont.)</th>
<th>CALIFORNIA (cont.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andalusia... A-570</td>
<td>Mesa... B-178</td>
<td>Brawley... A-438</td>
<td>Yreka City... A-961</td>
</tr>
<tr>
<td>Anniston... A-156</td>
<td>Miami... A-903</td>
<td>Chico... A-426</td>
<td>Yuba City... A-637</td>
</tr>
<tr>
<td>Bessemer... B-86</td>
<td>Lorenci... A-753</td>
<td>Corona... B-139</td>
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</tr>
<tr>
<td>Birmingham... B-157</td>
<td>Nogales... A-785</td>
<td>Delano... A-584</td>
<td></td>
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<tr>
<td>Brewton... A-866</td>
<td>Phoenix... B-200</td>
<td>El Centro... A-416</td>
<td></td>
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<tr>
<td>Clanton... A-886</td>
<td>Prescott... A-740</td>
<td>Bureka... A-220</td>
<td></td>
</tr>
<tr>
<td>Cullman... A-669</td>
<td>Safford... A-935</td>
<td>Fresno... A-35</td>
<td></td>
</tr>
<tr>
<td>Decatur... A-266</td>
<td>Tucson... A-91</td>
<td>Hanford... A-529</td>
<td></td>
</tr>
<tr>
<td>Demopolis... A-874</td>
<td>Williams... A-1001</td>
<td>Los Angeles... A-505</td>
<td></td>
</tr>
<tr>
<td>Dothan... A-238</td>
<td>Winslow... A-757</td>
<td>Ladera... A-358</td>
<td></td>
</tr>
<tr>
<td>Enterprise... A-686</td>
<td>Yuma... A-571</td>
<td>Merced... A-307</td>
<td></td>
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<tr>
<td>Florence... A-718</td>
<td></td>
<td>Monterey (see Salinas)</td>
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<tr>
<td>Fort Payne... A-212</td>
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<tr>
<td>Gadsden... A-69</td>
<td></td>
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<tr>
<td>Greenville... A-735</td>
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<tr>
<td>Guntersville... A-857</td>
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<tr>
<td>Huntsville... A-330</td>
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<tr>
<td>Jasper... B-102</td>
<td></td>
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</tr>
<tr>
<td>Mobile... A-16</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Montgomery... A-26</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Opelika... A-425</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Selma... A-223</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sheffield... A-495</td>
<td></td>
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<tr>
<td>Sylacauga... B-101</td>
<td></td>
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<tr>
<td>Talladega... B-96</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Thomasville... A-989</td>
<td></td>
<td></td>
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<tr>
<td>Troy... A-606</td>
<td></td>
<td></td>
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<tr>
<td>Tuscaloosa... A-88</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuskegee... A-746</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>ARIZONA</td>
<td>ARIZONA (cont.)</td>
<td>CALIFORNIA (cont.)</td>
<td>CALIFORNIA (cont.)</td>
</tr>
<tr>
<td>Ajo... A-818</td>
<td></td>
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<tr>
<td>Bisbee... A-933</td>
<td></td>
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<tr>
<td>Casa Grande... A-913</td>
<td></td>
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<tr>
<td>Clifton... A-952</td>
<td></td>
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</tr>
<tr>
<td>Colville... A-905</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Douglas... A-556</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Eloy... A-944</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Flagstaff... A-656</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Globe... A-765</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Holbrook... A-992</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Kingman... A-956</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>Alturas... A-979</td>
<td>Bakersfield... A-132</td>
<td></td>
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</tbody>
</table>
**DELAWARE**

Dover........ A-779
Wilmington.... B-146

**DISTRICT OF COLUMBIA**

Washington.... B-168

**FLORIDA**

Belle Glade... A-689
Bradenton..... A-389
Clearwater.... A-352
Daytona Beach. A-163
De Land....... A-592
Ft. Lauderdale... B-20
Fort Myers..... A-396
Fort Pierce..... A-392
Gainesville.... A-190
Jacksonville... B-196
Key West....... A-193
Lake City....... A-662
Lakeland...... A-157
Lake Wales..... A-729
Leesburg....... A-677
Marianna....... A-815
Miami........... B-193
Ocala.......... A-447
Orlando....... A-76
Palatka........ A-569
Panama City.... A-198
Pensacola...... A-96
Quincy......... A-758
St. Augustine... B-49
St. Petersburg (see Tampa)
Sanford....... A-437
Sarasota...... A-282
Tallahassee... A-188
Tampa-St.
Petersburg... A-3
West Palm Beach A-98

**GEORGIA (cont.)**

Fitzgerald...... A-621
Fort Valley..... A-730
Gainesville..... A-436
Griffin.......... B-121
La Grange....... A-206
Macon........... A-54
Marietta........ B-119
Milledgeville... A-561
Moultrie........ A-453
Newnan.......... A-124
Rome............ A-170
Savannah....... A-22
Statesboro....... A-792
Swainsboro..... A-907
Thomasville.... A-373
Tifton.......... A-726
Toocoo.......... A-736
Valdosta....... A-264
Vidalia......... A-817
Waycross....... A-281

**IDAHO**

Blackfoot...... A-863
Boise.......... A-135
Burley.......... A-808
Calwall........ A-506
Coeur d'Alene... A-428
Emmett.......... A-971
Gooding........ A-966
Idaho Falls..... A-277
Jerome.......... A-894
Kellogg........ A-877
Lewis Tower.... A-402
Nampa .......... A-336
Payette......... A-919
Pocatello...... A-195
Preston......... A-918
Rexburg........ A-910
Rupert.......... A-967
Sandpoint....... A-909
Twin Falls...... A-303
Wallace......... A-964
Weiser.......... A-921

**ILLINOIS (cont.)**

Elgin........... B-131
Freeport....... A-230
Galesburg....... A-154
Harrisburg...... A-484
Jacksonville.... A-251
Joliet........... B-129
Kankakee....... A-197
Kewanee........ B-93
La Salle......... A-433
Lincoln......... A-374
Macomb.......... A-503
Marion.......... A-508
Mattoon........ A-305
Moline (see Davenport, Iowa)
Mt. Vernon...... A-350
Olivey........... A-600
Fedin........... A-234
Peoria......... A-24
Quincy......... A-102
Rockford........ A-32
Rock Island (see Davenport, Iowa)
Springfield..... A-41
Streator......... A-327
Urbana (see Champaign)
Vandalia........ A-840
Waukegan........ B-132

**INDIANA**

Anderson....... B-16
Angola.......... A-870
Bedford.......... B-54
Bloomington..... B-153
Columbus........ B-43
Connersville.... A-354
Elkhart.......... A-126
Evansville....... A-17
Fort Wayne....... A-12
Gary............. B-127
Hammond......... B-129
Indianapolis.... B-187
Jasper.......... A-860
Kokomo........... A-111
Lafayette........ A-128
Lebanon.......... B-64
Logansport....... A-216
Madison.......... B-104
Marion........... A-165
Michigan City.... B-87
Muncie.......... A-67
Richmond......... B-81
Shelbyville...... B-57
South Bend....... A-23
Tell City......... A-825
Terre Haute....... A-62
Vincennes......... A-283
Washington....... A-486

**IOWA**

Algonac......... A-845
Anames........... A-154
Atlantic......... A-760
Boone............ B-56
Burlington....... A-158
Carroll........ A-777
Cedar Rapids..... A-49
Centerville...... A-658
Charles City...... A-515
Cherokee.......... A-650
Clinton.......... B-84
Creston........ A-613
Davenport-Rock Island
& Moline, Ill. B-159
Decorah........ A-795
Des Moines....... B-171
Dubuque......... A-82
Estherville.... A-743
Fairfield........ A-684
Fort Dodge....... A-202
Fort Madison..... A-365
Grinnell......... A-728
Iowa City......... A-189
Keokuk.......... A-338
Knoxville....... A-657
Marshalltown..... A-268
Mason City........ A-183
Muscatine........ B-89
Newton.......... A-58
Oelwein.......... A-638
Oskaloosa......... A-479
Ottumwa......... A-141
Red Oak.......... A-756
Shenandoah...... A-711
Sioux City....... A-39
Spencer.......... A-673
Storm Lake........ A-709
Waterloo.......... A-61
Webster City..... B-65

**KANSAS**

Abilene........ A-822
Arkansas City.... A-404
Atchison......... A-407
Chanute.......... A-524
 Coffeyville...... A-316
Colby............. A-928
Concordia......... A-692
Dodge City....... A-472
El Dorado........ A-483
Emporia........... A-347
Fort Scott....... A-514
Garden City....... A-489
Goodland.......... A-885
Great Bend........ A-412
Hays................ A-596
Hutchinson........ A-142
Independence...... A-465
Iola............. A-695
KANSAS (cont.)

Junction City. A-394
Larned. A-897
Lawrence. B-37
Leavenworth. B-40
Liberal. A-696
McPherson. A-586
Manhattan. A-279
Newton. A-455
Olathe. B-70
Ottawa. A-526
Parsons. A-367
Pittsburg. A-275
Pratt. A-668
Salina. A-194
Topeka. A-43
Wellington. A-643
Wichita. A-6
Winfield. A-517

KENTUCKY

Ashland. B-26
Bowling Green. A-288
Campbellsville. A-950
Corbin. A-644
Danville. A-587
Elizabethtown. B-108
Frankfort. A-439
Gloucester. A-704
Harlan. A-882
Hazard. A-707
Hopkinsville. A-417
Lexington. A-70
Louisville. B-156
Madisonville. A-478
Mayfield. A-577
Maysville. A-595
Middlesboro. A-372
Murray. A-797
Owensboro. A-140
Paducah. A-146
Pikeville. A-864
Princeton. A-848
Richmond. A-516
Somerset. A-698
Winchester. A-565

LOUISIANA (cont.)

Jackson. A-739
Jennings. A-547
Lafayette. A-143
Lake Charles. A-103
Minden. A-537
Monroe. A-112
Morgan City. A-539
Natchitoches. A-535
New Iberia. A-328
New Orleans. B-184
Oakdale. A-832
Opelousas. A-451
Ruston. A-512
Shreveport. A-18
Thibodaux. A-647
Winnfield. A-831

MAINE

Auburn. A-217
Augusta. A-247
Bangor. A-153
Bar Harbor. A-984
Bath. A-501
Belfast. A-805
Biddeford. A-248
Calais. A-888
Dover-Foxcroft. A-935
Fort Kent. A-973
Houlton. A-798
Leviston. A-106
Millinocket. A-824
Portland. A-45
Presque Isle. A-533
Rockland. A-564
Rumford. A-636
Van Buren. A-937
Waterville. A-290

MARYLAND

Annapolis. B-140
Baltimore. B-162
Cambridge. A-513
Cumberland. A-116
Frederick. B-134
Hagerstown. A-121
Salisbury. A-360
New Bedford. B-5
North Adams. A-240
Northampton. A-177
Pittsfield. A-71
Springfield-
Holyoke. A-4
Worcester. B-110

MICHIGAN

Alma. A-612
Alpena. A-398
Ann Arbor. B-115
Bad Axe. A-974
Battle Creek. B-15
Bay City. A-75
Benton Harbor. A-286
Big Rapids. A-742
Cadillac. A-510
Calumet. A-1010
Cheboygan. A-827
Coldwater. A-605
Detroit. B-161
East Lansing. B-41
East Tawas. A-1005
Escanaba. A-359
Flint. A-7
Gladstone. A-881
Grand Rapids. B-142
Hancock. A-858
Houghton. A-929
Iron Mountain. A-545
Iron River. A-917
Ironwood. A-162
Jackson. B-13
Kalamazoo. B-152
Lansing. B-147
Ludington. A-550
Manistee. A-593
Manistique. A-869
Marquette. A-314
Midland. A-375
Mount Pleasant. A-464
Lansing. A-83
Petoskey. A-761
Pelonio. B-112
Port Huron. A-125
Rogers City. A-925
Saginaw. A-33
Traverse City. A-318
West Branch. A-1003

MINNESOTA (cont.)

Albert Lea. A-391
Alexandria. A-771
Austin. A-218
Bemidji. A-531
Brainerd. A-414
Cloquet. A-651
Crookston. A-681
Detroit Lakes. A-820
Duluth-
Superior, Wisc. A-10
Ely. A-839
Fairmont. A-617
Faribault. A-340
Fergus Falls. A-403
Grand Rapids. A-600
Hastings. B-107
Hibbing. A-332
International
Falls. A-774
Little Falls. A-744
Kankakee. A-295
Marshall. A-809
Minneapolis-
St. Paul. B-207
Montevideo. A-842
New Ulm. A-560
Northfield. B-105
Owatonna. A-522
Red Wing. A-500
Rochester. A-168
St. Cloud. A-179
St. Paul (see
Minneapolis)
Stillwater. B-103
Thief River
Falls. A-712
Virginia. A-413
Wadena. A-923
Willmar. A-558
Winona. A-205
Worthington. A-634

MISSISSIPPI

Biloxi. A-117
Brookhaven. A-639
Canton. A-703
Clarksdale. A-325
Columbia. A-787
Columbus. A-315
Corinth. A-538
Greenville. A-167
Greenwood. A-292
Grenada. A-678
Gulfport. A-226
Hattiesburg. A-173
Jackson. A-29
Kosciusko. A-741
Laurel. A-204
Louisville. A-854
McComb. A-511
Meridian. A-101
Natchez. A-224
### MISSISSIPPI (cont.)
- Pascagoula... A-494
- Picayune... A-747
- Starkville... A-697
- Tupelo... A-457
- Vicksburg... A-818
- West Point... A-762
- Yazoo City... A-540

### MISSOURI
- Cape Girardeau... A-239
- Carthage... A-477
- Caruthersville... A-599
- Chillicothe... A-585
- Clinton... A-793
- Columbia... A-150
- Farmington... A-895
- Festus... B-72
- Fulton... A-528
- Hannibal... A-250
- Jefferson City... A-203
- Joplin... A-110
- Kansas City... A-186
- Kennett... A-588
- Kirksville... A-481
- Lebanon... A-732
- Marshall... A-580
- Maryville... A-723
- Mexico... A-454
- Moberly... A-399
- Monett... A-883
- Nevada... A-630
- Poplar Bluff... A-363
- Rolla... A-559
- St. Joseph... A-44
- St. Louis... B-179
- Sedalia... A-253
- Sikeston... A-452
- Springfield... A-57
- West Plains... A-876

### MONTANA (cont.)
- Livingston... A-652
- Miles City... A-563
- Missoula... A-229
- Polson... A-996
- Red Lodge... A-981
- Shelby... A-972
- Sidney... A-920
- Whitefish... A-958
- Wolf Point... A-986

### NEW HAMPSHIRE (cont.)
- Nashua... B-83
- Portsmouth... A-284
- Rochester... A-386

### NEW JERSEY
- Asbury Park... B-135
- Atlantic City... A-66
- Bridgeton... B-90
- New Brunswick... B-138
- Paterson... B-136
- Trenton... B-111
- Wildwood... A-838

### NEW MEXICO
- Alamogordo... A-734
- Albuquerque... B-201
- Artesia... A-615
- Atrisco-Five Points... B-66
- Belen... B-74
- Carlsbad... A-294
- Clayton... A-492
- Clovis... A-309
- Deming... A-828
- Farmington... A-942
- Gallup... A-573
- Hobbs... A-381
- Hot Springs... A-891
- Las Cruces... A-424
- Las Vegas... A-387
- Lordsburg... A-948
- Los Alamos... A-534
- Loving... A-965
- Portales... A-624
- Raton... A-616
- Roswell... A-199
- Santa Fe... A-181
- Silver City... A-705
- Socorro... A-902
- Tucumcari... A-609

### NEW YORK (cont.)
- Hornell... A-364
- Ithaca... A-85
- Jamestown... A-97
- Kingston... A-178
- Malone... A-551
- Massena... A-397
- Middletown... A-227
- New York... B-169
- Niagara Falls (see Buffalo-Niagara Falls)... Ogdensburg... A-337
- Olean... A-222
- Oneonta... A-390
- Oswego... B-88
- Plattsburg... A-301
- Foughkeepsie... A-105
- Rochester... B-191
- Rome (see Utica)... Saranac Lake... A-716
- Schenectady (also see Albany)... Troy (see Albany)... Utica-Rome... B-144
- Watertown... A-136

### NORTH CAROLINA
- Ahoskie... A-945
- Albemarle... A-444
- Asheville... A-72
- Burlington... B-33
- Charlotte... B-199
- Durham... A-52
- Elizabeth City... B-53
- Fayetteville... A-134
- Gastonia... B-38
- Goldsboro... A-243
- Greensboro... B-149
- Greensville... A-321
- Henderson... A-485
- Hendersonville... A-790
- Hickory... B-48
- High Point... B-18
- Jacksonville... A-922
- Kannapolis... B-28
- Kinston... A-289
- Laurinburg... A-695
- Lumberton... A-568
- Mount Airy... A-691
- New Bern... A-346
- Raleigh... A-60
- Roanoke Rapids... A-620
- Rocky Mount... A-186
- Salisbury... A-262
- Sanford... A-530
- Shelby... B-47
- Southern Pines... A-908
- Statesville... B-46
- Washington... A-544
<table>
<thead>
<tr>
<th>NORTH CAROLINA (cont.)</th>
<th>WILMINGTON</th>
<th>TOLEDO</th>
<th>WARREN</th>
<th>YOUNGSTOWN</th>
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</thead>
<tbody>
<tr>
<td>WILSON</td>
<td>A-93</td>
<td>B-192</td>
<td>A-20</td>
<td>A-5</td>
<td>A-107</td>
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<td>WINSTON-SALEM</td>
<td>B-175</td>
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<thead>
<tr>
<th>NORTH DAKOTA</th>
<th>BISMARCK</th>
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<th>CARRINGTON</th>
<th>DEVIL LAKE</th>
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<tr>
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<td>A-287</td>
<td>A-997</td>
<td>A-1002</td>
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<td>GRAND FORKS</td>
<td>HARVEY</td>
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<td>A-114</td>
<td>A-879</td>
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TEXAS (cont.)

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El Campo...... A-776
El Paso...... A-15
Palfurrias...... A-745
Floydada...... A-962
Port Stockton...... A-898
Fort Worth...... A-205
Gainesville...... A-474
Galveston...... A-58
Gonzales...... A-630
Greenville...... A-370
Harlingen (also see Brownsville-Harlingen-Weslaco)
Hebbronville...... A-906
Henderson...... A-725
Hereford...... A-361
Hillsboro...... A-611
Houston...... B-183
Huntsville...... A-536
Jacksonville...... A-602
Jasper...... A-900
Kermit...... A-717
Kilgore...... A-548
Kingsville...... A-319
Lamesa...... A-498
Lampasas...... A-880
Laredo...... A-78
Levelland...... A-614
Littlefield...... A-754
Longview...... A-210
Lubbock...... A-50
Lufkin...... A-361
McAllen...... A-263
McKinney...... B-99
Marfa...... A-943
Marshall...... A-231
Mercedes...... A-527
Mexia...... A-749
Midland...... A-236
Mineral Wells...... A-640
Mission...... A-496
Monahans...... A-772
Mt. Pleasant...... A-770
Nacogdoches...... A-423
New Braunfels...... B-97
Odessa...... A-172
Orange...... A-244
Pampa...... A-323
Paris...... A-237
Pearsall...... A-896
Pecos...... A-628
Ferryton...... A-899
Plainview...... A-379
Port Arthur (see Beaumont)
Quanah...... A-890
Raymondville...... A-572
Rosenberg...... B-69
San Angelo...... A-77
San Antonio...... B-209
San Benito...... A-395
San Marcos...... A-532
Seguin...... B-100
Seymour...... A-385
Sherman...... A-260
Snyder...... A-435
Stephenville...... A-694
Sulphur Springs...... A-576
Sweetwater...... A-388
Taylor...... A-575
Temple...... A-200
Terrell...... B-98
Texarkana...... A-208
Tyler...... A-109
Uvalde...... A-589
Vernon...... A-413
Victoria...... A-339
Waco...... A-38
Waxahachie...... B-122
Weatherford...... B-61
Weslaco (see Brownsville-Harlingen-Weslaco)
Wichita Falls...... A-56

UTAH

Brigham...... A-733
Cedar City...... A-789
Logan...... A-320
Ogden...... B-203
Price...... A-801
Provo...... B-204
Richfield...... A-911
St. George...... A-892
Salt Lake City...... B-211
Tooele...... B-106
Vernal...... A-978

VERMONT

Bennington...... A-631
Brattleboro...... A-549
Burlington...... A-145
Montpelier...... A-604
Newport...... A-859
Rutland...... A-302
St. Albans...... A-607
St. Johnsbury...... A-680

VIRGINIA (cont.)

Bristol (see Bristol, Tenn.)
Charlottesville...... A-196
Covington...... A-814
Danville...... A-130
Emporia...... A-829

WASHINGTON

Aberdeen...... A-270
Anacortes...... A-714
Bellingham...... A-138
Bremerton...... B-30
Centrals...... A-219
Everett...... B-21
Grand Coulee...... A-98
Hoquiam...... A-43
Kelso...... A-68
Kennebec...... A-53
Longview...... A-251
Olympia...... A-34
Pasco...... A-52
Port Angeles...... A-47
Pullman...... A-43
Richland...... A-23
Seattle...... B-18
Spokane...... A-
Tacoma...... B-17
Walla Walla...... A-21
 Wenatchee...... A-40
Yakima...... A-11

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.
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Financial & Trade Notes:  Storer Broadcasting Co. (formerly Fort Industry Co.) is considering listing 170,000 shares of stock for public sale, and has applied to Securities & Exchange Commission for registration of 215,000 shares of common stock at $1 par.  Speaker for President George B. Storer said plans for public offering are tentative and may be changed. Company owns 4 TV stations (WJLB-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KKYL, San Antonio) and 7 AM stations (WJLB, WSPD, WAGA and WWVA, Wheeling, W. Va.; WGBS, Miami; WSAI, Cincinnati; WMNN, Fairmount, W. Va.). Statement filed with SEC says all but 15,000 of the 215,000 common shares are outstanding, and reveals:

Underwriters Reynolds & Co. and Oscar E. Dooley & Co. would buy 75,600 shares from Mr. Storer (who now owns 656,500 or 59%); 47,200 each from v.p.-treas. J. Harold Ryan (who owns 120,500 or 10.87%) and his wife, Frances S. Ryan (who owns 152,500 or 13.75%). The 3 propose to sell another 10,000 shares to officers and key employees of the company. After these sales, Mr. Storer would own 52% of common stock directly, Storer family holding total of 79.1%. If SEC approves registration, Thomas F. Staley, of Reynolds & Co., underwriters, would be elected to board to replace attorney John B. Poole, who would resign.

The company's stock is listed at book value of $2,472,937, or $3.14 per share on 1,109,000 shares, as of May 2. Company's indebtedness now totals $3,000,000, including refinancing this month of $1,540,184 loan.

Company's gross income increased from $1,345,530 in 1942 to $6,657,114 in 1950 and $9,550,866 in 1951. Net profit last year was $1,391,355, and $736,570 in first quarter 1952.


National spot advertising accounted for 40% of TV revenue last year, local 38%, network 22%. In radio, national spot and local each contributed 41%, network 18%.

Salaries in 1951: Mr. Storer $75,025, Mr. Ryan $40,024, exec. v.p. Lcc B. Wailes $42,669.

*   *   *   *   *

Emerson Radio's net profit after taxes was $548,228 (28c a share) for 26 weeks to May 3 vs. $2,366,542 ($1.22) for same 1951 period. Taxes were $1,007,285 & $2,899,949 for respective periods.

United Paramount Theatres cut quarterly dividend to 25c, payable Aug. 18 to holders of record June 27, from customary 50c. President Leonard Goldenson explained step was necessary to conserve cash in event projected UPT-ABC merger is effected.

Paramount Pictures Corp. consolidated net earnings for first quarter were $1,355,000 (58c) after taxes and all charges vs. $1,411,000 (61c) for same 1951 quarter.

RKO Pictures Corp. showed net loss of $1,556,652 for first quarter compared with net loss of $1,086,365 first 1951 quarter.

*   *   *   *   *

Dividends: Zenith, 50c payable June 30 to stockholders of record June 13; Sylvania, 50c July 1 to holders June 14; United Paramount Theatres, 25c July 18 to holders June 27; Paramount Pictures, 50c June 23 to holders June 9; Loew's Inc., 25c (down from usual quarterly 37V2c) June 30 to holders June 11; Stromberg-Carlson, 25c July 1 to holders June 10; Decca Records, 17c June 30 to holders June 16; IT&T, 20c payable July 16 to holders June 13.

Wells-Gardner directors took no action on dividends this week, voting to conserve cash to finance increased operations.

Gen. Eisenhower's telecast and broadcast from his Abilene, Kan., homecoming June 4—are they political? Senator Taft says they are, has written the networks to say that he felt the telecasts-broadcasts constitute "quite unprecedented coverage of a political speech, involving as it does the blacking out of the rest of the country from other viewing and listening except for this single event."

Though the Senator is second to none in use of free time on TV and radio in recent months, he demands "equal facilities" on same networks at same time on June 6. If networks accede (as seems likely, on basis of past unwillingness to face up to the politicians) it's logical all other candidates of both parties will demand equivalent time.

Political broadcasting problems continue to grow for broadcasters. FCC this week released letter it sent to CBS, involving request for use of its facilities from one Wm. Schneider, St. Louis attorney seeking GOP presidential nomination. CBS had let him broadcast over KMOX, St. Louis, denied him time on rest of its stations. Commission said Schneider is a legally qualified candidate under Sec. 315 of Communications Act, and CBS is required to give him same consideration given other presidential candidates; also, that stations have no right to predetermine amount of time given on their estimates of candidate's chances of nomination or election. Broadcasters hope to get Sec. 315 amended to afford them greater protection, when McFarland bill goes before House, probably June 11.

Hearings on TV-radio programming will be held June 3-5 by Harris Subcommittee of House Interstate & Foreign Commerce Committee (Vol.8:20-21). Scheduled to testify first is Rep. Gathings (D-Ark.), sponsor of resolution calling for investigation. Then other members of Congress will be given opportunity to testify, followed by representatives of civic groups and organizations. Chairman Harris (D-Ark.) announced his subcommittee will "study programming techniques, including the question of responsibility for and control over the content of radio and TV programming on the part of broadcasting licensees."

He said he will ask FCC to make available any complaints it has received on TV-radio programs, and that broadcasters will be heard "at the proper time."

No Senate action is likely on McCarran Resolution (S.Res.319) which would bar TV-radio, photographers and sound recorders from Senate hearings (Vol.8:21). Senate Rules Committee May 28 referred measure to its subcommittee on rules comprising Senators Hayden (D-Ariz.), Monroney (D-Okla.), Smith (R-Me.). Sen. McCarran (D-Nev.) says he has "no plans so far" to push for action, and fact that there's so much other unfinished business before Senate leaves bill's chances very slim.

Two educators with problems were answered by FCC this week. Walter B. Saul, president of Philadelphia Board of Education, was informed that Commission leans toward operation of station by one organization representing all educational groups in city; that exact nature of such organization is up to educators themselves; that supplemental sheet to application form 301 will be available to educational applicants shortly. University of Connecticut's president A. N. Jorgensen was told that although Storrs, where university is located, didn't get a reserved channel, school can apply in Hartford or any other city in Connecticut with reserved channel.

American Phenolic Corp. reports first quarter net profit of $509,249 (77c a share) on sales of $9,552,244 after provision of $1,400,000 for taxes. For same 1951 quarter, profit was $151,474 (37c on sales of $4,947,785 after $402,058 taxes. Amphenol second quarter earnings were $199,325 (50c), third $289,557 (70c), fourth $310,512 (78c).
### Count of TV Sets-in-Use by Cities

As of May 1, 1952

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

SETS-IN-USE went up 351,700 during April to reach total of 17,290,800 as of May 1, according to NBC Research's monthly report. While rate of gain slowed down somewhat from the 404,000 in March (Vol. 8:17) big pre-political convention promotions should hypo sales to 18,000,000 total by time of nominations in July, possibly 19,000,000 by November elections. Best April gains were made in Pittsburgh, up 20,000; San Francisco, up 16,000; Philadelphia & Washington, up 10,000 each. Following is the May 1 count (consult individual stations for their estimates of number of families within respective service ranges):

<table>
<thead>
<tr>
<th>Area</th>
<th>No. Stations</th>
<th>No. Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amex (Des Moines)</td>
<td>3</td>
<td>83,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>3</td>
<td>169,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>3</td>
<td>385,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>1</td>
<td>66,000</td>
</tr>
<tr>
<td>Bloomington (see Indianapolis)</td>
<td>1</td>
<td>203,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>1</td>
<td>895,000</td>
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<tr>
<td>Charlotte</td>
<td>1</td>
<td>16,000</td>
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<tr>
<td>Chicago</td>
<td>4</td>
<td>1,235,000</td>
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<tr>
<td>Cincinnati</td>
<td>1</td>
<td>323,000</td>
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<tr>
<td>Cleveland</td>
<td>1</td>
<td>614,000</td>
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<tr>
<td>Columbus</td>
<td>1</td>
<td>210,000</td>
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<tr>
<td>Dayton</td>
<td>1</td>
<td>110,000</td>
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<tr>
<td>Denver</td>
<td>3</td>
<td>78,100</td>
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<tr>
<td>Detroit (see Bloomington)</td>
<td>1</td>
<td>250,000</td>
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<tr>
<td>Jacksonville</td>
<td>1</td>
<td>56,000</td>
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<tr>
<td>Johnstown</td>
<td>1</td>
<td>152,000</td>
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<tr>
<td>Kalamazoo (see Grand Rapids)</td>
<td>1</td>
<td>86,000</td>
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<tr>
<td>Greensboro</td>
<td>1</td>
<td>63,000</td>
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<tr>
<td>Huntington</td>
<td>1</td>
<td>12,100</td>
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<tr>
<td>Indianapolis (a)</td>
<td>1</td>
<td>250,000</td>
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<tr>
<td>Bloomington</td>
<td>1</td>
<td>56,000</td>
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<tr>
<td>Jacksonvile</td>
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<td>56,000</td>
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<tr>
<td>Johnstown</td>
<td>1</td>
<td>152,000</td>
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<tr>
<td>Kalamazoo (d)</td>
<td>1</td>
<td>86,000</td>
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<tr>
<td>Kansas City</td>
<td>1</td>
<td>207,000</td>
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<tr>
<td>Lancaster</td>
<td>1</td>
<td>147,000</td>
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<tr>
<td>Los Angeles</td>
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<td>31,000</td>
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<td>Las Vegas</td>
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<td>Louisville</td>
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<td>Memphis</td>
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<tr>
<td>Milwaukee</td>
<td>1</td>
<td>31,000</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>1</td>
<td>31,000</td>
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<tr>
<td>Nashville</td>
<td>1</td>
<td>31,000</td>
</tr>
<tr>
<td>New Orleans</td>
<td>1</td>
<td>31,000</td>
</tr>
<tr>
<td>(a) Bloomington separately 157,000, Indianapolis separately 223,000.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Does not include estimated 32,000 sets in Canadian areas reached by Buffalo station.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) Does not include estimated 35,000 sets in Canadian areas reached by Detroit stations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Grand Rapids separately 124,000. Kalamazoo separately 141,000.</td>
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</tbody>
</table>

### More upcoming applications for new TV stations, not yet filed but definitely in the making:

- KING-TV, Seattle, to apply for Portland, no channel disclosed; KTRH, Houston (Jessie Jones), to reapply, this time seeking Channel 12; Orange TV Best, Co., Tampa, to apply for Channel 12. Tampa company's president is David Falk, dept. store owner; secy. is Cody Fowler, ex-president of American Bar Assn.

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**Fate of color TV order M-90 is now up to NPA administrator Henry Fowler. At inter-agency clearance committee discussion of draft of proposed revised order May 28, only objections came from Pentagon, which urged that present order be retained. Military spokesmen argued that any revision might aggravate engineer shortage or make defense orders less attractive to electronics manufacturers. Likelihood, however, is that Mr. Fowler will approve draft order, which, though revised several times since, still follows pattern described in Vol. 8:16: It applies to home TV only, giving green light to manufacture of color theatre-TV gear. Any manufacturers wishing to make home color sets must apply on special NPA form, presenting specific proof that so doing would not interfere with defense contracts in any way. If Mr. Fowler approves draft, revised order probably will be issued in week or so.

Ex-FCC Chairman Wayne Coy can now take possession of KOB & KOB-TV, Albuquerque, in partnership with Time Inc. (Vol. 8:17), as result of FCC decision May 29 authorizing transfer of ownership from T. M. Pepperday for consideration of $900,000 minus $300,000 in net quick assets. Comrs. Jones and Sterling did not participate in vote, in which Commission also denied petition of ABC that 50-kw KOB go back on 1030 kc in lieu of the 770 kc on which it has been operating since 1941 simultaneously with ABC's WJW-TV, New York. ABC has litigated KOB's "temporary" right to channel and Court of Appeals remanded case to Commission last year with instructions to come to decision. Coy has acquired home in Albuquerque, heads new operating company in which he gets half interest for $75,000, will draw managerial salary of $26,000 a year. Physical assets valued at $450,000 will be held by Time Inc. subsidiary.

Four applications for new TV stations filed this week bring total pending to 541 of which 52 are ufh. New applicants: WDAN, Danville (Ill.) Commercial-News (Gannett), seeking uhf Channel No. 24; WBOC, Salisbury, Md., No. 16; KWBV, Corpus Christi (Baptist General Convention of Texas), No. 6; WAPA, San Juan, P.R., No. 4 (resubmitted). Amending old applications were KFEL, Denver No. 2; WIOD, Miami Daily News (Cox), No. 7; WJBF, Augusta, Ga., No. 6; KFEG, St. Joseph, Mo., No. 2; WHTM-FM, New Brunswick, N.J., No. 47, and WENY, Elmira (N.Y.) Star-Gazette (Gannett), No. 24 (onetime CP holder); WHK, Cleveland Plain Dealer, No. 19; WLAM, Lancaster, Pa., No. 8. [For further details, see TV Addenda 14-T herewith; for complete list of applications, see TV Factbook No. 14 with Addenda to date.]

**Efforts to hasten ABC-United Paramount Theatres merger should come shortly. It's expected testimony involving UPT officers and directors will be completed in week or 2, whereupon the 2 companies will request that merger question be severed from whole Paramount hearing and acted upon by Commission. This week's sessions included testimony from 4 independent theatre owners, presented as FCC witnesses, who claimed old Paramount Pictures Corp. used all sorts of "pressure tactics" to force deals favorable to Paramount. After a few more Commission witnesses next week, Dr. Allen B. DuMont returns to stand June 5.

Julius Mattfeld, CBS music librarian, has compiled complete chronology of all music published in U. S., to be published June 12 by Prentice-Hall under title Variety Music Cavalcade.


**Zenith is distributing reprints of article in May 20 Look Magazine, "The Future of TV Hangs in the Balance," written by its Phonevision consultant Millard C. Faught.**
SHORT STEEL STRIKE WON'T HIT TV-RADIO: Unless steel strike lasts month or more, the TV-radio industry should feel no distress.

With a 2-3-week strike expected by Washington, receiving set manufacturers generally find themselves with enough steel in inventory to last 45-60 days at the current and planned production rates.

TV-radio receivers and other electronic items aren't heavy users of steel in sense that refrigerators and autos are. While NPA has banned shipments of steel to manufacturers of consumer goods, many TV-radio makers are believed to have the full "normal 45-day inventory" permitted them by NPA regulations.

"Normal 45-day inventory" can easily be stretched to cover 60 days' production at today's subnormal output rate (see p. 8). If strike continues well into July, it will overlap industry's traditional vacation period, when output is insignificant anyway. NPA sources say some manufacturers bought the maximum permitted amounts of steel in last few weeks, anticipating possible stoppage.

Warehouses have been bulging with most types of steel in recent months. And warehousemen reported no rush by their customers to stock up when CIO steelworkers walked out following June 2 Supreme Court decision returning steel mills to private owners. Strike came when steel production was rolling at near-record levels, and consumer goods slump had slashed demand. Iron Age, national metalworking weekly, this week estimated steel-using industries' inventories at 30-60-day supply.

In field of transmitting gear, cameras, etc., picture is much the same as in receiving sets -- except that some manufacturers predict they may feel shortages of some types of steel after about 30 days of strike. As for military equipment, there could be stoppages within few weeks in production of some electronic weapons which require specialized types of steel.

Starting of new TV-radio station construction and alteration projects could be delayed if strike should last 3 weeks or more. But most projects now under way have enough steel in reserve to last 45-60 days. NPA hasn't yet banned delivery of steel for construction projects, but such a step is expected if strike continues.

Mobilizers still plan steel decontrol, meanwhile, in hopes of short walkout. NPA boss Henry Fowler signed order relaxing steel controls as of July 1. If strike lasts no longer than 2 weeks, order is expected to go into effect as scheduled.

NETWORKS NOW IN NEARLY ALL TV AREAS: With Phoenix also slated for network service by time of the July 7 & 21 political conventions -- via coaxial from Los Angeles -- only TV city whose date of interconnection remains "indefinite" as far as AT&T is concerned is Albuquerque. In July, 10 more cities are to be hooked up (Vol. 8:20).

Fact that AT&T has been careful not to commit itself to added cities, as it announced each new connection in last few months, leads to natural suspicion that it also may have Albuquerque up its sleeve -- perhaps even Brownsville, Tex., which is served by XELD-TV, across the border in Matamoros, Mex.

But connecting Phoenix is simple, compared with task of hooking up either
Albuquerque or Brownsville. AT&T's great southern coaxial cable extends from Los Angeles right through Phoenix, has long been used for telephone. It need only be modified for TV. But Albuquerque is more than 300 miles from Phoenix or Denver, so would presumably require "impossible" job of erecting many-hop microwave from either in short time remaining. Brownsville is some 250 miles from San Antonio.

It would be ironic if Albuquerque remains out in cold during conventions, since KOB-TV's new owners are Time Magazine, which plans to give the conventions tremendous news coverage, and Wayne Coy, ex-chairman of FCC (Vol. 8:22). Coy has been trying to promote hookup, but hasn't received much encouragement from AT&T.

With 62 of the 64 TV markets and 107 of the 109 stations interconnected, mere 25,000 or so of nation's approximately 18,000,000 sets-in-use by convention time will be forced to get coverage on delayed basis.

Extremely important fact, overlooked because new interconnections have been publicized mostly in relation to convention coverage, is that all these new cities will be getting permanent regular network service after the conventions are over. Though equipment in a few "temporary" microwave links will be replaced later, network service will continue uninterrupted.

* * * * *

Plans to bring conventions to non-TV cities -- "tapping" cable or microwave as it goes through town and feeding programs to auditoriums, etc. -- are being concluded in Denver, Portland, Fresno (Vol. 8:21-22). Groups in 2 more Oregon cities, Salem and Eugene, have been dickering with AT&T, but there's no firm decision yet.

In Chattanooga, TV applicant Mountain City TV Inc., which has interlocking ownership with WAPO, asked FCC for special permission to erect station to rebroadcast signals of WSB-TV, Atlanta, during conventions. Commission turned it down, restating policy held throughout freeze, viz., that an applicant who gets on air in such fashion has undue advantage over others when it comes to comparative hearings on regular commercial applications.

Note: In Denver, Eugene O'Fallon's KFEL, which ran off first "tap" of transcontinental TV circuits to bring World Series to local fans last fall (Vol. 7:40), has set up his camera and film chains in Denver's Brown Palace Hotel, next door to Eisenhower headquarters, and has offered to feed programs to networks.

**FCC CONSIDERS GRIPES ABOUT ALLOCATIONS:** More requests for changes in allocation plans are being filed with FCC -- but Commission has yet to take action on any of consequence. Since Final Allocation Report became legally effective June 2, and processing of applications is due to start July 1, action on petitions should come soon. This week's filings show a lot of variety:

(1) Westinghouse made frontal attack on priorities for city-by-city processing applications (Supplements 81 & 81-A). It has no quarrel with Groups A-1 and A-2, affecting the 30 stations shifting channels and all cities 40 or more miles from existing stations. But it doesn't like Group B setup.

In lieu of FCC's priorities, Westinghouse proposes formula based on a "TV service factor." This factor is derived by dividing number of people in each metropolitan area by number of TV signals now received. With this system, Pittsburgh would be first city in Group B rather than 180th.

Also attacking priorities are KCMC, Texarkana, Tex., and KARK, Little Rock, Ark. Both feel that population of metropolitan area, rather than principal city, should be basis for priorities.

(2) Zenith asked FCC to rule that WBKB, Chicago, which Commission intends to shift from Channel 4 to No. 2, has no more rights to Channel 2 than any applicant -- including Zenith. Clear implication is that Zenith proposes to put up fight to capture channel, on which it has conducted Phonovision experiments, and that it seeks to put kibosh on proposed $6,000,000 sale of WBKB to CBS.

(3) Novel method of putting Channel 4 into Pittsburgh area was proposed by WLOA, Braddock, Pittsburgh suburb. It asks FCC to shift Columbus' WDNS-TV from Channel 10 to 4 and WLWC from Channel 3 to 10, instead of shifting WLWC to 4. Parlay would permit Channel 4 to go into Braddock (which for all practical purposes would
mean much-wanted third commercial vhf for Pittsburgh) because the WBNS-TV transmitter is 170 miles from Braddock postoffice whereas WLWC transmitter is 169.39 miles.

Neither Columbus station is likely to take kindly to idea, since FCC never proposed to shift WBNS-TV at all and WLWC would probably prefer low-band Channel 4 to high-band Channel 10. But the ingenious and complex parley proposed reveals to what desperate lengths some metropolitan areas must go to get more vhf.

(4) First request for a new channel assignment which doesn't conflict with FCC's new allocation plan came from Dr. Forbes Farms Inc., Palm Springs, Cal. Company asks Channel 14 be assigned to city. Request conforms with FCC rules, since Palm Springs was assigned no channel and it's over 15 miles from city with channel.

FCC's chances for more funds for processing TV applications still look good. Senate authorized $600,000 for the job this week, and favorable sentiment is developing in House. Rep. Crosser (D-O.), chairman of Interstate & Foreign Commerce Committee, became aware of situation this week, said he would lend support. Measure will be taken up next week by House appropriations subcommittee, under Rep. Thomas (D-Tex.). After that, following Senate-House conferees meet to thrash out differences: Senators Maybank (D-S.C.), O'Mahoney (D-Wyo.), McKeiver (D-Tenn.), Hill (D-Ala.), McMahon (D-Conn.), Saltonstall (R-Mass.), Bridges (R-N.H.), Ferguson (R-Mich.); Representatives Thomas, Gore (D-Tenn.), Andrews (D-Ala.), Yates (D-III.), Phillips (R-Cal.), Coudert (R-N.Y.), Cotton (R-N.H.)

HOW MANY EDUCATORS WILL BUILD STATIONS? Real proof of the educational TV pudding--firm applications backed by real money to build and program -- is yet to come. A few educators mean business; there's good chance 20-30 will file within next few months. But vast majority of institutions, with channels to be had for the asking, are still sitting on their hands, and are likely to continue in that position.

Unfortunately for commercial applicants, most educational drum-beating comes from cities where channels are most valuable. An index of activity is number of local and regional meetings being held: U of North Carolina, June 3-4, featuring another hortatory address by FCC Chairman Walker; Milwaukee, June 3; Tampa, June 10; Baltimore, June 19. More are on tap.

Many commercial applicants aren't as worried as they once were, feeling that most reserved channels are bound to revert to commercial status after a year -- when FCC will consider requests to take channels off ice if they're unused.

Sharing of channels by educational & commercial interests is another angle under consideration. Commission may well regard idea with favor when it finds that many channels will otherwise lie fallow or revert to full commercial status.

Broadcasters are getting a chuckle out of ill-concealed friction between educators and Comr. Hennock. Educators acknowledge her help in getting channels, but they're satisfied with final decision -- whereas Miss Hennock feels they got mere pittance. What really irks them is her efforts to "run things," as one puts it.

With new $145,000 Ford Foundation grant under its belt, Joint Committee on Educational TV sends emissaries into field, lends hand at conferences, has boosted its promotional output considerably in last few weeks.

A small minority of schools can afford the experiment. There's little question of that. Some Texas universities own oil-producing properties gushing millions in revenues. At Ohio State, state-supported, which was also recent recipient of multi-million dollar endowment from private source, president Dr. Howard L. Bervis makes this restrained statement: "All I can say at this time is that we feel the costs will be within the resources of the university."

But such well-heeled institutions are striking exceptions. Take Portland, Me. There, teachers are lobbying desperately for pay raise, even threatening to strike unless it's granted. An appropriation for such a "luxury" as TV would arouse them still further, says a competent observer.

*  *  *

Schools and educational groups most likely to apply "soon" are listed by JCET executive director Ralph Steetle as follows; he says some already have money
Columbus; which Comr. Then $ State last * Storrs Houston; Champaign; East Lansing; U of Missouri, Columbia; Houston U, Houston; U of Wisconsin, Madison.

Also preparing to plunge into TV are New York Board of Regents & New Jersey Dept. of Education. Various school groups are also reported to be forming plans in Detroit, Milwaukee, Pittsburgh, San Francisco. Comm. Walker, in his North Carolina talk, added U of Michigan, Ann Arbor; U of Connecticut, Storrs (presumably planning for Hartford) -- plus groups in Chicago and St. Louis.

**COLLEGE FOOTBALL—PUBLIC LOSES AGAIN:** National Collegiate Athletic Assn.'s 1952 football TV plan makes a gesture toward appeasing the overwhelming public sentiment against restrictions on televised sports -- but its effects are likely to satisfy neither viewers, telecasters or the colleges themselves.

There will be no "blackout Saturdays" this fall. Each TV area will get 12 games on 11 Saturdays plus Thanksgiving, compared to 7 last year. This year's plan is simpler than 1951's complex schedule (Vol. 7:36). All 12 games will be televised nationally, and additional small college games may be picked up on local basis.

But public will suffer, because --

Viewers again will have no choice. They won't be able to switch to another nationally telecast game nor follow a favorite team, for no school will be permitted to appear twice. Sponsor must stick to 12-game series arranged before start of the season. If mid-season game loses lustre because of poor record of teams, the public must watch game in which it has little interest, or do without football TV.

* * *

Stations, networks and potential sponsors will suffer, because --

Official sponsor will be selected again by NCAA. Then he must present 12 national games -- plus any regional ones -- guaranteeing to use outlets in all the interconnected TV markets via facilities of one network. But he must bid for this privilege without knowing how much it will cost him or even what colleges he will be able to present -- since he is required to negotiate directly with colleges for TV rights after he has been selected as NCAA's sponsor. In effect, the colleges have him over the proverbial barrel.

**NCAA rules require** sponsor to "make any one or more of the games available without charge to any other networks and independent stations which may wish to carry such games on sustaining basis simultaneously with network presenting series."

This incredible rule was unofficially explained as meaning network and stations carrying telecasts must permit competitors to rebroadcast them, but official sponsor's commercials can't be cut out by rebroadcasting station. It's not unlikely that some stations will take advantage of rebroadcasting privilege -- especially those normally off the air Saturday afternoons -- to profit from sale of station-break spots and adjacencies.

**Colleges will suffer, too, because --**

Only the selected few will receive fees for TV rights. And NCAA's own poll by National Opinion Research Center (Vol. 8:19) showed gate receipts continued to drop last year despite severe TV restrictions. But worst of all, America's colleges -- come next fall -- again will harvest the bitter fruits of poor public relations.

* * *

Soft-pedaled in report of NCAA's TV committee, which proposed the new curbs, was last year's cry of "protect the gate receipts." Purpose of plan this year, we are told, is to "prevent monopoly of TV by the larger and more popular teams, [to] help eliminate TV as a vast money-making device for the favored few [and] make it possible for a greater number of colleges, especially the smaller ones, to get TV attention and to share in whatever TV income may be available."

NCAA may have changed its tack because its own survey -- purporting to prove that "TV damages college football attendance" -- was inconclusive. Figures from
selfsame NCAA survey, in fact, were used by the NARTB and Jerry Jordan to prove the exact opposite (Vol. 8:20).

TV control program -- as recommended by NCAA's TV committee -- is now being voted on by member colleges, who are expected to approve it, despite threat of govt. anti-trust suit if Justice Dept. wins pending case against pro football (Vol. 8:20).

'PURITY' PROBE HEARS DRY'S, REFORMERS: A Bible Belt Congressman demonstrated his version of the hootchy-kootchy, a WCTU lady sobbed that TV commercials make babies cry for beer, a Chicago newscaster blamed wicked New York for TV's "lewdness" -- and the Great Congressional TV-Radio Investigation of 1952 was on.

The words and music were familiar, and the press corps was out in full force for first week's hearings by House Interstate & Foreign Commerce subcommittee headed by Rep. Harris (D-Ark.). Newspapers gave plenty of space to stories bristling with such phrases as "low necklines," "girdle gags" and "burlesque show."

There was confusion in the subcommittee as to exact course investigation should take. Probers spent nearly all of first day's session June 3 trying to find out from Rep. Gathings (D-Ark.) what he had in mind when he introduced resolution calling for inquiry (Vol. 8:20). Rep. Gathings, as first witness, did a modified shimmy in describing "lewd and obscene" TV program he had witnessed.

Overabundance of crime programs was Rep. Gathings' principal complaint, in prepared statement before subcommittee. Under questioning, he expressed satisfac-

"There is such a thing as leaning too heavily upon the Constitutional free speech provision should the airwaves, which belong to the people, be used to incite lawlessness and a disregard for constituted authority" (from prepared statement).

"Should there be legislation to control TV and radio?" asked Rep. O'Hara (D-Minn.). "No," Gathings replied quickly.

Censorship legislation isn't answer to TV-radio programming shortcomings -- this feeling was manifest in questions asked by majority of subcommittee members. Twice during hearing, Rep. Klein (D-N.Y.) suggested this one sure-fire solution to

"Turn the damn thing off," he said.

More concern over TV-radio advertising techniques than over programming was expressed by Reps. O'Hara, Klein and Denny (R-Pa.) -- but chairman Harris made it clear at first day's hearing that probe would stick to programming.

Then followed 2 days devoted almost exclusively to testimony by drays, who don't like beer advertising. The monotony was broken by Chicago ABC radio commen-
tator Paul Harvey, who took stand to blame Manhattan comedians for most of TV's off-color material -- especially jokes dealing with "ladies' undergarments."


During 2-day session in Washington, Review Board studied some 20 complaints about TV programming -- dealing principally with crime and mystery shows, over-com-
mmercialization, religious telecasts and film productions. Decisions and findings "will be addressed to the program sources involved," board announced.

Harris subcommittee hasn't yet mapped out future program, but a Committee spokesman said hearings may "run through the summer." On basis of queries by probers during first 3 days, it's good guess that extent of group's action may be to warn FCC to keep sharp eye on public's complaints when time comes for license renewals.

Complaint in opposite direction came this week from American Civil Liberties Union. It attacked NARTB's code as "stultifying and illegal censorship" and asked FCC for hearing to determine whether the code contravenes Communications Act. It charges that by adhering to code telecasters abandon their own responsibility to bar "obscene and other illegal matter." If code is not "abrogated in its entirety," said ACLU, it will "create conformity and reduce TV to dull mediocrity."
EQUAL TIME on the air is becoming a shibboleth, almost to point of ludicrousness, as politicians scramble for free pre-convention TV-radio time. They're even looking to FCC to help them as TV-radio people balk. Return of Gen. Eisenhower and the telecasting of his Pentagon press conference, his Abiline speech, and his Abilene press conference brought matters to a head this week.

Senators Taft and Kefauver have asked FCC to force networks to grant them equal TV-radio time with Ike—and former’s campaign headquarters made no bones about being irked with extreme lengths to which NBC-TV & CBS-TV went to get the special Abilene-to-Kansas City microwave relay installed (at cost of $30,000 or more, which they shared).

FCC has taken usual course of asking networks to explain, but obviously doesn't want to put itself in position of deciding what's political. foolishness of the “equality” rule is indicated (1) by fact that Taft, Kefauver and the other candidates have been getting more than their share of free time for months, while Eisenhower was abroad; and (2) fact that Commission has in effect ruled that one Wm. R. Schneider, a Republican “presidential candidate,” who polled some 600 votes in New Hampshire and Oregon primaries combined, is entitled to as much time as his “rivals.”

At Taft's demand, the networks all stood up on hind legs and refused a half-hour simulcast on a 6 p.m. hookup such as Eisenhower had from Abilene. Nor would CBS give Kefauver the half-hour immediately after Ike, on grounds the General's homecoming was "news event" and not primarily a political speech.

At Abilene, after big speech, question arose whether Ike's first "political" press conference would be telecast. Faced with flat ban on live pickup by Ike's campaign managers and bitter opposition of newsmen, who claimed "off-the-record" problem was insurmountable, CBS-TV crew (working with Omaha affiliate KMTV's cameras) nevertheless set up in conference room and got green light from Ike himself. They're still debating merits of such gigantic "Meet the Press" programs.

Opinion generally was that Eisenhower handled himself well before cameras, especially at Pentagon press conference. Said New York Times' Jack Gould: "Where the General appears to have the major edge over his rivals for the Presidency is in the quality of his delivery. Yesterday [at the Pentagon] there was an intuitive variation in the inflection of his voice as he moved from moments of light banter to moments of great earnestness. The timbre of his speaking voice is aurally pleasing and wears well."

That TV scored solid beat over radio and press at Pentagon conference, was noted by Variety. All 4 TV networks were there with pool of 3 cameras. Radio did not carry it, but did do good job of repeating recordings later (and to bigger night audiences). Variety described Eisenhower as "a forceful, quick-thinking speaker with conviction." Consensus among observers, even those opposed to the Eisenhower candidacy, is that he's very telegenic, will do well on TV provided he doesn't "oversway his welcome" by too-frequent appearances (Vol. 8:21).

Personal Notes: Wm. S. Paley, CBS chairman, completes his job late this month as chairman of Materials Policy Commission, special board set up by President Truman to evaluate metals resources; Wm. Ackerman, director of CBS reference dept. on leave as secretary of Commission in Washington, is expected to return to CBS within month afterwards... Niles Trammell, NBC chairman, named head of TV-radio committee of the Advertising Council; Edgar Kobak heads promotion committee... Edward D. Madden, NBC-TV operations v.p., addresses American Marketing Assn. convention in Cincinnati June 17 on "TV—a Revolution in Marketing"... Frank B. Hand, ex-FCC attorney, and Daryl A. Myse, attorney-engineer formerly with Federal Power Commission, have formed law partnership to specialize in TV-radio practice, with headquarters in Transportation Bldg., Washington... Walt Dennis, ex-TV-radio director of Allied Stores, now commercial mgr., WILS, Lansing, Mich.... Peter Storer, son of George B. Storer, heads new promotion-merchandising dept., WJBK & WJBK-TV, Detroit... Sydney Eiges, NBC press-information v.p., elected president of N. Y. professional chapter, Sigma Delta Chi... Robert M. Banker, unit mgr. of Studio One, named CBS-TV casting director, succeeding Robert Fryer, resigned to join NBC-TV... Wells (Ted) Church, acting director, named CBS Radio director of news & public affairs... Melvin A. Goldberg, DuMont research chief, on leave of absence to join State Dept. information office... Tom McManus named head of newly-established station relations dept., Teleneus... Stanley C. Florsheim, eastern sales mgr., promoted to sales mgr., Frederic W. Ziv Co., headquarters in Cincinnati... Nicholas E. Reekely is TV-radio v.p., Peter V. Kessos, TV-radio copy chief & v.p., of newly formed Lenox & North Inc., John E. McClellan, ex-Bissell, named TV-radio v.p., Harry B. Cohen Adv... Wilfred S. Roberts, ex-Podlar & Ryan, joins TV dept., Benton & Bowles... Florence Warner, ex-CBS, joins Hutchins Adv. as public relations director, will work on promotion of Philco convention sponsorship... Norman Cash named sales mgr., WLW, Cincinnati, in separation of AM-TV sales; David Partridge is WLWT sales mgr.
Telecasting Notes: Top-level CBS executives and sizable group of radio affiliates will confer on radio rate situation (Vol. 8:22) at meetings in New York's Ambassador Hotel, July 1-2. NBC affiliates at Boca Raton convention last winter thwarted projected lowered rate structure, pegged on TV impact, and CBS stations think they may also be able to forestall their network from taking initiative on drastic rate cuts. Observations by one of prime movers in calling CBS affiliates meeting, Victor Sholis, WHAS & WHAS-TV, Louisville: "I'm not too sure what we can accomplish, but we are going to try. It's significant that some of the poor business practices, which now threaten to pull the roof down on network radio, have also crept into TV at a time when TV supposedly is riding high. Nowadays we ask ourselves, what do you think will happen in TV when honest-to-goodness competition is possible?" Radio got unexpected assist from TV at conclusion of June 5 Walcott-Charles fight from Philadelphia on NBC-TV (for which TV rights cost $175,000 vs. gate receipts of $210,000); viewers scanned for radio dials (ABC) when picture-&-sound blacked out due to mobile unit's power failure just before decision for Walcott was announced. Plans for blackout of fight telecast within 75-mile radius of Philadelphia were modified to permit Lancaster's WGAL-TV (53 miles) to carry bout; Philadelphia and Wilmington were blacked out. When WTCN-TV, Minneapolis, transfers to new corporation, Midwest Radio-Television Inc., under terms of deal whereby CBS turns in its 50-kw WCCO to that corporation and acquires 47% of its stock (Vol. 8:10), call letters will be changed to WCCO-TV; but CBS will allow Wm. J. McNally and Victor Ridder to vote its stock under trust agreement. WTCN-TV transfer awaits FCC action on sale of WTCN (AM) for $300,000 to company headed by Robert Butler, former Ambassador to Cuba and Australia, which also is seeking Channel 11 in St. Paul (TV Adenda 14-E). Daytime TV habit study of New York area, made by Advertest Research, shows 38% of TV homes use sets before 5 p.m.; percentage is down from 39.5% in May 1951 and 44% in June 1950, but total of sets is larger. New daytime show on WJZ-TV, New York, is Great Looks & Good Living, with Elizabeth Rae-Lamont answering personal problems of housewives, Wed. 11-1:30 p.m., planned for participating sponsorships. Hedy Lamarr reported to have signed to do series of 36 half-hour films for TV titled The Great Lovers and based on great romances of history, to be filmed in Mexico City. New Henry I. Christal Co. rep firm grabs off 3 Petry radio affiliates: WTMJ, Milwaukee; WJR, Detroit; WGN, Cleveland. Modernistic new WTVN Television Center in Columbus officially opens June 11, with Sen. Kefauver due to fly out from Washington for special telecast. WTOP-TV, Washington, raises Class A hour rate June 15 from $550 to $700, one-min. from $120 to $140, adds Class D time from sign-on to 4 p.m. with base of $250.

Network Accounts: Texas Co. will put Texaco Star Theatre, with Milton Berle, on 3-month basis when it resumes Sept. 16 after summer layoff, with Buick putting on once-monthly show in same Tue. 8-9 period, possibly with Ken Murray; Kudner is agency for both. During summer, period is being occupied by Youth Wants to Know 8-8:30, and Juvenile Jury 8:30-9. NBC-TV's 7-9 a.m. Today has these new sponsors: Standard Brands Inc. (Chase & Sanborn coffee), weekly, thru Compton Adv.; Mutual of Omaha (insurance), daily segment during Republican & Democratic conventions, thru Bozell & Jacobs, RCA Victor, 3 times weekly on Wed.-Thu.-Fri. for 6 weeks from June 29, thru J. Walter Thompson. Beacon Wax Co. June 6 bought season's remaining first 5 Fri. The Goldbergs on NBC-TV, Mon.-Wed.-Fri. 7:15-7:30, thru Allied Adv., Boston... Minute Maid Corp. (concentrated fruit juices) starting June 11 sponsors Wed. segment of Gabby Hayes Show on NBC-TV, Mon.-Thru-Fri. 5:15-5:30, thru Ted Bates... Fleers Inc. (Double Bubble gum) starts sponsorship June 21 of Pud's Prize Party on ABC-TV, Sat. 11:30-11:45 a.m., thru Lewis & Gillman, Philadelphia. Frigidaire Div. of General Motors bought 10-10:15 a.m. Tue. & Thu. segments of Arthur Godfrey Time simulcast on CBS-TV starting June 10, thru Foot, Cone & Belding, Chicago... Sealy Inc. (mattresses) starts Balance Your Budget Oct. 14 on CBS-TV, alt. Tue. 10-11 p.m., thru Olian Adv., Chicago... Westinghouse starts Westinghouse Summer Theatre June 23, taking place of Studio One during summer on CBS-TV, Mon. 10-11; July 7 & 21 time will be used for coverage of opening sessions of Republican & Democratic conventions. Philip Morris using My Little Margie as summer replacement for I Love Lucy starting June 16 on CBS-TV, Mon. 9-9:30, thru Biow Co.; Lucy returns Sept. 8... Procter & Gamble (Tide) moves Red Skelton Show in fall from Sun. 10-10:30 to 7-7:30 on NBC-TV... American Cigarette & Cigar Co. (Pall Mail cigarettes) replacing Big Story for 8 weeks starting July 4 with Doorway to Danger on NBC-TV, Fri. 9-9:30, thru Sullivan, Stauffer, Colwell & Bayles.

Station Accounts: Henry Kolty Co., Detroit advertising agency, has bought Sun. 1-1:30 p.m. on WJBK-TV, Detroit, for Business Forum, designed to do "public relations job"; program features public issues, with leading businessmen participating in panel discussions. All Negro shows on WLTV, Atlanta, starting with half-hour Golden Bells, gospel-singing by guest choirs, Sat. 10-10:30 p.m., then going into TV Cabaret, variety 10:30-11:15, have proved big hit, with sponsors for each 15-min. segment, including Colgate-Palmolive-Peet (Octagon soap), Ballard & Ballard (flour), Borden Co., Raleigh Cigarettes, Luzianne Coffee... Pepsi-Cola plans summer campaign, including TV spots, thru Biow Co.; it has also purchased from MCA Short Story Theater, 15-min. film series, for fall placement... NBC's WNBQ, Chicago, has sold all local inserts on 7-9 a.m. network show Today, accounting for weekly revenue of $6480. Walt Disney making available to local theatres 15-min. TV trailer titled The Riddle of Robin Hood as promotion for next feature, The Story of Robin Hood... Among other advertisers reported using or preparing to use TV: Bonat & Bonat (beauty products), thru Emerson-Rogers Inc., N. Y.; Redfern Sausage Co., thru Richardson & Sanders Adv. Agency, Atlanta; Reddi Distributors Inc. (Welch's grapeade and Sunkist orangeade & lemonade), thru Duane Jones Co., N. Y.; Re-Dau Packing Co. (Cadet dog food), thru Mannelli Bros., N. Y.; White Lighthouse Inc. (Fee-n-A-Mint chewing gum laxative), thru Dougherty, Clifford & Shenfield, N. J.; Jelsert Co. (JelSert dessert), thru Ruthrauff & Ryan, Chicago; Helene Pessi Inc. (Little lady toletries), thru Poindexter-Zabin Co., N. Y.; Co-Operative G. I. F. Marketing Service Inc. (Big Red dog food), thru Fellows Adv., Syracuse.
RCA ALSO SAMPLES 27-in. KINOSCOPES: Biggest tubemaker RCA added more impetus to the up-and-coming 27-in. picture tube (Vol. 8:22) by beginning this week to sample its own metal-coned version to other TV receiver manufacturers.

But it isn't likely to offer 27-in. sets of its own this summer or fall, inasmuch as it's concentrating on 17 & 21-in. sizes. In releasing data on 27-in., RCA tube dept. sales chief L.S. Thees stated it "will be made available to TV manufacturers in time for them to incorporate it into their plans for 1953 design."

Plans for production are being made at Lancaster plant. Big selling point, as against the all-glass bulb now being pushed by Corning Glass (Vol. 8:22), is that the metal-shell kinescope weighs about 29 lbs. vs. 41 lb. of equivalent glass bulb.

Tube is slightly shorter than the 21-in. metal-coned kinescope. RCA describes it as a "high quality product designed for top-priced deluxe models."

TRADE TRENDING UPWARD AFTER APRIL LOW: Retail TV sales hit bottom in April -- only 316,000 sets -- and after a desultory month of May now seem to be on way up. They're even talking of 5,000,000 production this year, a prediction repeated by Philco v.p. Courtnay Pitt before group of Philadelphia financial analysts the other day. Even RCA president Frank Folsom now says: "It looks like a pretty good year for TV," predicts 5,500,000 sets; and Philco president Wm. Balderston told stockholders meeting June 6 that TV sales are up "substantially" and looked to good year.

Month-old Dun & Bradstreet retail sales figures, covering April and made known this week, showed 150,000 table models, 166,000 other units sold that month. This 316,000 total is lowest since D&B began gathering the figures last August; it's 22% down from 5-week March's 505,000, compares with 417,000 in Feb., 377,000 in Jan.

April TV sales, incidentally, also compare with 322,878 production in that month -- indicating much closer equilibrium than usual.

Dealer inventories of TV sets, D&B also reported, totaled 609,000 at end of April, down 29,000 from preceding month; there were 264,000 table models, 345,000 other sets on hand as against 267,000 & 371,000 respectively one month earlier.

As for radios, dealers sold 368,000 home sets and 68,000 battery portables during April, down from 506,000 & 95,000 respectively in March, according to D&B. Dealer inventories of radios at end of April were 919,000 home and 223,000 battery portables compared with 913,000 & 211,000 at end of March.

More optimistic note is evident in the industry generally, with heightening interest in the political campaigns as manifested by excitement over the Eisenhower telecasts from the Pentagon and from Abilene this week -- to say nothing of network extensions due in time for July political conventions (see p. 1).

General atmosphere of encouragement is also based on the FCC's now-manifest determination to make up for nearly 4 years of wasted time by getting new stations authorized and on the air as soon as possible after July processing begins.

Production rate is being held down, meanwhile, in hopes that inventories will adjust to safer levels. With end-of-April dealer inventories at 609,000, with distributor inventories then 447,519 (Vol. 8:22), with factory inventories 294,266 as of April 25, we arrive at total in all pipelines then of 1,350,785. That compares with 1,338,369 at end of March (Vol. 8:18), 1,333,742 at end of February (Vol. 8:14) and 1,340,000-1,500,000 at end of January (Vol. 8:10).

These figures are 5 weeks old, it must be remembered -- and in the meantime there has been consistent rise in factory inventories (see below). We won't know end-of-May figures until latter June or early July.

Latest RTMA weekly report, for week ended May 30, again reveals mounting factory inventories and declining production. Inventories rose some 44,000 in week
to 454,151 from week preceding. It was highest figure for year -- highest, in fact, since last Sept. 26. Total has increased steadily since Jan. 1 low of 176,857.

Output went to new low for year -- only 60,854 sets (8128 private label) as against 73,936 the preceding week. Year's previous low was 69,198 for week ended Jan. 4. During April-May, weekly average has been running about 72,000.

Radio inventories went up, too, as output went down. New inventory high for year was 432,373 as of May 30, up from 394,590 on May 23. Week's production was 175,161 (76,770 private label), down from 205,090 week before. Week's radios were 54,590 home sets, 37,057 portables, 22,518 clock, 60,998 auto.

Merchandising Notes: One annual basic TV and appliance line from each manufacturer will be one of objectives of NARDA's midyear meeting in Chicago's Hotel Sherman, June 22-24. Dept. store sales in New York City were off 2% in May, reports Herald Tribune survey, but 4 stores reported TV-radio sales increases of 2,10, 28 & 35%; five reported decreases of 7, 14, 24, 34 & 40%. Admiral, during political convention sponsorships on ABC & ABC-TV, to offer automatic 3-speed record player listing at $50 for $20 to purchasers of its sets with built-in radios. Auto dealer in San Antonio this week offered 20-in. Motorola with purchase of new Nash car. Motorola to sponsor True Detective Mysteries alternate Sun. 5:30-6 p.m. EDT, on Mutual network, starting July 13. Muntz TV since January has opened branches in Miami, New Orleans, Houston; has new stores about to open in Memphis, Dallas, Ft. Worth; has discontinued 17-in.; is now concentrating on 21 & 24-in. models; delivered more than 10,000 sets during May -- according to president Earl W. Muntz. American Television Inc. (U. S. Sanabria) opens own stores in Oklahoma City & Tulsa, says it plans others, promises 27-in. set at $200 plus tax. RCA Victor soon to offer its first clock radios. GE adds 3 new 21-in. sets: mahogany blonde tables, $330 & $340; mahogany console $400, all eastern lists and including tax & warranty. Emerson adds 17-in. mahogany console at $260.


Tieup and buildup for Westinghouse-sponsored coverage of political conventions on CBS & CBS-TV includes "Convention Caravan," carnival-type merchandising showings of new TV-radios to distributors and dealers, for which these "rallies" have been scheduled: Chicago, June 9, IBEW Hall; New York, June 13, 212th AA Group Armory; Philadelphia, June 16, First Infantry Armory; Atlanta, June 19, Fox Theatre Ballroom; Dallas, June 23, General Exhibits Bldg.; Los Angeles, June 27, Shrine Convention Hall; San Francisco, July 1, Armory.

Ads saying "licensed by FCC," placed in newspapers by TV-radio servicing organizations, have become so prevalent that Commission was moved to issue public notice this week, stating that law doesn't permit it to license servicemen.

Philadelphia Electrical Assn. reports 45,721 TVs sold in area first quarter for $13,390,555 (average $292 per set, not counting installation) -- 34% fewer than the 79,997 sold for $27,992,605 (av. $350) same 1951 quarter.
Cuba imported 4774 TV sets at manufacturers' price of $833,590—all U.S.-made—during first quarter of this year, compared with 7499 at $1,519,214 in first-quarter 1951, U.S. Commerce Dept. reports. Decline is attributed to ban on televising Cuban professional baseball games—but Cuban dealers are quoted as saying sales have picked up substantially in second quarter with resumption of telecasts of semi-pro games and other sports.

With 6 TV stations in operation, one more under construction and CPs authorized for 12 others, demand for sets is now reported heavy, and one importer says he's selling sets even before they arrive in Cuba. Of the 4774 sets imported in first quarter, 22.1% were RCA, 20.8% Admiral, 10.4% Philco, and the remaining 46.7% divided among 15 other U.S. manufacturers.

As reported by Foreign Commerce Weekly, 24,972 radios valued at $431,866 were imported into Cuba during first quarter, vs. 20,368 at $482,185 same period last year. Of first-quarter 1952 imports, 30.3% were made by Regal, 20.5% by RCA, 9.7% by GE, 39.5% by 24 other U.S. and foreign manufacturers.

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Gates Radio's TV transmitter schedule should be announced within week or two. Following is expected lineup:

vhf 500-watt and 5-kw, 120-day delivery; uhf 500-watt, 2.5-kw and 5-kw, first half 1953. Uhf will employ Eimac klystron tube. Prices won't be set until "regular" production is reached. However, Gates achieved much of its reputation in AM by bringing out units priced well below others and is expected to attempt similar pattern in TV. It is in process of arranging to get full line of studio equipment from other manufacturers. DuMont reports its 5-kw uhf going well, announcing sale of units to 4 applicants this week.

Fifteen new British TV receivers were shown at recent Manchester Radio & TV Exhibition—with 12-in. sets completely dominating the show and average price of table model about $200. Shown in London was 3x4-ft. home projection set made by British Decca Record Co. U. S. Commerce Dept. reports that TV receivers of British design are now being built by Italy's Societa Anonima Fini under license from Murphy Radio Ltd. In 1951, reports Foreign Commerce Weekly, Britain exported more than $30,000,000 worth of electronic components.


Locating post-office coordinates is proving headache to applicants and their engineers, but FCC can't do much to help them. Post-office Dept. doesn't have the figures, nor does anyone else. Commission engineers say many coordinates can be calculated through use of a reliable city map, in conjunction with topographical quadrangle maps, latter obtainable from director, Geological Survey, Dept. of Interior, Washington. Since Geological Survey doesn't have maps for entire country, applicants may be forced to scan old state, county maps and records—or even hire engineers to make on-the-spot survey.

Boredom of pickets at 3 steel plants in Warren, O. is being relieved by local appliance store, Van Enterprises Inc., which has supplied TV sets gratis, running them on power supplied by steel companies. Wall St. Journal reports reasoning of store-owner Ray Van Devender: "There's a good relationship between the companies and the men here. They can't help that they're on strike; they just take their orders. But they're our customers, and we do business with them; they'll bring it back to us some day."

Electronics Reports: Richards W. Cotton, v.p. of Philco International and ass't. to Philco president Wm. Balderson, becomes director of NPA Electronics Div. June 16, succeeding J. A. (Shine) Milling, who returns to RCA Victor after 16 months with NPA. Mr. Cotton will also become chairman of DPA's inter-agency Electronics Production Board. He will be on leave from Philco, having had home office in Washington. He was formerly managing director and chairman of British Roia Ltd., and during war was British Air Commission's controller of signal equipment—only American to hold such high position in British war organization. Since Korean outbreak, he has been constant to Munitions Board.

Mr. Milling, RCA Service Co. v.p., returns to Camden for new assignment, turning over his EPB reins to Mr. Cotton June 23. He continues with NPA in consultant capacity.

Electronics Div. is also setting up new military production staff to handle all priority, allocation & directive aid to military electronics program. Its chief is Justin R. (Ted) Sypher, ex-chief of end equipment branch and military equipment section. He becomes ass't. to director for military production and asst. to EPB chairman.

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Govt-aided expansion of electronics industry—through rapid tax amortization—has totaled about $263,000,000 since Korean outbreak. This represents about 60% of industry's total plant expansion, according to DPA sources—indicating that nation's electronics industry has expanded to tune of about $440,000,000 since Korea. Breakdown of tax aid certificates issued by DPA to electronics manufacturers to May 1: End equipment, 192 projects valued at $146,000,000 tubes; 108 projects, $73,000,000; components, 151 projects, $26,000,000; miscellaneous items, 41 projects, $18,000,000.

Certificates for accelerated tax amortization issued by DPA May 16-22 include: Raytheon, Waltham, Newton, Bedford & Quincy, Mass., 3 certificates totaling $1,945,932 (65% amortization); I-T-E Circuit Breaker Co., Philadelphia, $656,025 (40%); mechanical rectifiers; Western Electric, Winston-Salem, N. C., $188,614 (70%); Tung-Sol, Washington, N. J., $125,450, & Newark, $28,226 (65%); Sylvania, Middlesex County, Mass., $154,772 (65%); magnetron tubes; Somotec Corp., Elmsford, N. Y., $57,538 (70%); tubes; John Gomos Inc., Irvington, N. J., $51,810 (80%); G. H. Leland Inc., Dayton, Ohio, $12,240 (70%); Benson-Lehner Corp., Los Angeles, $8894 (75%); Telemetal Products Inc., Brooklyn, $3490 (65%).

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Important step by Army to integrate and coordinate all of its basic research programs was taken this week with formation of new Army Research Committee, headed by Dr. Lloyd E. Swearingen, director of Army Basic Sciences Research. Such a move—but on a more extensive, Govt.-wide basis—has long been urged by leading electronics industry engineers such as GE's Dr. W. R. G. Baker (Vol. 814), Representing Signal Corps on committee is Dr. Harold A. Zahn, research director for Signal Corps Engineering Laboratories. His deputy is chief engineer Oliver I. Lewis of Signal Corps Engineering & Technical Div.

Among military contracts announced by Signal Corps: Transmitter Equipment Mfg. Co., 346 Hudson St., N. Y., $1,123,930, radio terminal set AN/TRC-3 (307 units); Sentinel Radio, Evanston, Ill., $1,012,082, radio set AN/PRC-6 (5233 units).

Condenser Products Co., Chicago, sold to New Haven Clock & Watch Co., which thus enters electronics field and continues it as a division under present president S. M. Levenberg.
Financial & Trade Notes: Among officers’ and directors’ stock transactions reported by SEC for April 11-May 10: C. Coburn Darling sold 4000 Aceo, holds 6000; A. C. Wedemeyer bought 500 Aceo, holds 500; Edgar M. Batchelder gave 50 CBS “A,” 59 “B” to Dartmouth College as gift (Nov. & Jan.), gave 3750 “A,” 3750 “B” to trusts, holds 11,450 “A,” 11,450 “B”; Paul McKnight Deeley bought 50 Cornell-Dubilier, holds 50; William Dubilier received 18 Cornell-Dubilier as dividend, bought 7, redeemed 68 pfds., holds 200 common, 315 pfds.; Mary F. Keating received 61 Cornell-Dubilier as dividend, holds 670; John H. Briggs bought 5700 Gabriel, holds 30,688 common, 2750 pfds.; R. B. LaRue bought 100 General Precision, holds 500; Kenneth C. Meinken bought 4700 National Union, sold 3500, holds 37,100; James M. Kemper sold 500 Owens-Corning, holds 6000; Thomas A. Kennelly gave 5 Philco as gift, holds 18,997; Jeffrey S. Granger sold 1000 Sentinel, holds 3100; W. B. Harrison bought 107 Sylvia, holds 107; Paul J. Hemschoot bought 50 Tung-Sol pfds., holds 307 common, 50 pfds.; LCM Corp. bought 1000 Tung-Sol pfds., holds 74,504 common, 1000 pfds.; A. H. Blank sold 1000 United Paramount Theatres through trusts, holds 7195 personally and through trusts; John G. Eidell gave 200 Universal as gift, holds 5275; Ludovic L. Lawrence gave 1700 Universal pfds. as gift, holds 8300 pfds.

Admiral plans to increase its control over Canadian Admiral Corp. Ltd. by offering 41,669 shares of its $1 par capital stock for the 83,339 shares of Canadian Admiral not owned by Admiral Corp., on a 1-for-2 basis. According to statement filed with Securities & Exchange Commission, any Canadian Admiral stock tendered for exchange up to Aug. 1 will be entitled to 25¢ cash payment. There are 204,427 shares of Canadian Admiral outstanding. Dempsey & Co. will manage the offer.

Muntz TV Inc. and its manufacturing subsidiary, Tele-Vogue Inc., in fiscal year ended March 31 earned net income of $898,004 (80¼¢ a share on 1,115,360 shares) compared with $749,853 (74¢ on 1,031,944 shares) in preceding year. Earnings before taxes were $2,197,004 vs. $1,781,353. Gross revenues increased to $32,923,661 from $27,147,846. Firm is now reported manufacturing in Evanson, Ill. as well as Chicago plant (formerly Howard Radio).

Dividends: Admiral, 25¢ payable June 30 to stockholders of record June 16; Muter Co., 15c June 30 to holders June 16; Arvin Industries, 50c June 30 to holders June 16; Erie Resistor, 20c June 18 to holders June 6; Corning Glass, 25¢ June 30 to holders June 16; Capitol Records, 12½¢ June 25 to holders June 14; Standard Radio Ltd. “A,” 10c July 10 to holders June 20; Davega Stores, 10¢ July 1 to holders June 16 (reduced from 15c in March and 25¢ three preceding quarters).

Cornell-Dubilier reports, for 6 months ended March 31, net profit of $736,127 ($1.65 a share) on sales of $18,311,007, compared with $940,217 ($2.13) on $17,221,493 sales during same 1950-51 period.

Graybar Electric Co. filed report with SEC showing 1951 net income of $7,359,005 ($14.93 on 475,505 shares) on net sales of $389,915,528, compared with 1950 net of $7,-944,121 ($18 on 426,204 shares), sales of $335,380,036.

Warner Bros. had net profit of $3,750,000 (66¢ on 5,619,785 shares) in 6 months ended March 1 on revenues of $57,528,000. For same period last year, profit was $3,821,000 (66¢ on 6,773,000 shares), revenues $51,143,000.

National Theatres reports 1951 net income of $2,105,-830 (79¢ a share) on operating revenues of $66,519,897, vs. $5,250,147 ($1.90) on $68,165,324 in 1950.

Tung-Sol Electric Inc. will be listed on N. Y. Stock Exchange after June 9.

Technograph Printed Electronics Inc., 191 Main St., Tarrytown, N. Y., is offering 1,200,000 shares of 4c par common stock at 25¢ a share in recapitalization project under which 1,200,000 shares (out of 4,500,000 authorized) would also continue to be held by Polytron Corp., 600,000 by Technograph Printed Circuits Ltd., of England. New funds would be used to enlarge facilities and for working capital. Firm was organized in May 1951 under name Technograph Printed Circuits Inc. with $70,000 private capital, licensed under patents of the British firm, formerly Henderson & Spalding, developed by Dr. Paul Eisler. Officers are Hubert Shortt, president, also president of Polytron, ex-president of Transformer Corp. of America and ex-v.p. of Airadio Inc.; William Carduner, v.p., director of British Radio Industries Corp., N. Y.; Harry Spinrad, treas., president of Madisonit Co., N. Y.

General Precision Equipment Corp. acquires Kearfott Co. Inc. (navigation devices), with plants in Little Falls, N. Y. and Kearney, N. J., which in fiscal year ended Nov. 30, 1951 reported sales of $8,758,879 and net income of $385,183 and in quarter ended Feb. 29, 1952 showed sales of $3,932,149 and profit of $142,590. General Precision issued 45,000 common shares and 10,000 shares of $5 cumulative preferred for all of Kearfott’s outstanding stock except 55,020 shares of $1 par junior preferred retained by Kearfott management.

Virtually all technicians can benefit from excellent reference volume, 108-page second edition of Television Interference, offered free by Remington Rand’s Laboratory of Advanced Research, Wilton Ave., South Norwalk, Conn. Booklet embraces reprints of numerous magazine articles on subject, many of them by Remington Rand’s Philip S. Rand, who compiled volume. Company gave away 20,000 copies of first edition.

Trade Personal: George W. Henyan, recently resigned chief, components branch, NPA Electronics Div. (Vol. 8:21), named asst. to GE tube dept. gen. mgr. J. Milton Lang: Robert O. Bullard, manufacturing mgr. for industrial & transmitting tubes, promoted to mg. of industrial & transmitting tubes, post held by Mr. Henyan prior to his Washington appointment. Arthur V. Loughren, Hazel- tine research v.p., named a vice chairman of National TV System Committee, replacing Donald G. Fink, former editor of Electronics Magazine, now Philco co-director of research. Jay M. Allen promoted to mg. of manufacturing, Westinghouse TV-radio div., Sunbury, Pa.; Ricardo Muniz, ex-Trad & DuMont, named supt. of manufacturing ... G. C. Isham named eastern regional mg., Sylvia tube sales dept.; J. H. Hauser, midwest mg.; W. G. Patterson, Pacific mg. ... James Tait Jr., ex-DuMont, now Hoffman eastern div. mg.; Hoffman also appoints E. A. Tischler as publicity director, Donald E. Larson adv. director (succeeding Phillip Beach, resigned), Roy D. Soder- lind sales promotion mg. ... W. J. Bressert, ex-Marshall Field, named Chicago district sales mg., Magnavox ... Norman B. Neely, Los Angeles manufacturers rep, elected president of The Representatives of Radio Parts Manufacturers Inc ... Jack Abel joins Insuline Corp. of America as head of mechanical engineering dept. ... Albert J. Rosebraugh named Philco sales mg., refrigeration ... Bert Cole resigns as Philco district mg. for N. Y. & N. J. to run own string of gas stations on Long Island.

Irving Herriott Jr., 40, Zenith district mg. in east, died suddenly in Washington May 29; he was son of Zenith’s general counsel Irving Herriott.

REVISED NPA color order M-90 was finally approved this week by NPA chief Henry Fowler, and it’s due for release next week—but nobody is expected to get excited about it. Even CBS isn’t interested in making home color sets unless others do or it can get enough extra materials “to make a dent in the market” (Vol. 8:17). Both contingencies are extremely remote. Only other company which has talked up CBS system for home receivers—Paramount’s Chromatic TV Labs, proposing to build Lawrence tri-color tube—has scarcely enough production facilities or materials to make anything more than a publicity splash.

Revised M-90 order is expected to take restrictions off production of color theatre-TV equipment, but this won’t mean much either. Last year, 20th Century-Fox said it was champing at the bit, eager to get into production, and GE agreed to make equipment. It was claimed that 75-100 theatres would be equipped within a year. Even Sen. Johnson was worked up about it, saying he intended to find out “why production can’t go ahead” on 20th Century’s Eidophor equipment (Vol. 7:49, 52).

But now, latest word from 20th Century is that equipment will be available to theatres in 18 months (Vol. 8:21). Eidophor was demonstrated to stockholders May 21, will be shown to press in New York June 25.

National TV System Committee (NTSC) meanwhile continues work on compatible system, against day when it or one of its members—RCA most likely—requests FCC to authorize compatible system in lieu of CBS system which is still “officially approved.”

Though NTSC’s numerous panels are constantly holding meetings, and more and more companies are making and testing own color equipment, policy is to keep publicity to minimum until time is “ripe”—presumably when FCC is reapproached. That time is probably good many months off, largely because Commission is so preoccupied with aftermath of freeze that color has low priority.

Despite fact color experimenters aren’t making big publicity splash about their work, occasional report of progress seeps out. For example, we learn from authoritative source that RCA Victor’s commercial design and production engineers, to whom laboratory receivers were turned over for simplification, have reduced number of tubes from 54 to 36 since last October. Despite 18 fewer tubes, latest receiver is reported to be not only simpler than laboratory model but superior in performance. Best black-&-white sets use up to 27 tubes.


Latest aids to applicants offered by transmitting equipment manufacturers: GE’s Television Station Planning and RCA’s Application Data and Filing Information for TV Stations. Both volumes are full of data on equipment specifications, costs, FCC requirements, etc.

TV applications began coming in at faster clip this week, with 7 new ones and 13 amendments filed at FCC—bringing total now pending to 546, of which 53 are for uhf. At same time, Thomas S. Lee Enterprises asked Commission to dismiss its long-standing Yankee Network applications for Bridgeport, Conn. and Springfield, Mass. Only one uhf was included in this week’s batch of new applications, which were from: WBRD, Fort Lauderdale, Fla., seeking Channel 17; KCJB, Fargo, N. D., No. 13; WDXI, Jackson, Tenn., No. 9; KSPO, Spokane, No. 2; Royaltel, Honolulu (Herman B. Rosen, et al.), No. 2; KGU, Honolulu, No. 4; Empire Coil Co. (owner of WXEL, Cleveland), San Juan, Puerto Rico, No. 2. Old applications amended: WINK, Ft. Myers, Fla., now seeking No. 11; Zenith Radio Corp., Chicago, No. 2; WKLO, Louisville, No. 21; WGAN, Portland, Me., No. 13; Minnesota Television Public Service Corp., St. Paul (Robert Butler, president), No. 11; KGBX, Springfield, Mo., No. 3; WONE, Dayton, O., No. 22; WCHA, Chambersburg, Pa., No. 46; WSBA, York, Pa., No. 43; KOMO, Seattle, No. 4; KHQ, Spokane, No. 6; WVWW, Fairmont, W. Va., No. 35; WOSH, Oshkosh, No. 48. [For further details, see TV Addenda 14-U herewith; for complete list of applications, see TV Factbook No. 14 with Addenda to date.]

Coin-box system of subscription TV was demonstrated in New York this week by International Telemeter Corp., 50% owned by Paramount Pictures. Paramount stockholders saw it June 2, FCC group June 6. Carl Leesman, Telemeter v.p., reported on plans to test system on public in October via community antenna system in Palm Springs, Cal. (Vol. 7:52). All 7 Los Angeles stations will be picked up at nearby peak, fed into town via cable. An 8th signal, comprising first-run movies originating in Palm Springs theatre owned by Earl Strebe, will also be fed to subscribers’ homes—but in scrambled form. Deposit of proper amount in box next to receiver will unscramble picture. Telemeter engineers contend average set owner will find it too difficult and costly to attempt to “break” signal to get it free.

More TV in San Diego area soon seems assured, with George Rivera’s XEAC, Tijuana, scheduled to complete its Channel 6 outlet by Sept. 1; it’s backed by Romulo O’Farrell, Mexico City industrialist, who owns XHTV there and XELD-TV, Matamoros. In San Diego, Leon N. Paper- now, who was pre-freeze applicant and went to hearing against KPSD and KCBQ, has organized T. B. C. Television Inc. to apply for Channel 10. Also, Keith Kiggins, ex-ABC executive, has organized Community Broadcasting Corp. to file for uhf Channel 21.

Unusual aerial survey service, for plotting best microwave routes, is now offered by RCA. Brochure describing service says combination of barometric and radar readings, from plane flying less than 400 ft. above ground, not only provides speed and accuracy but keeps surveys secret —thus suppressing land-owners’ natural tendency to inflate values of microwave sites. RCA also offers excellent brochure for laymen, An Introduction to Microwave.

Westinghouse will shortly file amended applications for uhf Channels 17 in Philadelphia, 21 in Ft. Wayne, and for Channels 11 in Pittsburgh, 8 in Portland, Ore. And 4 other “uhf intentions” were disclosed this week with DuMont’s report that it had sold 5-kw uhf transmitters to WSOY & WDZ, Decatur, Ill.; WHIZ, Zanesville, O.; KCOK, Tulare, Cal.

House action on McFarland Bill to amend Communications Act, already passed by Senate, is definitely scheduled for June 12. Rash of current political broadcasting problems will probably provoke most debate.

Sir William Haley, BBC director-general, resigned this week to become editor of London Times.
FREEZE-PLAN DEFENDED, FACES COURT TESTS: First formal defense of FCC allocation plan by a commissioner came this week -- from George Sterling, addressing Maryland and District of Columbia broadcasters in Ocean City, Md., June 13.

Week also brought first attacks on plan in courts -- complaints about allocations in Pittsburgh area; Madison, Wis.; Lancaster, Pa.; Lafayette, La.

But no delays in "unfreezing" process are in sight. Commission firmly intends to start processing applications for new stations July 1 per schedule, won't stop unless courts order halt -- and none of the appeals asked that FCC be stopped from processing altogether. Appeals are all "petitions for review," asking that the courts force Commission to reexamine allocations to cities concerned and come up with the "right" decisions.

** Engineer-Comr. Sterling's speech was in obvious response to Comr. Jones, whose scathing criticisms of FCC plan have made news ever since it was promulgated (Vol. 8:19,21). Sterling titled speech "From Andalusia to Worland" -- after names of the little towns standing first & last on allocation table (see pp. 164-169 of Final Allocation Report). He did so to set whole tone of address, viz., that the allocation assures service to small cities and rural areas because:

1. **Table of allocations**, which can't be changed for a year, assures that small communities have channels "reserved" until they can afford to build, thus keeps big cities from "gobbling up" all choice channels.

2. **High powers,** tall antennas and wide co-channel separations assure the sparsely populated areas **good service from big cities** even if small communities can never afford to support their own stations.

"Many a prospective applicant is being staggered," he said, "by estimated costs of construction and operation of a TV station. Most smaller cities and rural areas are not in a position to support local TV service at this time... But when the time comes, you want a channel to be available for you. And you do not want that channel to be the equivalent of an AM daytime only..."

"When all the smoke clears away, the obvious reason why our critics are urging narrower separations is to get that additional vhf channel into the larger cities... What you do not hear is how Grade B service, the service upon which the sparsely settled rural areas depend, would be destroyed in order to give that giant metropolitan center that additional Grade A service."

Among other reasons Sterling gave for adoption of plan by FCC majority:

1. **Safety factor.** If co-channel separations were reduced very much, Sterling said, there would be danger of eliminating much rural service. "We would be right back in the ice age," he said, "flirting with another 'freeze'. The memory of some men is indeed short."

2. **Educational reservations.** Channels could not have been set aside for schools, he said, unless there were a table of allocations -- and he insisted that
educators made such strong case during hearing that FCC had to give them channels.

"If you were to believe some of the critics," Sterling said, "you may get the impression that our decision was a conglomeration of master gimmicks dreamed up by a bunch of diabolical bureaucrats whose main purpose in life was to do damage to the TV broadcasters and viewers."

Sterling also spoke up for uhf, saying: "I sincerely believe that uhf will be a success. Despite all the criticisms, and what almost might be termed a campaign of terror to scare people away from the uhf, some of our most prominent and experienced AM broadcasters are reportedly ready to seek uhf assignments."

* * *

Four of the court appeals, those filed in District of Columbia court by attorney Arthur Scharf - for WISC, Madison; WLAND, Lancaster; KVOL, Lafayette; WLOA, Braddock, Pa. -- are essentially reiteration of "petitions for reconsideration" previously filed with FCC (Vol. 8:18-23). Fifth was filed by attorney Paul M. Segal -- for WWSW, Pittsburgh -- who didn't choose to petition Commission first. WWSW's appeal, in Philadelphia Court of Appeals, was a derisive attack on FCC for failure to put Channel 4 into Pittsburgh area because "some part of the postoffice at Braddock, Pa. is 633.6-ft. too close to a point that happens to be the site of the tower of WLC at Columbus."

None of appeals seeks to hold up whole allocation plan or asks for injunction to delay process of unfreezing. Attorneys undoubtedly figure there's no need to ask for injunction yet, inasmuch as Commission could conceivably give appellants what they want, rendering court action unnecessary.

Next moves are up to FCC, Justice Dept. and any parties who might be hurt if appeals are successful. In KVOL case, for example, it's likely KALB, Alexandria, La., will seek to intervene -- since it opposed KVOL's petition to FCC. In WISC case, other Madison broadcasters are expected to get hot. WISC may get assist from State of Wisconsin, whose Gov. Kohler this week backed up WISC before FCC, serving notice he intends to ask for uhf educational reservations -- in lieu of present uhf -- in Eau Claire, Green Bay, LaCrosse, Wausau, as well as in Madison.

FILMS AND STILL MORE FILMS FOR TV: Except for on-the-spot news and special events -- like politics and sports -- what can the TV networks carry "live" that cannot be done just as well or even better via film?

What's so topical or urgent about a dramatic or musical or variety program that it cannot be telecast days or even weeks later? Even forums and debates -- why can't they serve their purposes just as well by "delayed transcriptions"?

Frederic Ziv posed these questions to us a few years ago, when he first contemplated expanding into the TV syndication field. Even with expansion of the networks to all but one of the 108 American TV stations, they're still pretty hard to answer today -- considering the cold facts of network "line" costs.

Ziv's success in both radio and TV "transcription" fields is already a legend, and today there's many a hard-headed tycoon of TV, advertising & show business who shares his conviction that the future of TV programming rests primarily on film -- though it's an anomaly, perhaps, that for such huge filmed-program successes as "I Love Lucy" and Groucho Marx (network-controlled), the sponsors use networks.

* * *

As if the current eagerness of NBC & CBS to gain stronger footholds in the filmcasting field weren't enough proof of a trend, this week brought the significant news that Ford Motor Co. has contracted, direct with big Columbia Pictures' TV subsidiary Screen Gems Inc. for 39 half-hour films to be produced in Hollywood -- and presented over 51 NBC-TV outlets starting next Oct. 2 (see also p. 6).

This isn't to be a serial, nor even episodic like smash-hit "I Love Lucy". Each story will be self-contained; e.g., an adaptation of Hawthorne's "Snow Image", or Rachel Maddux's novel "Turnip's Blood" and others such, plus some originals.

Top-ranking TV-radio sponsor Procter & Gamble did the same thing several years ago, first sponsor to invade the sacred purlieus of Hollywood, underwriting
the "Fireside Theatre" series at something like $12-15,000 per half hour production. This was so highly successful that the sponsor recaptured original investment and much more in re-runs on TV (for other sponsors under other titles) and from theatre rights. It used low-salaried, unknown performers; Ford will use big-name stars.

That few name stars can now be kept off TV, which is developing its own stars as well as some new ones for the movies, is manifest from almost any evening's programs. Live shows, films made for TV, even the "oldies" give you plenty of name performers. The studios are hard put to keep their "properties" off TV. Only this week, even red skelton disclosed his TV show next fall will be on film.

Veteran film actress lucille ball is spark of "I Love Lucy". Hedy lamarr is getting ready to make series for TV in Mexico, Paulette Goddard in Europe (title of latter: "Paulette's Perils," written by Anita Loos). Jean Crawford, Ann Sothern and gloria swanson are supposed to be due soon in TV films. And to help satisfy the public's unmistakable predilection for heroics via serials, Hollywood has in the works such thrillers as George raft in "I Am the Law," dan duryea in "The Affairs of China Smith" and sterling hayden in "Bush Pilot".

**Community Antennas Excite High Hopes:** Future of community TV antenna systems is still an intriguing imponderable, but you couldn't help being impressed by the tremendous enthusiasm of the 60-odd entrepreneurs who gathered June 9 in Pottsville, Pa., for first annual meeting of recently-formed National Community TV Assn.

Most of country's 70-80 systems (Vol.8:19) are only few months old, serving total of perhaps 10-15,000 sets -- a tiny fraction of nation's 17,500,000. Yet, as we sat in on their sessions and listened to their experiences and plans, we felt that these pioneers have their hands on considerably more than a flash-in-the-pan.

[For the best available list of present and prospective projects, see our Supplement No. 79: Directory of Community Television Antenna Systems.]

We were struck by the important economic difference between these systems and TV, AM or FM stations. A broadcasting station must be completely built and staffed before it begins operating -- and income is meager until set circulation and audience are substantial. But a community system begins earning with its first connection. Furthermore, most of its cost is in cable and amplifiers -- not in the master receiving antenna. Thus, operators are in the happy position of gearing their investment, to large degree, to rate of immediate return.

Since substantial installation fee is charged -- generally $125-$175 -- some operators have paid off 80-100% of investment in first year.

The kind of money going into systems also lends respect. Though there are some shoddy fly-by-nights in the business, most are serious and substantial business men -- including a sprinkling of millionaires. Jock whitney, for example, is planning to back an electronics manufacturer in several very ambitious operations.

* * * *

Ramifications of these systems -- beyond their original purpose -- are also worth thinking about. Basically, they're set up to intercept signals from distant TV stations, amplify them and feed them to local subscribers via cable. But here are 2 additional proposals being actively pursued:

1. Local program feeds, i.e., "closed-circuit stations." Temptation to install camera chains, for local-interest programming and to tap local advertising revenues, has been before system operators for some time (Vol. 8:20). To most of them, it's just a question of getting enough "circulation" first.

But an even greater impact looms: Many a small-town AM operator, worried about costs of building regular uhf station, wonders whether he might not do better by tying in with existing community system or building one himself.

Since many communities can support no more than one TV station, some AM operators see little chance of obsoleting community systems, because latter offer choice of many signals. Indeed, there's fear that set owners may prove unwilling to invest in uhf converters, antennas, installation charges, etc.

2. Subscription TV. Paramount's 50%-owned International Telemeter Corp. is
planning to build community systems in "half dozen" towns in addition to Palm Springs, Cal. (Vol. 8:23), seeing opportunity of killing 2 birds with one stone -- operating profitable community systems and at same time establishing its coinbox subscription-TV system -- all without necessity of FCC approval (see p. 5).

Income and excise taxes were main topics of Pottsville sessions. Principal factor in income taxes is depreciation. Edward J. Mallon, of NCTA's accountants, Wm. E. Howe & Co., Philadelphia, told of difficulties in arriving at proper depreciation rates for a new industry with great obsolescence factor. His conclusion: 3-5 years for various portions of systems would be satisfactory to Govt. He also suggested that it may be wise to spread customers' installation fee over long period to ease tax problem. And he pointed out that once system is paid for, tax situation frequently makes it quite inexpensive to pour money back in, expand.

Govt.'s 8% "wire and equipment" excise tax has neither been collected nor paid by operators -- so far. However, guinea-pig court test is in the making. Trans-Video Corp., Pottsville, has been handed bill for the tax, expects to take it to court. Thomas C. Egan, attorney for Assn. and former member of Pennsylvania Public Utilities Commission, suggested 2 arguments against tax:

(1) Congress didn't contemplate tax on such service.
(2) Tax is discriminatory, requiring set owner living in valley to pay tax while one on mountain goes free.

If courts rule against systems, Egan said, only other remedy is Congress.

Systems are in great flux, which accounts for very high rate of equipment depreciation. Most systems supply maximum of 3 signals to homes. Reason is that line losses are so high for Channels 7-13 that these signals are converted to Channels 2-6 before being fed to homes. However, this shortcoming undoubtedly will be overcome. One new company, Spencer-Kennedy Labs, 186 Massachusetts Ave., Cambridge, Mass., has promising approach. It has designed wide-band amplifiers, cheap enough and small enough to enable direct feeds of all 12 channels.

Possible technique for getting 4 channels, without radically changing systems, was suggested by Washington consulting engineer Dr. Frank Kear, who attended sessions. He's checking with set manufacturers to see whether receiver can be adjusted to get Channel "6½" -- 88-94 mc.

Idea of putting cables underground is getting some consideration. G. B. Henderson, Carmel, Cal., is all for it, has developed machine for digging trenches.

Largest manufacturers in the field are still Jerrold Electronics and RCA. But more and more is being heard from Technical Appliance Corp., Blonder-Tongue, Philco, Brach, and a few others.

Operators' optimism over future was enhanced by Dr. Kear's opinion as to what the increases in TV-station powers and the upcoming added stations might mean. He pointed out that while new power ceilings for stations may mean a great deal to people near transmitters, actual radius of good coverage will be increased by only a "few percent". He added that new stations will bring interference to negate some of the increased coverage. At any rate, he said, there will always be areas getting no direct service and many areas getting only one or 2 signals.

Prospect of satellites has operators somewhat concerned, fearful that such stations -- built perhaps by big-city stations to augment coverage -- may render their installations obsolete. Dr. Kear thought satellites are a possibility, though he said they bring with them problem of increased interference -- to each other and to TV stations -- which may prevent their extensive use.

Cooperation from TV stations, from which operators get their signals, seems to be the order of the day. Former are eager to augment service areas, and go out of their way to help. In a few rare instances, station operators have hinted that they might seek a share of systems' income. Community operators hint back that they
can change orientation of their antennas, get signal somewhere else. St. Louis' KSD-TV is only station filing formal warning with FCC -- but community operators don't seem much worried for the long haul.

Systems are by no means confined to tiny communities, as you'll note by our directory (Supplement No. 79), which we'll soon bring up-to-date. They're already operating in such sizable cities as Harrisburg, Wilkes-Barre, Williamsport, and plans are under way for even larger communities. In fact, some operators look for sizable growth in deep valleys in Los Angeles, San Francisco, Pittsburgh, etc.

Concern over possible govt. regulation -- Federal, State, local -- doesn't seem to damp anyone's spirits. FCC has long studied systems, hasn't yet shown disposition to "do something" about them. Attitude of commissioners has generally been: "Our first job is to get TV stations going. Later on, we may be interested in these 'fill-in' techniques." Furthermore, Commission isn't likely to get excited unless it hears a lot of complaints. So far, it has received exactly one in regard to rates -- a remarkable record.

But FCC does have clearcut jurisdiction over at least one aspect of operations -- radiation interfering with TV or radio reception. Commission has investigated numerous such complaints, is very likely to impose restrictions.

Since Commission is keeping very sharp eye on systems, operators would do well to return the favor and watch every move of FCC. For example, since FCC is considering putting limits on amount of radiation permitted, operators can help keep them reasonable and avoid ruinous costs of subsequent equipment modification. Same benefits could accrue in other phases of operations -- legal, programming, rates, quality of service, etc. -- should FCC interest become more serious.

State govt's are somewhat more inclined to get into act. Utah's attorney general has opined that Public Utilities Commission has jurisdiction (Vol. 8:19), and California legalists are considering similar action.

**FEE-TV DOMINANCE SOUGHT BY TELEMETER:** Subscription TV isn't on FCC hearing schedule yet, and chances are it won't be for many months -- probably not before late next year. However, controversy over pay-as-you-look concept itself, not to mention inter-system rivalries, are bound to grow in intensity from here on out.

Believing time ripe for New York showings to industry and press, International Telemeter Corp., Los Angeles (50% owned by Paramount, 5% by Lehman Bros.), has been demonstrating its apparatus for last couple weeks.

We took a look at the coin-operated system this week, came away convinced that FCC's hearing, when and if it comes, may well make the late color unpleasantness look like a pink tea party. Each system's proponent feels that stakes are so high, that his system is so good -- that he'll win before FCC and/or public.

Principle of Telemeter's system is simple. A box about size of portable radio is attached to TV set. It contains wheel calibrated from 5 cents to $2, in 5-cent increments. Scrambled picture is sent by station and supersonic coding signal is imposed on audio. Code makes wheel turn so that price of picture being shown appears in "window" in front of box. Viewer deposits amount indicated, using coins from nickels to half-dollars, and picture unscrambles.

Coinbox also contains tape recorder. Through information transmitted by supersonic "beep," tape makes record of event paid for. Tape also indicates if overpayment is accidentally made. Coinbox and tape are to be collected at specified intervals, probably a month, and coins counted, tape analyzed.

Telemeter has interesting employment of audio. Instead of scrambling it, too, technicians cut it out, substitute voice of "barker" who gives viewers continuous "commercial" on virtues of picture being shown or to be shown.

Major dome of Telemeter is v.p. Carl Leeserman, ex-sales chief of Warners and United Artists, who started company in 1947 with David Loew (ex-MGM). He thinks it achieves goal of "ideal system for fee-TV": cash payment, variable price, identification of event, convenience. He has few doubts about future of pay-as-you-look
when more stations bring real competition to TV. He thinks Telemeter has distinct advantages over Phönevisión & Skiatron systems, doesn’t know what RCA has, says he won’t be concerned if FCC authorizes several systems.

Interesting byproduct of Telemeter, according to Leserman and research director Dr. Louis Ridenour, is “greatest program-rating service in the world.” Tape-recorder could tell when nation’s sets are tuned to any program or commercial.

Community antenna project in Palm Springs, Cal. (Vol. 8:23), due to start in October, has Leserman quite excited. Since FCC action on subscription is way off, he sees community systems as immediate proving ground and market for Telemeter.

Antenna system will pick up all 7 Los Angeles stations. On 8th channel, scrambled events, mostly movies, will be fed into homes from local theatre. No FCC approval is needed. Leserman intends to make 8th channel a regular closed-circuit “station”, offering some local events without charge, even making time available to schools. If fee-TV pans out well enough, Leserman says he may not charge set owners for community antenna service. Spencer-Kennedy equipment will be used.

**Personal Notes:**


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William E. Scripps, 70, publisher of the *Detroit News* and founder of Scripps Motor Co., big maker of marine engines, died June 12 at his Detroit home. He is credited with the founding of WWJ & WWJ-TV, having encouraged his son William Jr., as a “ham” in 1920 to set up what later became WWJ. Station has long disputed claim of KDKA to being oldest regular broadcasting station in U.S. He is survived by 2 sons and a daughter.

**Ford Deal** with Columbia Pictures’ subsidiary, Screen Gems Inc., for series of 39 half-hour films (see p. 2) “may be the clincher to a wholesale swing of major studio production facilities into the TV film business.” That’s sizeup by current *Variety*, which notes this was first such pact ever signed directly between a national advertiser and a major studio. Other studios have made “vidips.” It notes, but for syndication. “Screen Gems is thus the first to tap the highly lucrative national advertising coin and, if it carnes a profit on the deal, it’s expected that other major studios, now scouting ways of improving their finances, may follow suit.”

**Wall Street Journal’s** Hollywood correspondent interprets the deal thus: “It opens the prospect of a movieland heaven paved with TV gold [but] it gives a glimpse of video competition with movie theatres even more severe than what’s rocked them since World War II.” This writer says, despite Barney Balaban’s disavowals at stockholders meeting last week that Paramount vaults will soon be opened and Darryl Zanuck’s disclaimer this week to same effect on behalf of 20th Century-Fox:

“The big studios here are sitting on a mountain of 5000 old features of all kinds, most carried on their books at $1 apiece. However, upwards of 2000 are considered too out of date to meet even video’s low standards of film fare. One of the outstanding cocktail lounge pastimes here these days is calculating what the remainder are worth on TV.

“Consider a conservative 2000 as the number of old flickers suitable for TV and held by these 7 studios: MGM, Paramount, Warner, Fox, RKO, Columbia and Universal.

“Multiply the 2000 by $10,000—regarded by studio folk as the rock-bottom average price for each film if they were to be tossed into a mass TV auction.

“Result: $20,000,000—more than the collective earnings of several big studios last year.”

*Note: Major studios, except for British, have tacit agreement not to release any of their post-1948 feature films to TV even though their theatre runs may have run out. And they have contract with Jimmy Pettrillo’s AFM, whereby any post-1946 films with musical sound track must be rescinded by union musicians (at $50 per man) and 5% of proceeds from sale of such films must be paid into AFM treasury. These requirements are being met by some of the smaller producers, like Republic and Monogram, which have released to TV.*

“Economic adviser” is new post at CBS, which has appointed Sidney S. Alexander to job. He’s ex-asst. professor of economics at Harvard, recently has served with President’s Materials Policy Commission in Washington, headed by CBS chairman Wm. S. Paley, which is about to conclude its work (Vol. 8:23).
Telecasting Notes: Most exhaustive collection of data on films and film activity in TV, is the first "TV Film Quarterly" published by Billboard Magazine in its June 7th edition. It's jam-packed with byline articles & ads—but much less ephemeral, and perhaps more valuable to the trade at large, are its reference directories of TV station film buyers, major theatrical film distributors, new TV film series in production, most active producers & distributors of films for TV with lists of their products... Top-heavy with surveys which purport to reveal "sharp patterns of industry leadership," the Billboard compendium undertakes "best" ratings based on its questionnaires to stations, agencies, film distributors, TV networks, best film packages, best public service, religious & educational films, most cooperative distributors—even TV stations "working best" with film distributors and ad agencies... Watered-down, refined and aiming less at picking "winners," editor Joe Csida's prodigious effort in future issues should pay off by making Billboard the bible of the increasingly important TV film trade... Bing Crosby's first TV appearance will be on joint CBS-TV & NBC-TV "marathon" starting June 21 at 11 p.m. and running until 1:30 a.m. next day, to raise U. S. Olympic team fund of $850,000; show originates in Hollywood, Bob Hope sharing m.c. role with Bing... Milton Berle's 2½-hour "telethon" on NBC-TV this week raised $570,000 for Damon Runyon Memorial Fund... Red Cross got 27,000 pints of blood as result of 10-day drive on WHAM-TV, Rochester, whose goal was 3000 for first week; results were so phenomenal that John Cameron Swayze reported them on Camel Caravan June 11... Reference book for NBC-TV scenic designers, artists & costume designers, charting 200 gradations of color, has been prepared by Albert W. Protzman, technical production director, and Cliff Stiegelbauer, supervisor of design... Keyed from WCAU-TV, Philadelphia, CBS-TV June 30 starts Summer School for 9 weeks, with eminent educators lecturing grammar school class of 40 at Penn Valley School, Mon.-Wed.-Fri., 3:30-4 p.m. CBS-TV brings At Pearce Show from Hollywood to N. Y., will stage it starting June 30, 2 p.m., Monday, June 10; 4:15 a.m., Fri. 10:30-11 a.m. Ken Murray signs new 6-year contract with CBS-TV, returns with weekly show on Sept. 6... Robert Sherwood, the playwright, negotiating with NBC-TV to write one-hour plays... All CBS office employees in N. Y. get 7½% cost-of-living salary increase, retroactive to March 31, under ruling this week by Wage Stabilization Board... New station-hour discount structure released by CBS-TV gives advertisers using 5-10 station hours per week 2½% off, ranging up to 15% off for 90 or more hours per week... WPIX, New York, offering June 15-Sept. 15 special rate of 25 eight-second ann., run-of-station, for $500, or 60-per-week for $1000... KPIX, San Francisco, expects new transmitter at KGO site on Mt. Sutro to be operating by July 1... WTAR-TV, Norfolk, raises Class A hour rate July 1 from $475 to $525, one-emin. from $90 to $100.

Network Accounts: First political time purchase on networks for any of the presidential candidates, since Stassen for President Committee bought 3 periods on DuMont in February (Vol. 8:4, 6, 8), was made this week by Michigan for Eisenhower Committee, buying onetime CBS-TV hookup Sat., June 14, 10-10:30 p.m., for speech by Gen. Eisenhower... American Chiclo Co. (Clorets chewing gum) sponsors Date with Judy, returning July 10 to ABC-TV, Thu. 8-8:30 p.m., thru Dancer-Fitzgerald-Sample, N. Y. John Simmons Co. (bedding) starts It's News to Me Oct. 3 on CBS-TV, alt. Fri. 10:30-11 p.m., thru Young & Rubicam... Lever Bros. (Chlorodent tooth paste) starts Patti Page July 1 on CBS-TV, Tue. & Thu. 7:45-8, thru J. Walter Thompson... Kellogg Co. and Pet Milk, sponsors of All Star Revue on NBC-TV, Sat. 8-9, will also share sponsorship of its summer counterpart, All Star Summer Revue, when it starts June 28; time is available for third sponsor since Snow Crop dropped out recently... Pepsi-Cola reported starting Short Short Story Sept. 30 on NBC-TV, Tue. & Thu. 7:15-7:30, thru Biow Co... Reynold Metals Co. (aluminum) bought 7:30-8 Sun. on NBC-TV for show to start in fall, probably featuring comedian Eddie Mayehoff... Camel News Caravan goes transcontinental June 30 with KNBC, KRON-TV & KDYL-TV added to make 42 NBC-TV outlets; first 2 will get special edition for 7:45 p.m. EST. Seven Southwestern stations join hookup July 1, and Seattle's KING-TV, July 7... Curtis Publishing Co., sponsoring Keep Posted on DuMont, Tue. 8:30-9 p.m. EST, has added 17 stations to bring total to 34, thru BBDO... Miller Brewing Co., in addition to its co-sponsorship with Atlantic Refining Co. of 36 pro-football games during coming season (Vol. 8:21), will present Detroit Lions-Green Bay Packers Thanksgiving Day game from Detroit and National Football League playoff game Dec. 21 on DuMont, thru Mathisson & Assoc., Milwaukee... Admiral will sponsor annual Chicago Tribune Charities football game between College All-Stars & Los Angeles Rams from Chicago's Soldier Field on DuMont, Fri. Aug. 15, thru Russell Scels, Chicago.

Liberty Broadcasting System has gone into involuntary bankruptcy as result of proceedings in Federal Court in Dallas last week by 3 station creditors. Speedy action on merger of ABC and United Paramount Theatres, requested by the 2 companies in sevarance petition filed last week (Vol. 8:23), was supported this week by CBS, which is anxious to buy UPT's WBKB, Chicago, and opposed by DuMont. CBS said delay "frustrates" achievement of competitive networking, causes CBS loss of the $1,500,000 annual profits WBKB is making, prevents CBS from having valuable originating station of its own in Chicago. DuMont called attention to fact it was denied quick action on its phase of Paramount hearing, said, "ABC emphasizes its need for capital to operate its network. The need of ABC does not exceed the requirements of other parties to this proceeding. This record clearly demonstrates the competitive disadvantage under which the DuMont network finds itself because of its inability to own and operate 5 TV stations." DuMont claimed ABC issues in hearing are "inextricably interwoven" with all other issues in Paramount hearing.

Privately-owned TV stations—commercials and all—in competition with BBC, won approval of British House of Commons June 11. By margin of 297-269, House approved govt.'s White Paper on Future of Broadcasting, which calls for 10-year extension of BBC charter but would end its monopoly by authorizing commercial TV stations when shortage of transmitting equipment is over. Vote was strictly on party lines, the Laborites massing strength in drive to reject report. During debate, Labor leader Herbert Morrison cited crime programs on American TV as inherent evil of sponsorship system. To which Home Secy. Sir David Maxwell Fyfe replied that this would not happen in Britain, whose people are "much more mature and sophisticated than those of the United States," and can be counted upon to debase standards of British broadcasting.

"Blacklist" petition by American Civil Liberties Union, asking denial of license renewals to stations of 4 networks and 2 independent stations (Vol. 8:15), was denied June 11 by FCC. ACLU charged that NBC-TV, CBS-TV, DuMont, ABC-Radio, WPIX, New York, and KOWL (AM), Santa Monica, Cal., had bowed to Red Channels blacklist. Commission took no action on ACLU's request to investigate and frame regulations to ban blacklisting.
TRADE LOOKING UP FOR SUMMER & FALL: More full lines of new TV sets than first indicated, the emergence of some all-channel vhf-uhf receivers, optimism generally -- these are prevailing trade factors as mid-June finds makers and sellers poised to take advantage of high interest in politics, expanded networks, relaxed credit controls, and the upcoming new markets which will be heralded by FCC's processing of the new-station applications due to begin in July.

First of big new lines to be divulged by major producers are detailed in Topics & Trends column herewith, which significantly reports Crosley's 9 vhf-uhf units ready and more to come in anticipation of expected new uhf stations. Crosley thus is second to bring out an actual all-channel receiver, Arvin having announced the first (Vol. 8:19).

Next week more new sets will be revealed at Chicago Furniture Mart, not to forget Philco's own convention in New York's Waldorf-Astoria, June 20-21. Admiral is readying for Aug. 4 convention in Chicago, and RCA will have new sets in July.

Pointing up prevailing optimism was Admiral sales v.p. Wallace Johnson's statement this week that his TV sales were up 24% in May over same 1951 month, that dealer inventories were lowest in 12 months, that distributors had only about one-third as many sets on hand as year ago. And from big IBEW in Chicago came word that more than 10,000 workers in the area's many TV-radio-electronics plants have been called back to work in recent weeks.

Autos, appliances & other consumer durables are variously reported sharing upturn, though they're worried lest steel strike may lead to shortages soon. GE says major appliance sales were up 24% in May from April and 28% from May 1951. Philco reports refrigerator sales in first June week highest of any week since April 1951.

Always a fair game in the trade, basis for many friendly wagers, is guessing as to TV set production for the year. At RTMA board meeting last November, poll showed average "guesstimate" of 4,400,000 TVs and 10,900,000 radios would be made and sold in 1952. Individual guesses then ranged from 3,000,000 to 5,000,000 TVs.

We polled 9 top producers this week for mid-year guesstimates -- and came up with average of 4,850,000. Considering that approximately 2,100,000 TV sets were turned out to June 6 (23 weeks) and that second half of year is usually best, their figure could prove conservative; that is, (a) if sales hold up, and (b) if mounting factory inventories aren't as ominous as they now appear.

Several of the guessers have spoken up publicly, revealing their high optimism; viz., RCA's Frank Folsom, who confidently forecast 1952 total of 5,500,000 (Vol. 8:23), higher than anyone else, and Philco's Courtnay Pitt, saying 5,000,000, with which latter figure Philco's canny executive v.p. Jimmy Carmine says he agrees. Others give individual estimates of 3,700,000, 4,500,000, 4,750,000, 4,800,000, 5,000,000, "between 5,000,000 & 5,300,000," and 5,300,000.

Factory inventories jumped once again in week ended June 6, RTMA reports, going to 491,834 from 454,151 preceding week. That's highest this year, highest since last September, in fact (Vol. 7:39) -- and isn't so very far off from same June 1951 week's 593,633 (Vol. 7:23).

Week's output of TVs was 77,850 (7347 private label), up from year's low of 60,854 preceding week.

Radios rose to 207,613 in week ended June 6 (87,544 private) from 175,161 week before, radio inventories to 468,600 from year's previous high of 432,373. The week's radios were: 64,248 home sets, 46,930 portables, 27,376 clock, 69,059 auto.
CBS-Columbia Inc. makes big bid for major status in TV trade with introduction this week of 24 new receivers divided into 4 distinct lines and designed to fit all purses. These were shown to distributors at Waldorf-Astoria, with assurances that they will be backed up with $1,000,000 advertising campaign using newspapers, national magazines, radio spots, billboards. Though company, formerly Air King, is 100% subsidiary of Columbia Broadcasting System, having been acquired in last year’s merger with Hytron, no network radio or TV programs were announced—but it was indicated tie-ins are planned with network’s own name stars.

Sets are now being produced and by Aug. 15, when lines are running in new Long Island plant, output rate is expected to be 1000 sets per day, according to president David Cogan. Also offered are 6 radios—3 tables at $20 (ebony) and $22 (ivory & maroon), 2 clocks at $35 and 2 portables at $35. On display was a vhf-uhf receiver with continuous tuner, planned for mass production next January at $40 or $50 higher than vhf-only sets.

Low-end line is called “Promotional” and comprises 17-in. metal table, $170; 20-in. metal, mahogany & ebony finishes, $200; 20-in. mahogany wood table $220, open console $250, French provincial with full doors $300.


“Masterwork” series comprises 21-in. mahogany wood table $340, open console $400, blonde console $410, with 5-door $430, full door $450, blonde $450; with AM-FM-phono $650. Also 27-in. full-door console $670.

“Decorator” series is designed for building-in, comprises 20-in. chassis without cabinet but with all other appurtenances, $240; 20-in. unfinished cabinet for customers desiring to paint, stain or antique set their own way, $280; sanded 20-in. table models ready to be painted or stained in any of 7 Sherwin-Williams colors (terra cotta, sandlewood, driftwood, forest, mustard, gunmetal, ivory), $280. This is only series with inboard prices. "Promotional" prices are outboard, “Studio” and “Masterwork” series have tax inboard and warranty outboard. Year’s warranties, optional, run $7.50 on 17-in., $9 on 20-in., $10 on 21-in.

Merchandising Notes: RTMA has compiled state and county-by-county tabulation of TV set sales to dealers during 17-week (4-month) period ended April 25; similar figures for radio shipments cover first 3 months.

DuMont to show entirely new line at distributors convention in New York’s Waldorf-Astoria, July 24-25; will also display in Hotel New Yorker during NAMM show, July 28...

Distributors sold 3414 TV sets to retailers in District of Columbia area during April vs. 2516 in April 1951, reports Electric Assn.; that makes 21,411 for first 4 months of 1952 vs. 17,988... Zenith turns over its TV-radio advertising account to Young & Rubicam, Chicago, replacing MacFarland, Avcyard and Critchfield; hearings aids account continues under BBDO, Chicago... New brand: Apex, made by Philharmonic for distribution by Apex Electronics, N. Y., prices ranging from $190 for 17-in. table to $400 & $420 for 24-in. open consoles.

Dead or dying is best description for House-passed McGuire fair trade bill (Vol. 8:20). Though reported this week by Senate Interstate & Foreign Commerce Committee, bill will run into opposition of influential Sen. McCarran (D-Nev.) when it reaches floor next week. McCarran wants bill referred to his Judiciary Committee for study of anti-trust angles. With session nearing end, bill is thus almost certain to be caught in legislative logjam.
NEW TV "TRADE organization," American Institute of Television Manufacturers, set up shop this week at 703 Kass Bldg., Washington. Formed by inventors and businessmen—many from outside the TV industry—group's principal stated aim is to "bring TV sets out of the luxury category [through] market and industrial research and development in the interest of the TV industry."

As explained by executive secy. William F. Robichaud, who owns Industrial Research Laboratory, Chicago, AITM plans to obtain and develop patents for re-licensing to TV industry, "funneling technical information into one channel that will protect the inventor, and marketing the patents in the best interests of the industry." Other proposed projects include technical and trade reports and publications, development of code of ethics for TV servicing industry, liaison with govern. agencies responsible for TV legislation and regulation, and establishment and implementation of "neutral and acceptable code for [and] enforced by the telecasting industry."

Organization will accept as members "anyone interested in the TV industry," but is aiming primarily at manufacturers. Mr. Robichaud explained that patent royalties, not the $25-a-year membership dues, will pay operating costs. Incorporated in Illinois in January but not fully activated until this week, AITM now holds 3 patents, development of which was said to cost "close to $750,000." These are basic patents on "Program Previewer," device which is attached to coin-operated TV sets to provide 4 minutes of free viewing at fixed intervals as incentive to viewer to put coin in set and watch rest of program. These patents are licensed to National Coin TV Systems Inc., Chicago, and its subsidiary Preview TV Corp. Bruce Hanover, National Coin president, said Previewer increases earnings of coin-operated sets as much as eightfold, and some 10,000 Previewer-equipped sets will be installed in 400 trial hotel and motel locations this year. He said AITM gets royalty of 7½ a month on each Previewer-equipped set.

Mr. Robichaud called AITM "a most neutral organization, not connected with any manufacturer or factor in the industry." It now has "about 25" members, he said. Present officers, all businessmen from outside TV industry: John Ponsaing, Park Ridge, Ill., president; Frank O'Neill, Chicago, v.p. & general counsel; B. A. Murell, Memphis, treas. Board members: E. C. MacReady, Chicago, inventor of Previewer; Mr. Hanover, and L. D. Filler, Chicago businessman.

Canadian RTMA reports April TV set sales by factories were 4582 with list value of $2,172,624. That brought sales for first 4 months of 1952 to 18,433 worth $9,097,864. Toronto-Hamilton area led month's sales with 49.2%, Windsor area 26.2%, Niagara Peninsula 9.6%, Montreal 7.8%, remaining 7.2% going to other areas. Inventory totaled 16,596 as of April 30.

April excise tax collections on TVs, radios, phonos, etc. dropped to $10,896,807 from March's $12,687,375 and April 1951's $18,234,548. On refrigerators, air conditioners, etc., Govt. collected $6,546,217 in April, compared with $5,507,992 in March and $7,838,528 in April 1951.

RCA Victor Ltd., Montreal, starts construction this summer of 100,000-sq. ft. electronics plant at Prescott, Ont., to begin operating early in 1953 with payroll of 500.

Raytheon begins operating new branch plant for assembling subminiature tubes at Brockton, Mass., with 200 workers, week of June 16.

Raytheon has set up new International Div., with v.p. Ray C. Ellis, mgr. of equipment sales divisions, in charge.

Empire Coil Co.'s new plant in San Juan, Puerto Rico, due to be ready in July, in full operation by fall.

Financial & Trade Notes: Collins Radio Co. disclosed sales for 9 months ended April 30 were $41,500,000 vs. $9,800,000 for same period year ago, as directors this week declared 50c dividend on 310,116 outstanding common shares, payable July 31 to stockholders of record July 15 (same as was paid last Sept. 15) and ordered 25% stock dividend, also payable July 31. Backlog of orders was disclosed as $165,000,000.

General Instrument Co. reports net loss of $933,557 on sales of $18,527,974 in fiscal year ended Feb. 29 vs. profit of $1,229,099 ($2.52 per share) on sales of $25,850,231 in year preceding. First 1952 fiscal quarter ended May 31 will show profit of about $75,000 or 12c a share, and backlog of defense orders "continues steady" at $8,500,000, reports chairman Abraham Blumenkrantz.

Cornell-Dubilier reports for 6 months ended March 31 net income of $736,127 ($1.50 a share) on sales of $18,311,007, compared to $940,217 ($1.93) on $17,221,493 for same period year ago. Net profit for first quarter was $381,158 (78c) vs. $606,508 ($1.26) in first quarter 1951.

Indiana Steel Products Co., in letter to stockholders June 10, reports $78,325 (5c a share) net profit on sales, after provision of $117,000 for income taxes, for 4 months ended April 30. For whole of 1951 (Vol. S:15) net income was $586,326 ($4.12).

IT&T consolidated net income was $4,735,255 in first 1952 quarter on gross of $83,862,107 vs. $4,136,256 on $70,067,643 same 1951 quarter. Parent company alone earned $1,548,702 vs. $1,005,252.

Philo first quarter sales totaled $84,239,000, net after taxes $2,341,000 (64c per share) vs. $113,524,000 sales and $3,521,000 (97c) earnings same 1951 period.

Monogram Pictures Corp. reports net profit of $365,058 (47c a share) for 39 weeks to March 29 vs. $258,118 (34c) in like period year ago.

Fred Thrower, CBS-TV sales v.p., told Advertising Federation of America June 11 that TV expenditures are running 75% ahead of last year, and that at that rate, with talent and other costs, may account for $850,000,000 this year, or 10% of all advertising expenditures. Ned Midgeley, ex-CBS, now media mgr. of Ted Bates Agency, at same meeting, said TV is in danger of "pricing itself out of all consideration" and requires "new rate philosophy". He added: "At the current rate of $52,000 gross for a night-time hour on 63 stations, what will the cost for a network of 150 stations be?" Thrower refused contention that TV is pricing itself too high, noting that though time costs are up sixfold from 1949 TV circulation has increased 22 times.

New Mutual Broadcasting System and WOR & WOR-TV executive functions, result of shifts ordered by new president Thomas F. O'Neil and his right-hand man, Thomas S. Lee Enterprises v.p. J. Glenn Taylor: Wm. Fineshriber, director of combined MBS & WOR operations; James E. Wallen, secy.-treas.; Julius Seebach, MBS & WOR program director; Jack Poppele, MBS & WOR (AM & TV) engineering director; Robert Schmid, MBS & WOR adv., research & press chief; E. M. Johnson, MBS station relations; Adolf Hult, MBS sales chief; Wm. Crawford, WOR (AM) sales mgr.; R. C. Maddux, WOR-TV sales director, with Robert Mayo as asst.; Harvey Marlow, WOR-TV program director. Not announced as yet were ex-WOR president Theodore F. Streibert's duties.

Applying soon for new TV station is Southern Television Inc., seeking Channel 12 in Chattanooga; its stockholders control Independent Theatres Inc. (chain). Another big chain theatre operator, Martin Theatres of Georgia, is about to file for Channel 28 in Columbus, Ga.
Electronics Reports: Steel strike uncertainties have delayed determination of fourth-quarter controlled material rations by EPA-NPA. Outlook at those agencies in recent weeks has taken on new tinge of pessimism, not all of it due to steel situation. For all practical purposes, there will be no improvement in copper supply during fourth quarter, although aluminum is expected to ease somewhat. Demand for nickel, a perennial trouble spot for electronics industry, is still double the supply, with only "bare possibility" of some relief within next year, according to NPA.

On basis of present thinking of govt. controllers, it now appears that manufacturers of TV-radio and other consumer durable goods will receive no increase in copper allotments during fourth quarter. Aluminum ratings may be about 10% greater than third quarter—and steel, of course, depends on length of strike. If stoppage is not over this week, third-quarter allotments probably will have to be shaved down.

There have been no reports of strike-induced shutdowns of TV-radio manufacturers (Vol. 8:23). Only consumer goods plant reported shut down for lack of steel is Crosley's Richmond (Ind.) refrigerator plant, closed by shortage of major stamping assembly normally bought from strike-bound Truseon Div. of Republic Steel. If steel settlement, as expected, involves $6-a-ton increase in price of steel, how will this affect cost of TV-radio sets? U. S. News & World Report made some computations this week, came up with conclusion it would increase production costs $74 for a $200 table TV set, $272 for a radio.

Materials allotments for construction and expansion projects at 54 electronics plants at estimated cost of $96,656,178 have been issued by NPA for third quarter. These are in addition to allocations for 30 electrical equipment projects at $67,003,402, largest being GE's $26,000,000 power transformer plant in Rome, Ga.

The larger electronics plant allotment are: GE, tube plants at Utica $17,374,400, Louisville $8,500,000, Scranton $1,330,000, and equipment plant at Dallas $1,277,000; Western Electric, electronic equipment at Chicago $8,950,000, Winston-Salem $2,500,000; RCA, radar equipment at Camden $4,782,001 & $2,225,000, tubes at northern New Jersey $1,798,460; Sylvania, tubes at Altoona, Pa. $3,280,000, Burlington, IA. $3,050,000; Westinghouse, Horseheads, N. Y., tubes, $5,000,000; Philco, Lansdale, Pa., tubes, $2,574,342; Zenith, Chicago, electronic equipment, $2,500,000; Varian Associates, Stanford U., Cal., tubes and flux meters, $1,529,000; Progress Mfg. Co., Philadelphia, $1,520,000; Allen-Bradley Co., Milwaukee, resistors, $1,448,000; Reeves Instrument Corp., Hicksville, L. I., bombsights, $1,300,000; Gilfillan Bros., Los Angeles, aircraft electronics, $936,425; CBS-Columbia, Queens, N. Y., $697,200.

Certificates of necessity for rapid tax write-off of expanded electronic plant capacity approved by EPA May 23-June 5 (5-year amortization of 65% of project cost except as noted): GE, Scranton, Pa., $1,542,000; Sylvania, Palo Alto, Cal., $451,970, and Newton, Mass., $431,000 (tubes); Raytheon, Waltham, Newton, Watertown & Quincy, Mass., $742,947 (3 certificates); RCA, Lancaster, $325,000 (tubes); Westinghouse, Lester, Pa., $281,130 (aircraft components); Technicraft Laboratories Inc., Thomaston, Conn., $145,085 (70% amortization); Sprague Electric, North Adams, Mass., $133,213; Martin-Perry Corp., Toledo, $106,062 (75%); Continental Can Co., Chicago, $100,000; David Bogen Co., New York, $48,934; DuMont, E. Patterson, N. J., $35,743; Struthers-Dunn Inc., Philadelphia, $277,776 (75%); Globe Corp., Lockport Twp., Ill., $18,527 (radio-controlled target drones); Treitel-Gratz Co., New York, $2523 (80%).

Trade Personals: Walter L. Stickel, DuMont national sales mgr., who left post of TV dept. mgr. for Leo J. Meyberg Co., California RCA distributor, to go east in July 1949, has resigned to become national sales mgr. of Hoffman Radio, Los Angeles, succeeding R. J. McNeely, resigned ... Thomas A. Kennally, Philco v.p. & chairman of policy distribution committee, awarded honorary Doctor of Laws degree June 11 at LaSalle College commencement ... Walter E. Benoit transferred from mgr. of Westminster Air-Arm Div. to mgr. of its Electronics Div., Baltimore ... Sidney Jurin named national sales mgr., Major TV-radio ... Ward W. Brooks named TV-radio purchasing agent, Magnavox ... G. Gilbert Thorne, ex-Sherwin-Williams Co., Cleveland, elected president and S. R. Herkes promoted to sales v.p., Motorola-Chicago ... Ted Lucas, ex-Philco and Jerrol Electronics, joins International Telemeter Corp., Los Angeles, in promotion post ... Johnny Walker, ex-Philco, recently with Peaslee-Gault Corp., Cincinnati, named Stewart-Warner regional sales mgr. for TV-radio in lower Ohio, Indiana & Kentucky ... R. R. Schoenberg, sales v.p., Emerson-Midwest Corp., Chicago, has resigned to move to California ... M. F. Blakeslee, since June 1, 1951 v.p. & gen. mgr. of Arvin Distributors, New York, has resigned; Wm. E. Skinner, branch operations mgr. in Chicago, is supervising N. Y. office ... J. Calvin Affleck promoted to adv. mgr., DuMont receiver div., succeeding George Hakim, resigned to join Belmont as adv. director ... B. N. MacLarty, deputy engineer-in-chief of British Marconi, onetime director of BBC technical services, is in this country on inspection tour, headquartered with B. G. H. Rowley, Marconi's U. S. technical representative, 23 Beaver St., N. Y.

British underwater TV equipment finished its pilot trials last week and Admiralty has ordered several models for use in seabed and dock and harbor surveys, ships' hull inspection and biological research. Developed by Marconi in cooperation with Siebe, Gorman & Co. Ltd., self-propelled apparatus has visual field of 70 degrees, maximum working depth of 1000 ft., and 3000-candledpower illumination. During demonstration, it was dropped onto superstucture of bridge of large submerged cargo vessel lying in Channel off Falmouth. Observers sitting in wardroom of deepsea diving vessel Reclain viewed outline of ship, down to bolts and rivets, on ordinary TV receiver.

Earlier model of undersea TV proved value last year by locating lost submarine Aftroy (Vol. 7:39). During the 5-month search for that vessel, so many mid-Channel wrecks were discovered and examined in detail for first time that Admiralty now has long list of lost ships for future examination by TV. They include hulls of wind-jammers, cargo and passenger ships as well as British and German submarines and destroyers of 2 world wars. Apparatus will be used next month on sunken Spanish treasure galleon Duque Florencia, which is supposed to lie in Scottish Bay of Tobermory, as well as to examine Flying Enterprise in the Channel.

DECISIVE FACTOR in determining who's nominated at forthcoming political conventions may well be played by TV—and, in recognition of this, Eisenhower forces this week were insisting that sessions of important GOP convention credentials committee, which passes on disputed delegations, should be opened to TV coverage. Taft-controlled convention forces have indicated these will be closed sessions, evoking strong protests from the networks as well as from the Eisenhower camp.

Televising the committee sessions would enable audience to decide for itself whether Eisenhower group's charges that Taft backers are trying to "steal" convention votes from disputed states have any merits. Credentials committee sessions have always been open to press, but demands for TV coverage illustrate important fact which will be proved again and again in coming campaign:

Never before has the public placed so much reliance on a single medium as it now does on the infant TV. Seeing is believing—and the TV camera neither "editorializes" nor "interprets" nor "abridges."

With our recently stated view that the presidential hopefuls, riding high tide of free time, may be "overstaying their welcome" by too-frequent appearances on TV (Vol. 8:21), TV-radio columnist John Crosby took issue June 13. He cited Senator Taft as example, noting that his "prickly personality and low irritability level are a bit of a personality problem" but suggesting that the Ohioan "has humanized himself simply by appearing so often that we got used to his thornier qualities like a wife growing accustomed to her husband's warcs." He observed further: "As a rule of thumb, I should say that overexposure of TV will be rougher on the charm candidates who have nothing really to say than on the plain-spoken but rough-hewn gentlemen like Taft."

CBS and ABC this week asked FCC to dismiss complaints by Sens. Taft and Kefauver to grant them equal TV-radio time to that given Eisenhower for Abilene speech (Vol. 8:23). CBS and NBC agreed to give Taft time for half-hour reply speech June 19, so the Senator withdrew his complaint against them. But complaint against ABC still stands. NBC offered half-hour July 1 to Kefauver, who has complained only against CBS. Democratic aspirant W. Averell Harriman also wired the TV-radio networks asking for same privileges as other candidates.

Progressive Party, which holds its nominating convention in Chicago July 4-6, threatened to bring networks to court on charges of violation of FCC regulations and Corrupt Practices Act. It contends "equal time" rule requires networks to give its convention equal coverage with those of major parties. But networks claim they are covering conventions as straight news, and Progressive convention just isn't as newsworthy as the others. ABC, CBS & NBC have promised only one 15-minute TV-radio broadcast from that convention. Progressive campaign mgr. C. B. Baldwin (who handled 1948 Wallace campaign) cited Corrupt Practices Act provision prohibiting corporations from contributing to political parties, contending commercial sponsors of the convention broadcasts-telecasts—Philco, Westinghouse and Admiral—violate law by paying for convention coverage.

Such tortured legalism isn't expected to halt plans of networks and sponsors, who aren't taking side on candidates or issues.

Pace of TV applications continues to quicken, this week's batch filed with FCC including 8 new ones, 3 of them for uhf, plus 13 amendments. New applicants: Southern Enterprises, Montgomery, Ala. (Dr. John Randolph Penton Jr., pres.), seeking Channel No. 20; KDZA, Pueblo, Colo., No. 3; WHOO, Orlando, Fla. (owned by Edward Lamb, licensee of WICU, Erie, and WTVN, Columbus), No. 9; Empire Co. (licensee of WXEL, Cleveland), No. 38 in St. Petersburg, Fla.; Community Television Corp., New Orleans (Jules J. Paglin, pres.), No. 26; KTSJ, El Paso, No. 9; KMO, Tacoma, Wash., No. 13; KTNT-FM, Tacoma News-Telegram, No. 11. Amendments of old applications: KARK, Little Rock, Ark., new seeking No. 4; KLZ, Denver, No. 7; WQAM, Miami, No. 7; WMAZ, Macon, Ga., No. 13; WSAV, Savannah, Ga., No. 3; WMBD, Peoria, Ill., No. 8; WLBC, Muncie, Ind., No. 49; KALB, Alexandria, La., No. 5; WWL, New Orleans, No. 4; WNNY, Watertown, N. Y., No. 48; WDAY, Fargo, N. D., No. 6; WNOW, York, Pa., No. 49; WAIM, Anderson, S. C., No. 88. [For further details, see TV Addenda 14-1-V herewith; for complete list of applications, see TV Factbook No. 14 with Addenda to date.]

Zenith's quest for Channel 2 in Chicago (Vol. 8:23) was opposed this week by CBS and United Paramount Theatres' WBKB; latter is scheduled to shift from Channel 4 to 2 under FCC's allocation plan, and CBS is seeking to buy WBKB for $6,000,000 with and if Commission approves merger of ABC and UPT. WBKB called Zenith's objections "untimely." CBS said that if Zenith wanted to oppose sale it should have become party to current Paramount hearing.

McFarland Bill, scheduled for June 12 action by House, was displaced by military-public works appropriations bill, is now tentatively set for June 16.

Robert C. Doyle, ABC producer-director, chosen by TV pool committee for July political conventions to be pool's executive producer.

Eleven new TV-radio station construction and alteration projects have been approved by NPA for third quarter. Administrator Henry Fowler said allotments were made before current steel stoppage and are subject to revision. New go-ahead's and materials tickets went to these stations: WHEC, Rochester, AM station, TV applicant, TV-radio studios to cost $419,023; WNBF-TV, Binghamton, $500,000; WJBK-TV, Detroit, $299,504; WTVR, Richmond, $165,000; WTVJ, Miami, $50,000; WXEL, Cleveland, $47,695; NBC-TV, New York, $8500; KTAR, Phoenix, $400,000; KTHS, Little Rock, Ark., $235,319; WFGM, Fitchburg, Mass., $112,593; WWSW, Pittsburgh, $89,500. Materials were also allocated to continue construction of NBC-TV and CBS-TV Los Angeles area studio projects, and DuMont's New York studios. One community antenna firm, Vermont TV Inc., Barre, Vt., received allotment to begin construction of $26,000 project.

Strike of 67 news & continuity writers against NBC, CBS and ABC is threatened July 2 by Radio Writers Guild and Authors League of America; Guild is demanding commercial fee for newswriters working on sponsored programs, and additional literary rights for dramatic writers working on their own time. Strike of Radio & TV Directors Guild (AFL), threatened for June 12, was averted when members voted to accept 18-month contract with NBC, ABC, CBS and DuMont providing 8-hour day, 15-20% pay boost, and outlawing of "kickback" system whereby directors paid networks a percentage of their earnings on commercial jobs not on their own time.

Morals probe of TV-radio by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:23) is due to resume June 25 for 2 days of testimony by spokesmen of NARTB and networks. Other industry representatives will be given opportunity to testify later. Code Review Board chairman John E. Fetzer is scheduled to appear June 25. FCC may be invited to present testimony before that date.
600 Stations in 315 Markets by 1955: Cannyest folk in telecasting, at least insofar as they've called the TV shots for themselves and affiliates, are the NBC hierarchy and researchers -- bulwarked, of course, by the brain-trusting of parent RCA.

So when NBC-TV's operation-sales v.p. Edward D. Madden ventures predictions on the all-important subject of upcoming new stations before so knowing an audience as the American Marketing Assn., they're worth heeding. Here's how he figured it in talk before this group in Cincinnati June 17:

Less than a dozen new stations during remainder of 1952, in markets not now served by TV. About 80 new markets (one or more stations) added in 1953. And about 600 stations in 315 markets by mid-1955, against today's 109 stations, 64 markets.

These 600 will serve some 32,000,000 homes, nearly twice as many as now. Estimating average of 3 family viewers per set, total potential TV audience within 3 years was placed at 96,000,000 persons, or 3 out of every 5 in nation.

Add 2 more years, think ahead to mid-1957, and RCA chairman David Sarnoff puts figures at 1500 stations & 50,000,000 TV sets in use, as he stated before Life Insurance Assn. of America recently. And only this week, Dr. Allen B. DuMont forecast "upwards of 35,000,000 TV sets and several hundred TV stations" on air by 1956, while Philco's president Wm. Balderston put figure at 40,000,000 in next 4-5 years, served by "500 or 600" stations.

As if this weren't reassuring enough, GE's Dr. W.R.G. Baker this week spoke of an "eventual" 2000 stations and 55,000,000 TV sets in U.S., which recalled that last September (Vol. 7:37) he gave out a GE market research study forecasting minimum of 141 new vhf outlets (or 250 in all) plus 36 uhf in operation 2 years after freeze-lifting, meaning by mid-1954; and minimum of 343 vhf, 166 uhf by mid-1957.

All of which are more or less "educated" guesses by experts having access to expert research. They remind us, too, that just one year ago the then FCC chairman Wayne Coy, who held a remarkable record for guessing wrong on when freeze would end, testified before Senate committee that there would be 1500 TV stations by 1956 and 2500 by 1961, with possibly 3000 ultimately (Vol. 7:29).

For its hard-headed market planners, RTMA assigned a task force of 4 headed by Philco's Wm. Chaffee to calculate what the TV set (and station) potential might be after freeze ended. It came up with these estimates (Vol. 8:6): 22 new vhf this year in 21 undetermined markets; 64 new stations of both kinds in 59 new markets by mid-1953; 193 new stations, 64 of them uhf, by end of 1953. (For details, see RTMA report titled "The Impact of TV Expansion." It's due for revised edition soon.)
starting time. Since quite a few transmitters are already made and delivered, and
since some non-competitive grants should be made out of hand quickly in at least a
few small and medium-sized towns, we won't be surprised if Mr. Madden's dozen or the
RTMA committee's 22 can really get going before end of this year.

After that? Well, we're inclined to side with the more conservative guess-
ers -- though we can't forget that AM stations jumped from 1056 to 1579 first year
after the war, to 1961 second year, 2131 third year, 2421 now.

AM history can't be cited as exact precedent, of course, since AM stations
cost far less than TV, can be supported in towns far smaller. But tremendous radio
expansion occurred despite throes of post-war reconversion, whereas everyone has
been gearing for TV for 4 years or more.

There will be no dearth of applicants -- that's for sure. Many hundreds of
entrepreneurs are rarin' to go. Additional hundreds are taking plunge reluctantly,
pressured by competition. Plenty of applicants, apparently, can get that "half
million to one million dollars it takes to get into TV" -- more than you'd think.

Main delays will be at FCC level, though it's now as eager to act as it was
slothful during the 3%-year freeze. Congress is giving Commission extra funds for
staff to process TV applications -- fine. But 7 commissioners must make the final
determinations, and they do have chores other than TV.

Our guess is that NBC's Madden is pretty close. We'd say that, barring war
or emergency, total of 600 stations on the air by Christmas 1955 is a safe bet.

**NBC NOW 'INTEGRATING' RADIO WITH TV:** Stripped of all ambiguities, what this week's
top-echelon changes at NBC mean is that network radio is no longer carrying its own
fiscal load and therefore is to be integrated, with common staffs, into NBC's now-
dominant TV operations. In other words, like it or not --

The prodigy TV must now help the parent radio support itself -- with all
that that implies. Whether other networks and the rest of the industry will move
in the same direction, it's too early to tell.

Rather equivocal announcement by NBC president Joseph H. McConnell June 18
placed Sylvester L. (Pat) Weaver, top TV v.p., in post of "v.p. in charge of both
the radio and TV networks" with Frank K. White, recently resigned president of the
Mutual Broadcasting System, becoming "v.p. & general manager of the two networks."
Next day, NBC also announced that Robert W. Sarnoff, v.p. in charge of TV production
units, will head newly created film div., job for which White was first hired.

Practical effect is to give McConnell 2 right-hand bowers -- the 44-year-old
Weaver as top executive over programs & artists, the 53-year-old White as head man
over management, sales and finance (he was once CBS treasurer). Their functions
presumably won't interfere. Weaver enjoys seniority and is member of NBC board.
New film post is recognition of ever-increasing role of films in TV (Vol. 8:24).

"Integration" of radio with TV, as planned, means inevitable shuffling of
executives, staffs, duties. Manifestly an economy move, it reverses trend of last
few years toward separation of TV-radio functions at networks and stations alike.
NBC-owned & managed stations will be least affected, for they usually have same top
management but separate sales-program staffs; moreover, it's common knowledge that
all TV & radio stations owned by all the networks are nicely in the black -- in
fact, are alleged to "support" deficit network operations.

Evidence of the dominance of "TV thinking" at NBC -- if any more is needed
than the FIB monthly network figures (see p. 14) -- was McConnell's statement:

"Placing of the actual operating management of the radio and TV networks
under a single, coordinated control will benefit our audience and our customers.
NBC radio network listeners will gain access to the outstanding personalities and
attractions which have made our NBC-TV network such a success. The NBC-TV audience
will have the advantage of a coordinated schedule of entertainment and information
programs on both radio and TV."
"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our TV stars and attractions...This same coordinated planning will also offer TV homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio-only and TV homes."

Motivations for the surprise changes ordered, and others in prospect, were explained at top level as impelled not only by a dwindling radio economy but by need to "make the most effective use of the most experienced people." Not stated, but subject of natural conjecture, was this "crystal-gazing" by one affiliate: "Can it be that this paves the way for combination TV-AM network rates soon?"

Executive v.p. Charles R. Denny retains that title, and Joseph Heffernan continues as financial v.p. But in the nature of things they surrender some of their present functions to the Weaver-White team. They're likely to direct their essentially legal talents in new directions in the far-flung RCA organization.

From standpoint of radio station affiliates, it's still a guess whether NBC, now overtly playing up TV, will beat competitor CBS to the gun in cutting network radio rates to offset defection of AM sponsors. Industry talk is that rates may go down as much as 50%, with 25% deals already common (Vol. 8:22). Affiliates are balkin -- in fact, NBC's have already licked its 2 efforts last year to "reappraise radio" and CBS's are meeting in New York July 1-2 to forestall such action.

**FCC GETS FUNDS TO SPEED TV STATIONS:** Congress finally gave FCC extra money needed to process TV applications, hasten construction of new stations -- a frankly remarkable action by the tight-fisted legislators who have been paring budgets of govt. agencies right and left. It's also a striking testimonial to TV's power to capture imagination of the nation. Senate-House conferees this week agreed on $300,000, half the $600,000 voted by Senate; bill should pass next week.

It's now up to FCC to put new funds to best use. Sen. Johnson (D-Colo.) had in mind 20 more hearing examiners (in addition to present 7), plus enough engineers and lawyers to accompany them, when he first proposed giving FCC $800,000. Whatever the final number added, Commission now has to recruit and train personnel. Commissioners have estimated that new positions can be filled in 3 months (Vol. 8:21).

That the Commission will need all the help it can get goes without saying. Though only 118 applications have been filed on new forms since freeze-end, many hundreds will arrive by July 1 -- when FCC begins processing. Additional hundreds will come thereafter. Everyone's guessing what total might be. The 1250 we estimated couple months ago (Vol. 8:12) still looks like good guess, though it may take several months to achieve it.

Commission has been trying to clear decks, prepare for deluge -- without too much success. For example, many of the 30 stations required to shift channels have filed their applications, and Commission had hoped to grant some of them this week, didn't get around to it. There will probably be another try next week.

Another problem everyone is anxious to clear up is question whether 2 or more AM stations in a city can join in single TV application. Many prospective applicants are holding off until they know FCC's thinking. There are a lot of merger parleys going on -- to strengthen applications, reduce competition.

When will first grants come? For political effect, Commission will fall all over itself trying to pound out a few CPs in matter of weeks, if not days. But we expect total for first couple months to be disappointingly small to many applicants -- for simple reason that most channels, even uhf, will have 2 or more applicants in first cities considered. All such competitive cases must be set for hearings to be held at some future date.

**Commission still hasn't made much headway in disposing petitions requesting changes in allocation plan.** It cleared up one this week by denying request of KXEL, Waterloo, la., that processing procedures be changed to give rural areas higher pri-
ority. Then, in letter to Pittsburgh Mayor David Lawrence, Commission made it clear it feels Pittsburgh gets fair shake in processing procedure.

Mayor Lawrence had picked up Comr. Jones' misunderstanding of how priorities will work, saying Pittsburgh was "23rd from the bottom of the list of all of the some 1276 cities." Commission reminded him that Groups A & B will be processed simultaneously (Vol. 8:21), making Pittsburgh 180th on list, and that most other big cities are in about same position.

Jones appended his "separate views" to the letter, claiming that explanation in letter actually constituted "amendment" of priorities. He said Pittsburgh's situation is improved "theoretically," but that it still gets poor break.

Comr. Sterling boiled over at Jones' statements, saying flatly: "Any statement or suggestion that the Commission has today amended the procedure...constitutes a complete misstatement of the facts as set forth in the Sixth Report." Last week, Sterling defended allocation plan from attacks by his fellow Republican -- first commissioner to do so in a public speech (Vol. 8:24).

Comr. Jones' Columbus and Pittsburgh speeches (Vol. 8:18,21) were inserted in June 20 Congressional Record by Rep. Rivers (D-S.C.), who commended him and contended allocation plan will delay expansion of TV.

* * * *

More "aftermath of the freeze," filed with FCC this week:

(1) Prospective Baltimore uhf applicant Chesapeake TV Broadcasting Inc. noted "obvious oversight" of FCC in placing Channel 18 in Baltimore and No. 33 in Harrisburg -- only 68 miles apart, instead of 75 required because of image interference. Company asks that Harrisburg's No. 33 and Reading's No. 55 be swapped to eliminate problem. It also notes that No. 30 in Baltimore is only 72 miles from No. 15 in Lebanon, Pa., says that No. 60 should be substituted for No. 30 in Baltimore and/or that Lebanon & Baltimore applicants be required to pick sites 75 miles apart.

Plans of uhf enthusiast WHUM, Reading, Pa., may run into snag, if Commission makes requested Reading-Harrisburg switch. WHUM this week filed for No. 55, plans to radiate 261 kw from 1050-ft. tower. Station included letter from GE saying it could get station on air by election time, if CP comes by quickly. Reading is fourth city in Group B processing line (see Supplement No. 81).

(2) Madison, Wis. hassle got hotter this week. WISC has asked that Channel 3 be turned over to educators. Gov. Kohler has backed it up. This week, WIBA filed opposition, saying State got into act too late. At same time, Gov. Kohler asked FCC to reserve Channel 8 in LaCrosse, No. 2 in Green Bay, No. 7 in Wausau, No. 13 in Eau Claire -- replacing present uhf reservations. Commercial aspirants in those towns may be expected to file indignant opposition.

(3) Efforts of WLOA, Braddock, Pa., to get Channel 4 in town, through channel shifts involving WBNS-TV and WLWC, Columbus, were opposed by latter 2 stations.

(4) Allocation of Channel 59 to Fremont, O., was requested by WERO. And WKDN, Camden, N.J., asked that it be permitted to apply for a Philadelphia uhf channel, move it to Camden, now prohibited because Channel 80 is assigned to Camden but reserved for educational applicants.

First New Hampshire community TV system will be inaugurated in Laconia June 25 with big fanfare, including address by Gov. Sherman Adams. System employs RCA equipment, is owned by Community T-V Corp., whose directors include Richard F. Cooper, State GOP chairman; Thomas J. McIntyre, former Laconia mayor; Albin Malin, owner of WWNH, Rochester, N.H.; Anna Belinsky, Rochester; Myrtle C. McIntyre, Democratic national committeewoman. Signals come from 40-ft. tower on 2400-ft. Mt. Beldnap, are carried into town on 6-mile run of cable. System picks up Boston stations, 120 miles away.

Los Angeles' Statler Center, largest of chains' hotels, due to open in August, has purchased 1300 RCA receivers, all 17-in., will be first new hotel in America with every guest room equipped for TV.
Telecasting Notes: First step in plans of Thomas F. O’Neil, new president of Mutual Broadcasting System, to develop a “network via films,” was designation this week of Theodore W. Streibert, who headed WOR & WOR-TV until they were merged into Thomas S. Lee Enterprises (Vol. 8:3), to set up and head new MBS film production and distribution dept. General Tire TV-radio interests, which Mr. O’Neil represents, also own TV stations in Boston (WNAC-TV) and Los Angeles (KJH-TV), but these are far too-flanging and there are too few stations as yet to set up coaxial-microwave interconnections. MBS proposes to gain TV identity via film syndication, with own stations as nucleus of customers; only other MBS station with TV is WGN-TV, Chicago ... NBC president Joseph H. McConnell, addressing North Carolina Bar Assn. last week, urged lawyers to help block any efforts to exclude TV from public hearings, even advocated televising Supreme Court hearings ... First TV program for deaf children was presented this week by BBC, showing woman announcer with rouged lips speaking slowly for lip readers, followed by printed captions spelling out her talk ... William Esty & Co., top-hole agency, apparently convinced future of TV programming is on films (Vol. 8:24), producing own series of 30-min. dramas titled The Hunter, with Barry Nelson, at Pathoscope Productions, Long Island City, will place it this fall on CBS-TV in Wed. 9:30 p.m. period now occupied by Camel’s Men Against Crime ... William Morris Agency closed deal this week whereby Howard Welsch acquired TV rights to 8000 stories & articles by Damon Runyon, proposing to produce some in half-hour films titled Damon Runyon Playhouse ... Fewer appearances, more welcome into home: Amos ’n’ Andy film show, sponsored by Blatz on CBS-TV, goes bi-weekly June 26, Thu. 8:30-9 p.m., alternate weeks being occupied by Steve Allen Show ... NBC-TV planning Fri. or Sat. night hour-long news show to be titled This Week, employing format of its 7-9 a.m. Today, now definitely in the black; said to have sponsor on hook ... Ken Murray signed to exclusive long-term CBS-TV contract ... KLAC-TV, Los Angeles, July 1 raises Class A hour rate from $1000 to $1250, one-min. from $175 to $250 ... WFAB-TV, Dallas, July 1 raises Class A base hour rate from $400 to $500, one-min. from $80 to $100, adds new Class D time.

Muddled “rebroadcast rule,” promulgated by FCC recently (Vol. 8:20), was attacked this week by CBS, NBC and NARTB. They ask that Commission either rescind rule or suspend it while all parties are given full opportunity to argue against it. Rule provides that an “originating station” refuses to give another station right to rebroadcast its programs, it must file reasons for such refusal with Commission within 10 days. All objectors contend that Commission totally misconstrued Congress’ intention, that Commission is “legislating,” that rule would produce a mountain of useless work for stations and FCC because originating stations will almost invariably have acceptable reasons for refusing rebroadcasts. As NBC put it: “The rules put the shoe on the wrong foot. It should be incumbent upon any station who wants to use the fruits of someone else’s labor to state the reasons why they should be turned over to it and why the ‘originating station’ is acting unreasonable in refusing permission to rebroadcast its programs.”

Standardized station-break commercials have been proposed in letters to all TV stations from National Assn. of Radio & TV Station Representatives. Similar to those put into effect by 8 stations represented by NBC-TV Spot Sales (Vol. 8:23), NARTB proposals involve use of upper right quarter of screen for station identification, 6 seconds of commercial audio, 2 seconds of station identification audio.

Personal Notes: John W. Runyon, president of KRLD & KRLD-TV, Dallas, elected president of Dallas Times Herald, succeeding Tom C. Gooch, who died June 13 at age of 72 ... Joseph E. Baudino, Westinghouse Radio v.p. & gen. mgr., elected to succeed late Walter C. Evans on BMI board, term to expire in October ... Roderick A. Mitchell, ex-program mgr., WKRC-TV, Cincinnati, joins TV-radio dept., N. W. Ayer, Chicago ... Boynton G. Hagaman, ex-chief engineer of KDDT, Dubuque, and KLJ, Rochester, Minn., joins Weldon & Carr, Washington consulting engineers, as engineer in charge of labs ... Allen Parr, CBS-TV program mgr., transferred to Hollywood as business mgr., TV network program dept. ... William F. Miller named gen. sales mgr., WCBS, New York; Henry Flynn now eastern sales mgr. for CBS radio spot sales ... Lon A. King, from San Francisco office, June 16 took charge of Free & Peters Detroit TV sales, succeeding Keith McKenney, and is replaced at San Francisco by Richard Rothlin, ex-KRON-TV ... Ray Stone, ex-CBS-TV, and Joseph Miller, ex-RCA film recording, joins N. Y. staff of new Weed Television, separate operation set up by Weed & Co., station reps, under Peter R. James ... Walter E. Brown, DuMont Network sales promotion mgr., joins BAB June 30 ... Michael McNellen, ex-Dumont & ABC-TV, joins Oregon Television Inc., Portland applicant, as director of technical planning under Walter Stiles, gen. mgr. ... Joseph R. Cox, Dumont network traffic coordinator, appointed area supervisor, station relations dept. ... Jay Russell, ex-WDTV, Pittsburgh, to Sydney Koretz & Co., Newark agency, as TV-radio chief ... Charles Christiansen appointed NBC-TV director in pool for Chicago political conventions ... Mark Lansburg, adv.-promotion director, KLAC-TV, Los Angeles, ex-McCann-Erickson, New York, has resigned to start own TV production firm ... Grant Reckzieck, ex-NBC, Chicago, named sales promotion director, KNBH, Los Angeles.

Cuba’s 3 brothers Mestre—Goar, Luis Augusto and Abel, who operate 5-station Circuito CMQ-TV out of Havana—are among the principals in new 5-kw TV station on Channel No. 7 in Havana for which DuMont transmitter and 6-bay RCA superturnstile antenna have been ordered. Station will be licensed to Radio Universal, S.A., owner of radio station CMFF, and will be known as CMFF-TV. Transmitter will be located in CMQ-TV’s Radio-centro, Havana, will specialize in local events, sports and feature films, and is expected to be in operation by Oct. 1.

CBS-TV forming permanent affiliates advisory board, designating following interim committee: E. K. Jett, WMAR-TV, Baltimore, chairman; Glenn Marshall Jr., WMBR-TV, Jacksonville; James C. Hannahan, WEWS, Cleveland; Clyde W. Riehbert, KRLD-TV, Dallas; Philip G. Lasky, KPIX, San Francisco.

President’s Materials Policy Commission, headed by CBS chairman William S. Paley, commissioned in January 1951 to study materials problem of U.S., has completed 5-volume report titled Resources for Freedom for June 23 release. It ends work of 5-man board, which with staff is now being disbanded.

General Teleradio Inc. is new corporate name of Thomas S. Lee Enterprises Inc., the General Tire & Rubber Co. subsidiary headed by Thomas F. O’Neil, controlling Mutual Broadcasting System, Yankee Network, Don Lee Network and various AM & TV stations (including WNAC-TV, Boston; WOR-TV, New York; KJH-TV, Los Angeles).

Exhaustive study of newsreels, both theatre and TV, with lists of producers, analyses of content of reels in various countries, rental systems and international exchanges, is UNESCO’s Newsreels Across the World, distributed in U. S. by Columbia U Press (100 pp., $2).
Network Accounts: French Sardine Co. (Starkist tuna), in buying Tue. & Thu. 10-10:15 segments of *Arthur Godfrey Time* on CBS-TV, Mon.- thru-Thu. 10-11 a.m., thru Rhoades & Davis, San Francisco, raises total quarter hours sold on that show for fall to 14—with Frigidaire and Owens-Corning sharing 10:15-10:30 Mon.- thru-Thu. on alt. days. Lever Bros. 10:30-10:45 Mon.- thru-Thu., Pillsbury Mills 10:45-11 Mon.- thru-Thu. ... RCA will sponsor Kahlua, Fran & Ollie alt. weeks when it starts in fall on NBC-TV on weekly basis, Sun. 6-6:30 ... Ford Dealers replacing Ford Festival July 3 with *Mister Peepers* starring Wally Cox on NBC-TV, Thu. 9:30-10, thru J. Walter Thompson ... Procter & Gamble (Ivory soap, Crisco) using Boss Lady as summer replacement for *Fireside Theatre* on NBC-TV, Tue. 9-9:30, starting July 1 ... Procter & Gamble will sponsor 3 segments weekly, probably Mon.- Wed.- Fri., of Welcome Travelers starting Sept. 8 on NBC-TV, Mon.- thru-Fri. 3:30-4 ... Colgate-Palmolive-Peet Co. using Big Payoff quiz show as summer replacement for *Colgate Comedy Hour* on NBC-TV, Sun. 5-6 ... Serutan Co. moving Battle of the Ages Sept. 6 from DuMont to CBS-TV, Sat. 10:30-11, thru Franklin Bruck Adv., N. Y. ... Canada Dry continuing sponsorship of ABC-TV's Super Circus, alt. Sun. 5-5:30 p.m., leaving every other Sun. open for cooperative sponsorships; Mars Candy Co. on Sept. 14 resumes 5:30-6 p.m. weekly, in meantime that period is available for cooperative ... Gillette to sponsor All-Star Baseball Game from Philadelphia July 8 on nation-wide NBC-TV, plus WOR-TV, WGN-TV, WNAC-TV, KHJ-TV, thru Maxon Inc.

Biggest theatre-TV “network” ever assembled will carry exclusive closed-circuit telecast of June 23 Sugar Ray Robinson-Joey Maxim light-heavyweight championship bout from New York's Yankee Stadium. At week’s end Nathan L. Halpern’s Theatre Network TV had 39 theatres in 25 cities lined up, with more expected if new theatre-TV installations can be completed in time. Mr. Halpern said that more than 20 additional theatres expressed interest in bout but couldn’t be connected because of unavailability of AT&T facilities. Cable-microwave circuits couldn’t be cleared west of Omaha. Advance ticket sale—generally at $2.40 & $3 a seat—was reported good, and Philadelphia’s 3000-seat Stanley Theatre reportedly had sold out 4 hours after tickets were placed on sale June 16. No New York theatres will carry the fight, nor will there be any radio or TV station coverage.

High cost of time and talent prompted decision by Celanese Corp. of America not to renew its award-winning Celanese Theatre (ABC-TV, alt. Wed. 10-11 p.m.) after June 25 show. Company statement said: “It’s getting so that only fellows like Ford, General Motors, Procter & Gamble and Lever Bros. can afford these shows.” Sponsor estimated that presentation of 20 dramas a year cost it considerably more than $1,000,000, or from $55-$60,000 a show. Company spokesman said Celanese advertising budget is more than $3,000,000.

Canadian Westinghouse one of first sponsors to sign on new CBC-TV, Toronto, and CBS-TV, Montreal, due on air by Sept. 1. It will place kines of its CBS-TV Studio One, thru S. W. Caldwell Ltd., Toronto.

Turnabout is fair play—and this week New York’s 7 TV stations with New Haven’s WNHC-TV threw party and presented plaque to TV Guide, program weekly, for its contribution to the industry.

Civil defense theatre-TV presentation, biggest yet, will give disaster instructions to more than 32,000 municipal policemen in theatres in 10 cities June 25 at 10 a.m.

Station Accounts: “Commercials are successful when delivered by salmen, not announcers.” Thus Paul Adanti, mgr. of Syracast's WHEN, before recent BMI-TV Clinic in New York. “Some announcers are excellent salesmen, others are merely good voices. Send your ‘voices’ back to radio and replace them with people who can sell effectively.” Top-hole manage Adanti, with no radio affiliate, takes dim view of radio precedents, suggests this method for TV (call it “heresy”) if you like: “Whenever practicable, use the client himself or one of his store people to give the sales message. This accomplishes 2 things—it enables the viewer to get better acquainted with the man with whom he will do business, and it allows the one who knows the most about the product the opportunity to put it across” ... Pacific Borax Co. has Gene Autry’s Flying A TV unit, Hollywood, producing 13 half-hour *Death Valley Days*, to be placed thru McCann-Erickson ... General Petroleum Corp. (Mobilgas), which sponsored 37-hour coverage of recent Los Angeles floods on KTTV, has signed with that station for all “unscheduled” special events, paying annual base minimum of $75,000, thru West-Marquis Inc, Los Angeles ... John B. White Inc., Philadelphia used car dealer, drives his wares into big new WCAU-TV studios to demonstrate them “live” on 15-min. News with John Facenda program following weekend baseball, thru J. Cunningham Cox Adv. ... International Harvester Co. sponsoring INS-Telenews daily newsreel, This Week in Sports on WOI-TV, Ames, Ia.; Southwestern Bell Telephone Co. sponsoring weekly newsreel on KSD-TV, KRDL-TV, KRPC-TV, WOAI-TV ... Bristol-Myers (Vitalis & Bufferin) to sponsor new 15-min. Sports Parade in 22 markets, filmed by United Artists TV and placed thru Doherty, Clifford & Shenfield ... Hoffman Radio has signed 12 Fri. night junior college football games next season on KJH-TV, Los Angeles ... Among other advertisers reported using or preparing to use TV: Coitlina Inc. (Cloro-Nips chlorophyll cough drops), thru Al Paul Lefton Co., N. Y.; Stevens & Thompson Paper Co. (Softspun napkins), thru William Warren, Jackson & Delaney, N. Y.; Frank Bownes Co., div. of Unexcelled Chemical Corp. (paint), thru Frederick-Clinton Co., N. Y.; J-A Corp. (Lemon Quick powdered lemon concentrate), thru Buchanan & Co., Chicago; Pervo Paint Co. (paints), thru Hixson & Jorgensen, Los Angeles; National Cranberry Assn. (Ocean Spray cranberry sauce), thru BBD&O, Boston; Zippy Laboratories Inc. (Zippy liquid starch), thru Roberts, MacAvinch & Senne, Chicago; Shell Oil Co. (gas & oil), thru J. Walter Thompson, N. Y.; Singer Sewing Machine Co., thru Young & Rubicam, N. Y.; Jamison Bedding Inc. (Sweet Slumber textile mattress), thru Noble-Dury & Assoc., Nashville; Pacific Can Co. (tin containers), thru Roy S. Durstine, San Francisco.

Subscription-TV proponents appear to have new convert, O. H. Caldwell, editorial director of Tele-Tech Magazine, who writes in July issue: “The whole question of subscription TV, as we see it, is still considerably up in the air. But with our present sponsored TV so frequently discrediting itself in the public mind, as well as outreach top advertising appropriates (while all the time dependent on stop-and-go up-and-down advertising economy), the only alternatives left are: (1) Subscriber-selected, subscriber-paid TV programs, bringing outstanding plays, films and sports events, and (2) Educational, discussional, and neighborhood programs of constructive value, financed by public and private endowments, on the uhf channels now provided.”

Miller Brewing Co. (Miller's High Life) to bring March of Time back to TV next fall as half-hour feature, with Westbrook Van Voorhis again narrating; will place film in about 50 markets.
McFARLAND BILL to amend Communications Act is well on way to becoming law. House passed it this week, and House-Senate conference next week is expected to come to quick agreement on differences.

As passed by House, after considerable debate, bill contains 2 provisions in addition to those in version reported by Interstate & Foreign Commerce Committee (Vol. 8:11):

(1) Horan amendment, exempting stations from liability for defamatory broadcasts by political candidates and their spokesmen. House preferred it to O'Hara amendment, which would have permitted stations to protect themselves by censoring political talks. Rep. O'Hara (R-Minn.) warned House that he considered Horan amendment unconstitutional in that it would clash with states' libel laws.

(2) McCormack amendment, preventing stations from hiking regular commercial rates for political broadcasts.

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There are 5 principal differences between House and Senate versions:

(1) House would prohibit FCC from discriminating against newspaper applicants. No mention of subject in Senate bill.

(2) House would permit FCC to mete following kinds of punishment to stations: revocation or suspension of licenses, fines, cease-and-desist orders. Senate would permit only revocations and cease-and-desist.

(3) House provides that if FCC deletes a station because it decides station's frequency could be put to better use elsewhere, operator who loses station must be reimbursed for physical value of station by new licensee on the frequency. This provision, idea of Rep. Cresser (D-0.), is given little chance of survival.

(4) House retains "double jeopardy" provision of present Communications Act, providing that FCC can refuse to grant license to applicant "adjudged guilty of unlawfully monopolizing radio communications." Senate bill eliminates the provision.

(5) House leaves it to Supreme Court's discretion, as in present law, in taking appeals from action of FCC in revoking or failing to renew licenses. Senate bill makes such appeals a matter of right.

Much of House debate centered about provision upon which both versions of bill agree—one which prohibits FCC staff from recommending decisions in hearing cases.

Following are conference schedule to meet next week:

Senators McFarland (D-Ariz.), Hunt (D-Wyo.), Johnson (D-Col.), Tobey (R-N.H.), Capehart (R-Ind.). Representatives Harris (D-Ark.), Priest (D-Tenn.), Thornberry (D-Tex.), Wolverton (R-N.J.), Hinshaw (R-Cal.).

There's no telling which controversial provisions will be retained in final bill. Sen. Tobey, for example, likes House's "double jeopardy" feature. Senators McFarland and Capehart don't. Sen. Tobey says House's provisions on newspaper ownership and fines are "okay with me." Sen. Capehart sees no need to put newspaper clause in bill, though he isn't against newspaper ownership. And he's dead set against giving FCC authority to levy fines, says "that's prerogative of the courts."

High TV tower policy proposals (Vol. 8:17,19-20,22) will be submitted to representatives of TV and aviation industries and Govt. first week in July, if industry-govt. committee adheres to schedule in preparing its report. Committee is in accord on basic principle—that there should be no amendment of FCC rules regarding aeronautical study of high towers—but details remain to be ironed out before plan is submitted to large representative group which convened originally on April 25 to discuss possible new criteria to govern regional airspace subcommittees in study of tower sites. Study of first 92 applications for TV licenses submitted or amended since final TV allocation April 14, incidentally, shows that 47 request towers less than 500 ft. high, 25 propose 500-600 ft. towers, and most of the remaining propose 1000-1500-ft. towers. There are no requests for towers higher than 1500 ft.

Planning to apply for new TV stations, according to principals: U of Southern California will file for Los Angeles' educational uhf channel No. 28, project to be underwritten by Allen Hancock Foundation, headed by oil millionaire who now backs various other campus undertakings. Citizens Broadcasting Co., Toledo, formed by local labor unions, with former Congressman Thomas H. Burke as executive secretary, will apply for undetermined channel there. John L. Booth (WJLB, Detroit; WBBC, Flint; and WSGW, Saginaw) reported preparing applications for uhf channels No. 62 in Detroit, No. 23 in Grand Rapids, No. 54 in Lansing; and vhf channels No. 12 in Flint, No. 5 in Bay City.

TV in the home means more radios in the same home, according to Broadcast Advertising Bureau survey showing average of 2.34 radios in homes with TV vs. 1.87 in radio-only homes. Survey conducted for BAB by Pulse Inc. and published in 16-page booklet titled Extra Sets, covered 2539 TV-radio families and 2461 radio-only families in 20 metropolitan markets last Jan. 2-8, revealed (1) each U.S. family would own 2.11 radios if all radios were spread equally, and (2) 66.1% of homes in survey have multiple radio sets, only 33.9% single sets.

To test satellite operation, Sylvania has applied for experimental station to be located in center of Emporium, Pa., operate on Channel 82 (878-884 mc) with 30 watts in conjunction with present experimental station KG2XDJ. Company says tests should show how well signals are confined to valley, reducing interference to other potential satellites. Program contemplates erection of satellites in additional towns, such as St. Marys, 15.5 miles away, to make interference studies and test effects of opposite polarization.

New German-made transmission line (Vol.8:3) is being installed at KPIX, San Francisco, first U.S. station to use it. Manufactured by Felten & Guilleaume Carls- werk, Cologne, and distributed by Phelps Dodge Copper Products Corp., cable is said to have these advantages: (1) Flexibility permits elimination of joints. (2) Can be made in any length. (3) Air-filled instead of gas-filled. (4) Light weight. Cable is made of extruded aluminum outer conductor and polystyrene helix wound around central copper core. Germans have used cable in 276 micro-wave installations.

One of few TV amateurs in country, H. Dunbrack, Everett, Mass., got 432-mc 5-watt station on air for less than $1000—including cost of homemade camera. June 16 New York Times reported his whole setup uses only 42 tubes, is non-interlaced, gets out several blocks, has "an audience of one"—a fellow amateur. Mr. Dunbrack believes that small-town stations can get on air for fraction of costs quoted today and that educational institutions can get "the feel" of TV for $5-$10,000.

Addition of 510 ke to AM band, first such extension since upper limit was set at 1600 ke years ago, was proposed by FCC this week. Since Canada has priority on use of channel, operating 50-kw station at Watrous, Sask., in U.S. is limited to Class II stations, and no nighttime station on new frequency will be permitted within 650 miles of Canadian border. Comments on proposal may be filed until July 28.
MIDSUMMER PLANT SHUTDOWNS SOON: Annual vacations at the TV-radio factories, running 2 weeks for most part, begin in latter June, will give them chance to make ready for new lines. Most will keep open for defense work. Longest shutdown reported in our survey was CBS-Columbia, moving July 1 to new plant on Long Island, vacationing June 26-July 24. These are dates given by major producers reporting:

Admiral, July 7-21; Bendix Radio, June 23-July 5; Capehart-Farnsworth, July 3-21; Crosley, July 3-21; DuMont, receivers June 27-July 14, tubes July 7-21; Emerson, June 30-July 12; GE, receivers July 3-21, tubes July 3-28; Hallicrafters, June 30-July 14; Hoffman, June 28-July 15; Magnavox, June 27-July 15; Majestic, June 30-July 14; Motorola, June 30-July 14; Olympic, July 4-20; Packard-Bell, June 23-July 7; Philco, July 28-Aug. 11; RCA, July 18-Aug. 4; Sylvania, July 21-Aug. 4; Stromberg-Carlson, June 29-July 14; Wells-Gardner, July 3-21; Zenith, July 3-21; Westinghouse, July 3-21; RCA Victor, Canada, July 21-Aug. 4.

LEADERS EMERGING WITH BIG NEW LINES: TV-radio sales didn't cut much ice at Chicago Furniture Mart, which opened June 16 and continues thru June 26, for reason mainly that the Big Four elected not to show new lines there -- and they're the ones who customarily set the industry's patterns and sales pace.

Philco held own New York convention this week end, strutted its biggest and most ambitious line yet (see p. 10). RCA Victor starts regional meetings next week to display considerably broadened line (see Topics & Trends). Admiral convention is still set for Aug. 4, Motorola's for Aug. 8.

New lines of other manufacturers, revealed to now, are detailed in these pages and in last week's edition; more are expected to be released soon.

"Boldness" is the word for the offerings of the set manufacturers to now -- boldness and confidence. Despite year's rather poor start, upcoming months look very promising. Current sales are spotty, with steel strike unemployment beginning to be felt in the coal & steel areas; but sales generally at wholesale and retail levels, in words of one key observer, "aren't as seasonally bad as they were this time last year." Attitude of the dealers is said to be more optimistic, too.

Philco and RCA, to say nothing of the others who have shown their new wares so far, seem confident enough to have widened their lines considerably. Resumption of combinations by RCA, with its own new 3-speed units, and the considerable number of them in Philco line (including such luxury gimmicks as remote control), provide evidence that these leaders think the public is now ready to buy beyond low-priced items that have been in main demand since Christmas.

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Upward climb of factory inventories, manifest for several months, seems to have halted as of week ended June 13. RTMA reports inventories then were 480,343, which compares with year's peak of 491,854 the week preceding (Vol. 8:24).

TVs produced during June 13 week totaled 77,381 (5053 private label), just about same as preceding week. Radios produced were 193,060 (76,709 private), nearly 15,000 more than preceding week. Radio inventories were 461,881, down about 7000. Week's radios were 73,887 home sets, 45,224 portables, 23,033 clock, 52,916 auto.

PARTIAL DECONTROL OF COPPER, ALUMINUM: All but the very largest manufacturers of TV-radio and other civilian-type electronic items and components will be freed of direct NFA allocation controls over copper and aluminum, beginning July 1.

Increase in self-certification quotas on the 2 metals will relieve as many as 85% of nation's manufacturers from necessity of filing with NFA for their rations of copper and aluminum.

In TV-radio field, it was estimated that probably only the 10 biggest firms
Steel will be subject to similar decontrol action when strike losses have been made up, DFA officials say informally, but for time being manufacturers who need more than 60 tons of carbon steel and 16 tons of alloy must apply to NPA for their allocation tickets, as before.

Action on copper came as surprise to many -- even within NPA. Less than a week ago, responsible NPA officials were predicting "no improvement in copper supply for at least a year." Change is attributed to relaxation of ceiling prices on foreign copper (Vol. 8:21). In aluminum, according to DFA chief Henry Fowler, there's been no great improvement in supply -- merely a sharp drop in demand.

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Here's how new self-certification procedures work:

Small manufacturers may write their own priority tickets -- without applying to NPA -- for 10,000 lbs. of copper products and 20,000 lbs. of aluminum per quarter regardless of amounts they used during base period (for purposes of self-certification, base period is average quarter of 1950). Previous self-certification quota for small users was 500 lbs. of copper, 1000 lbs. of aluminum.

Larger manufacturers may self-certify up to 20,000 lbs. of copper, 40,000 lbs. of aluminum, so long as this is no more than they used during base period. The quotas in this bracket formerly were 3000 lbs. copper, 4000 lbs. aluminum.

Still larger manufacturers get quotas of 40,000 lbs. of copper, 60,000 lbs. of aluminum, so long as these amounts aren't more than 75% of their base period use.

Manufacturers who require more copper and aluminum than they are permitted to self-certify will still have to get their allotments from NPA, but they'll be treated more liberally in third quarter than was originally announced. NPA's third-quarter copper quota for big manufacturers of TV-radios and other consumer goods has been upped to 50% from original 35-40% of base period use.

Although relaxation is effective beginning in third quarter, most manufacturers have already filed their CMP materials applications for both third & fourth quarters. Nevertheless, new regulations should ease paperwork considerably.

Expected argument over measurement of tube failed to materialize, thanks to lucid presentation by Will Osterling, RCA engineer, who said diagonal measurement became standard in industry with development of rectangular tube. Remarkable chorus of agreement followed Osterling's stand that public knew 17-in. set actually meant 17-in. tube.

Mr. Farr proposed rewording Rule 14 to require manufacturers to include Federal & local taxes in total price. Philco counsel Henry Weaver opposed, saying law gives manufacturer option of including tax or adding it.

At hearing's end, Mr. Butz announced summary of transcript would be circulated within FTC which will draw up its set of rules, with public hearing tentatively set for October. Rules could become effective Jan. 1, 1953.

McDaniel & Farr later in week carried fight to Better Business Bureaus' annual conference at Swampscott, Mass. Both agreed FTC had "negative power" in dealing with deceptions. Farr said solution was system of self-policing and "clear franchise agreements that protect distributors' and manufacturers' volume as well as dealers' territories."

In addition to aforementioned, those attending conference included George Wedemeyer & Kendall B. DeVevoise, NEDA; Ray S. Donaldson, RTMA; John A. Harvey, Max F. Balcom & J. H. Hauser, Sylvania; J. H. Hickey, RCA; G. P. Molloy, Kimble Glass Co.; R. H. Knight, Corning Glass; E. Koller Jr., Hallcrafters; Michael Shore, Muns; James R. Obery, Admiral; Robert E. McLaughlin, DuMont; E. K. Wheeler, Zenith.
**Topics & Trends of TV Trade:** RCA's new line, to be shown to New York & Philadelphia area dealers starting June 23 and at other district meetings up to July 4, is broadened for competitive purposes, featuring lower prices at low end and all sets equipped for optional addition of new 3-speed phoné units now being supplied. Line is divided into 2 classes—with 14 standard and 10 deluxe models. Latter include several present models at same prices. All prices are inboard. Names of models are again derived from county names.

Standard line begins with 17-in. Shelley, metal table in ebony finish $200 (prices all rounded out); Hadley, metal table in maroon $220; Kentwood, metal table $230 mahogany, $240 blonde; Ashton, open console, mahogany or walnut $270, blonde $280; Asbury, console with top doors, mahogany or walnut $390, blonde $310.

The 21-in. standard models are Lambert, table in mahogany or walnut $280, blonde $290; Lambert, with base, $300 & $310; Brookfield, open console, or walnut $340, blonde $360; Lansford, open console, mahogany or walnut $370, blonde $390; Lindale, Contemporary console with top doors, mahogany or walnut $390, blonde $410; Brandon, Colonial console with full doors, mahogany, walnut or maple $400; Belgrove, Modern console on swivel, with full doors, mahogany, walnut or oak $400; Westland, combination with radio & 3-speed phoné, mahogany $495, blonde $515; Penfield, same in other styling $595.

Deluxe line starts with 17-in. Brett, table, mahogany or walnut $280, blonde $290; Ainsworth, open console, mahogany or walnut $340, blonde $360.

The 21-in. deluxe models are still the Selfridge, table, mahogany $360; Meredith, open console, mahogany $400; Suffield, console with full doors, mahogany $450, oak $470; Donley, Modern console with full doors, mahogany $475, oak $495; Rockingham, console with full doors, mahogany or walnut $495; Clarendon, Colonial console, with top & bottom doors, mahogany or walnut $525; plus the new Bancroft, Traditional console with top doors, mahogany or walnut $440, blonde $450; and new Sunderland, combination, mahogany $795.

RCA dealers will also offer an ebony stand at $12.95; mahogany, walnut & blonde bases at $17.95; and maroon, mahogany & blonde bases at $18.95.

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Zenith's new line consists of 29 models, beginning with 17-in. pyroxylin (fabric material, not plastic) tables at $200 to $230, and including 17-in. wood tables at $240 to $250, 17-in. open consoles at $270 to $300, 21-in. tables at $270 to $320, 21-in. open consoles at $350 to $500, one 17-in. combination console at $450, four 21-in. combinations at $500 to $750, and two 27-in. full-door consoles with pull-pull twin speakers at $695 & $750. Latter two sets, using Rauland's new 27-in. tubes, will not be delivered until August. At that time Zenith expects to be operating full blast with considerably increased capacity from new 453,000 sq. ft. addition to Chicago plant, built at cost of $5,000,000 and opened this week.

New Bendix line, all 21-in., as shown at Chicago Furniture Mart this week: mahogany table $320, blonde $330, open console $370, oak open console $380, with 4-door $400. Bookcase bases are offered with table models at $30, with sliding door for record changer $40. Bendix also will have mahogany wood clock radio at $40, blonde $45, for delivery after Oct. 1.

McNeely, Epstein, Clipping Associates, newly formed, 251 S. Robertson Road, Beverly Hills, will handle consolidated Raytheon (Belmont) TV-radio merchandising in eleven western states & Hawaii. Firm is headed by R. J. McNeely, Walter J. Epstein and J. H. Clippinger, all ex-Hoffman.

**PHILCO** introduced 52 TV models plus 31 new radios at Waldorf-Astoria distributors convention this week end, June 20-21, and will also show them at Chicago Furniture Mart during June 23 week. Consistent claimant to No. 1 position in TV units sold (and as consistently disputed by Admiral & RCA), Philco launched all-out summer-autumn sales-merchandising drive keyed to July political conventions which it is sponsoring on NBC-TV and radio networks.

Philco's big pitches include new chassis with higher fidelity, directional built-in aerials, germanium diode all-channel uhf tuner that fits handily into any 1953 set, 18 combinations, new and cheaper remote control units—with prices ranging from $200 to $225.

It's company's 60th anniversary, and president William Balderston told the distributors that Philco's total sales this year (including defense items) will reach an all-time record, surpassing the $335,318,654 of 1950. He said more than 10,000,000 small-screen (7-12-in.) sets will soon be obsoleted, and this replacement market will be substantial factor in TV's growth.

For first time, Philco prices all its sets inboard. This is the line, suggested list price including tax & warranty (prices rounded out):

- **Table Models:** 17-in. walnut metal $200, maroon metal $230, maroon wood $240; 20-in. cordovan wood $260, oak finish wood $280, mahogany wood $290 & $310; 21-in. mahogany $280, $300 & $310, with remote control $390.
- **Consoles:** 17-in. open face mahogany $270 & $330, oak finish $290 & $350, with remote control $400 & $410; 20-in. open mahogany $330, blonde oak $350; 21-in. open mahogany $350, open fruitwood $380, half-door mahogany $380, deluxe open mahogany $400, deluxe open light oak $420, with remote control $470 & $490, deluxe half-door mahogany $440.
- **Full-door Consoles:** 21-in. deluxe full-door mahogany $470, with remote control $540, all mahogany sides-Honduras mahogany veneers $500, with remote control $570, deluxe French Provincial fruitwood $600, with remote control $570, mahogany $400, light oak $450, Provincial fruitwood $490, Provincial cherry $490, latter 2 with remote control $530.
- **Combinations:** 17-in. mahogany with phoné $370, with AM-phono $400, mahogany full door with AM-phono $460, light oak $490; 20-in. mahogany with AM-phono $480; 21-in. full door mahogany with RF stage on AM-phono $500, full door light oak $530, with remote control $570 & $700, full door mahogany with AM-FM-phono $650, with remote control $720, all mahogany sides with Honduras veneers with AM-FM-phono $775, with remote control $845.

Also offered are 4-tube, 1-rectifier table radios in 18 vari-colored models ranging from $21.95 to $49.95, and one 7-tube mahogany wood at $225; 6 clock models at $29.95 to $49.95; 7 portables at $39.95 to $50.95, plus one leather-covered at $99.95. In line, too, is mahogany plastic table phoné at $109.95.

ONE BASIC LINE of TV sets and appliances per year? Dim view of this NARDA proposal, due for discussion at Chicago convention June 22-24, is taken by Emerson's Ben Abrams. His response was first we received after querying several top-level manufacturers for their views. Said he:

"It simply cannot be sustained at the present stage of development in the art. The most important contributing factor in the rapid development of the industry is the ingenuity of manufacturers to move quickly in the direction of new engineering and manufacturing techniques, which has resulted in steady improvement in quality and value.

"We only need look back less than 5 years to find that a 10-in. TV table model sold for $375 and was housed in a cabinet almost 1½ times the size of a present 17-in. set selling for only $200. Better performance, bigger pictures and lower prices have been a major contributing factor in the sale of some 18,000,000 TV receivers to date. Engineering progress could not have been nearly as stimulated if the industry followed a policy of one basic line per year. There is still too much in the way of unexplored possibilities in TV to permit the adoption of such a policy, even now. In my opinion, it will be years before such a suggestion can receive serious consideration."

"While changing models may have some harmful effect upon depreciation of values, it is more than offset by greater stimulation in sales. Manufacturers and dealers should continually strive to do what is necessary to create an urge to buy a TV set or to create the desire to exchange an outmoded model for one more up-to-date... Perhaps the answer to the dealer's problem can be found in the long-established Emerson policy of getting dealers to have on hand no more than a month's supply of our merchandise, and further, extending to the dealer a guarantee against reduction in price, covering purchases for 30 days prior to such change in price.

"Dealers will also be well advised if they limit the number of lines they handle and will not permit themselves to be loaded up because of some sort of 'commercial bribery' which they may be offered."

Sears Roebuck cut prices $5-$20 on 4 Silvertone TV sets featured in its new midsummer catalog. Reduced models are: 21-in. console, cut to $270 from $290 (same in blonde now $280); 20-in. console, $240 from $260; 20-in. wood table, $220 from $255; 20-in. leatherette table, $200 from $210. Also listed is 17-in. leatherette table at $170, replacing old metal model at same price. Sears sale book also lists 3 console radios at prices reduced $8-$30.

Assistance in FM promotion campaigns, of types conducted in North Carolina, Wisconsin, District of Columbia and New York (Vol. 8:2,7,9,14,18), will be offered by NARTB and RTMA to any broadcaster-dealer-dealer group prepared to put weight into project.

More than 3500 TV receivers, made by 100-old manufacturers, are covered in new third edition of Sylvania's 120-page TV Receiver Tube Complement Book (75¢), available from company at Emporium, Pa.

DuMont has called all regional men to E. Patterson meetings, July 21-23, preliminary to distributor convention in Waldorf-Astoria, July 24-25, where new line will be shown.

End of price controls after June 30 on long list of civilian goods, including TV & radio sets, was voted tentatively by House this week; action is subject to final review on roll-call vote June 25, may be reversed inasmuch as 217 members of House were absent when vote was taken.

Caldwell-Clements Inc., with July edition, is changing name of its monthly Radio & Television Retailing to Television Retailing.

Trade Personalities: J. A. (Shine) Milling, RCA Service Co. v.p., who June 16 completed tour of govt. duty as director of NPA Electronics Div. and chairman of DPA Electronics Production Board, July 15 becomes executive v.p. & gen. mgr., Howard W. Sams & Co., Indianapolis, technical manual publisher, in charge of new expansion program. Milling served 22 years with RCA, was elected to Sams board and gets undisclosed amount of Sams stock... William Balderston, president of Philco, elected to board of trustees of Committee for Economic Development, comprising 143 leading business men and educators and devoted to impartial study of national economic problems... Patrick J. McGann promoted to v.p., International Standard Electric Corp., IT&T export subsidiary... Warren W. Frebel appointed TV-radio purchasing agent, Magnavox, with Paul Lovegren handling military and other than TV-radio, W. C. Lahrman continuing in charge of military estimating and expediting... James J. Tynan, since 1948 mgr. of Raytheon commercial sales, promoted to mgr. of equipment sales divisions, replacing Ray C. Ellis, now heading Raytheon International Div. (Vol. 8:24)... Clifton R. Potter named mgr. of commercial engineering, Westinghouse electronic tube div... Robert A. Penfield promoted to adv. mgr., Sylvia TV-radio tube, electronics, parts, tungsten & chemical divisions... L. C. Hanson Jr., ex-LaSalle National Bank, named mgr. of Halliscrafters' new customers' floor plan service dept... Paul E. Condon named mgr. of adv. dept., Collins Radio... Fred A. Lyman has resigned as merchandise mgr. DuMont receiver div. plans to return to Los Angeles where he formerly was with Leo J. Meyberg Co., RCA distributor... Fred H. O'Kelley Jr., Cincinnati district rep for GE, appointed product mgr., GE receiving tubes... Carl V. Haecker, RCA Victor display director, named chairman of trade relations committee, Point-of-Purchase Adv. Institute... Jack Friedman named merchandising rep for housewares, major appliances, TVs and radios in Chicago office, Associated Merchandising Corp... W. E. Medinger, ex-Westinghouse, appointed Magnavox district sales mgr. for Virginia, Carolinas, etc... G. Worthington Hipple, ex-Ampro sales mgr., joins Greber Bros., Washington Motorola distributor, as adv.-sales promotion mgr... Lester McRoberts, ex-Jenkins, Kansas City, named Hoffman Kansas City factory district mgr... James W. Farrow transferred from eastern zone sales mgr., Stromberg-Carlson TV-radio div., to merchandise mgr., sound equipment div... A. Brewer Hunt, mgr. of communications equipment div., Northern Electric Co., elected president of Radio-TV Manufacturers Assn. of Canada, succeeding Stromberg-Carlson's Ralph Haeckbusch... C. A. Pollock, Dominion Electrohome Industries Ltd., elected v.p. and chairman of receiver div.; J. R. Longstaff, International Resistance Co., elected chairman of parts & accessories div.; W. E. Potter, Canadian Radio Mfg. Corp., v.p. and chairman of technical products div. (formerly transmitter div. but renamed in line with RTMA); E. Olsen, Canadian Westinghouse Co., chairman of engineering committee; G. B. Elliott, Canadian GE, chairman of service committee.

National Electronics Distributors Assn. will feature session on uhf at Atlantic City convention, Sept. 22-25, executive v.p. Louis B. Calamaras estimating uhf will bring "$800,000,000 new windfall business" to service men and parts distributors.

TV-radio manufacturers will meet with NPA July 1 in Washington. On agenda will be discussion of relaxation of materials controls, and revised color TV Order M-90.

Joseph T. Dempsey, Philco personnel & labor relations director at TV-radio plants in Sandusky, O., died suddenly June 10 at age of 46.
Financial & Trade Notes: Decca Records this week acquired complete control of Universal Pictures Co., including its TV film subsidiary, United World Films—and Decca president Milton Rackmil indicated the firm will make pitch to become big factor in TV film production and distribution. Record company acquired 134,375 shares of Universal common from J. Arthur Rank's General Cinema Finance Corp., increasing its interest in film company to 406,175 common shares plus warrants for 32,500 more, or 42% of Universal's outstanding stock.

Mr. Rackmil said his company believes "the changing patterns of the entertainment world, as well as of the recording industry, suggest the desirability of diversifying and expanding the activities of Decca." He added that "joint operations, such as the production and distribution of films for TV may provide opportunities which neither company alone is in a wholly favorable position to grasp."

Decca's directors have approved offering of 275,000 shares to its stockholders at rate of one new share for each 2.85 held. Offer will be underwritten by group headed by Reynolds & Co. and Laurence M. Marks & Co.

Sears, Roebuck & Co., seeking expanded and handler sources of supply for its own Silvertone brand TV and radio receivers—especially now that CBS-Columbia Inc. (ex-Air King) is producing mainly for own brand (Vol. 8:24)—proposes to purchase 200,000 shares of a new 50¢ par Class B common stock to be issued by Pacific Mercury Television Corp., Los Angeles. Shareholders will be asked, at June 26 annual meeting, to approve also a 5-year 4% unsecured loan from Sears, new 5-year merchantise contract whereby Sears would buy minimum of 75% of its TV, radio and radio-phono requirements in 8 western states. Whereas Pacific Mercury formerly got 4% profit margin, new deal would give it 6.3829%. Stockholders are asked to redesignate firm's present 500,000 shares of common as Class A, authorize creation of the 200,000 new Class B.

Dividends: Motorola, 62½¢ payable July 15 to stockholders of record June 30; Sentinel Radio, 10¢ July 25 to holders July 14; Packard-Bell, 25¢ July 25 to holders July 10; Collins Radio, 50¢ (plus 25¢ stock) July 31 to holders July 15; Canadian Westinghouse, 50¢ July 2 to holders June 13; Canadian GE, $2 July 1 to holders June 18; Technicolor, 50¢ July 11 to holders July 22; Audio Devices Inc., 3¢ June 30 to holders June 20; American Phenolic Co., 25¢ July 25 to holders July 11; Aircraft Radio, 10¢ Aug. 15 to holders July 25; Emerson Radio, 10¢ July 15 to holders July 3 (reduced from previous quarterly 25¢).

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between May 15 & June 13: Admiral, 14,843 May 15 to 11,683 June 13; Avco, 8448 to 8280; GE, 11,312 to 12,570; General Precision, 1700 to 5400; Magnavox, 9435 to 8255; Motorola, 11,511 to 11,161; Owens-Corning, 3435 to 6680; Philco, 6546 to 6411; RCA, 30,755 to 30,079; Standard Cell, 11,405 to $125.

Columbia Pictures Corp. reports net income of $280,000 (11¢ a share on 670,670 shares), after $80,000 taxes, for 9 months ended March 29. In comparable 1950-51 period, net income was $967,000 ($1.12 on 654,311 shares) after $60,000 taxes.

Olympic Radio has arranged $2,500,000 V-loan for more working capital for defense production, reporting it currently has backlog of $15,000,000 of electronic orders.

Reeves-Ely Laboratories Inc. reports consolidated net income of $873,361 ($1.21 a share) in 1951 on sales of $20,218,691 vs. $761,133 ($1.02) on $14,402,454 for 1950.

Oak Mfg. Co. reports first quarter sales ahead of same 1951 period, profit after taxes $55¢ per share vs. 50¢ in same period, April-May sales "well ahead" of same 1951 months.

SAGGING GROSSES and profits of the moviemakers aren't the only symptoms of film industry's TV-induced metamorphosis. Despite bravado of theatre owners, recent developments show impact of the electronic "home theatre" is continuing to rock foundations of film exhibition business, too. Witness these items which received public attention this week:

There'll be no movie theatre in "the city of the future"—Levittown, Pa. (near Morrisville), first all-planned community since Washington was laid out in 1791. June 16 Wall Street Journal said that this community, due to achieve 70,000 population in 1955, "will be complete with almost everything from a bank to a daily newspaper"—but no film palace, despite fact that nation averages one theatre for every 8000 population. Said Journal: "Bill Levitt of the building firm realizes that almost every family in town will own a TV set, so there won't be enough moviegoers to support a theatre."

Dispatch from Minneapolis says theatre owner W. R. Frank has put all 21 houses of his Frank & Woempier chain up for sale because of TV competition's effect on grosses. Once out of theatre business, what will he do? He's going to Hollywood to produce TV films ("Congressional Medal of Honor" series at General Service Studios). And reports from Cedar Rapids blame TV for closing of 5 theatres in eastern Iowa in recent months.

Motion Picture Assn. of America president Eric Johnstone, in ABC-TV interview, predicted frankly that TV will drive more theatres out of business, but he also forecast film grosses running 3-4 times those of today in the movie houses which remain in business.

Exhibitors' reaction to recent deal between Ford Motor Co. and Columbia Pictures for 39 half-hour films to be produced especially for TV (Vol. 8:24) is reported in June 18 Variety as "mixed," if not completely confused. Theatre chain owner Walter Read (35 houses) is quoted as seeing "no cause for alarm"; he feels it's better for big studio like Columbia to make TV films than for fly-by-nights, because TV films may develop some new faces which will help exhibitors.

Opposite view is expressed by David Weinstock (17-theatre chain), who feels that quickly-produced TV films will degrade boxoffice value of top stars. New York Interboro circuit president Sol Strausberg (36 theatres) evidently summed up reaction of many exhibitors with: "Just another thing to keep people home."

In Britain, too, exhibitors are restive about effects of the upstart on their business. Latest move in 2-year war between theatre owners and BBC is decision by Cinematograph Exhibitors Assn. to ask its members to boycott products of all film distributors who make pictures available to TV. Similar move has been discussed informally in this country, but exhibitors and their associations have avoided any open action because it apparently would be clear violation of anti-trust laws.

"TV is giving motion picture producers something to think about," said Walt Disney June 19 in announcing production program involving outlay of more than $20,000,000 through 1955. "TV is finding its level as entertainment, and like radio can be made a valuable adjunct for the promotion of motion pictures," said the film maker. "If and when we decide to enter the TV field," he declared, "we will take full advantage of its potential to create a new motion picture theatre audience and to encourage to the fullest boxoffice patronage for our forthcoming pictures." Mr. Disney added: "Video has done at least one thing which will ultimately redound to the benefit of the motion picture business—it is shortening the day of the so-called 'B' picture."


**DEPT. OF JUSTICE’S “dragnet” demands upon RTMA** and some 18 TV-radio-electronics firms subpoenaed last March to produce vast quantities of documents relating to color TV, FM and patents (Vol. 8:9 & Supplement No. 77) may be deferred still further as result of new Attorney General James McGranery’s acceptance this week of resignation of anti-trust division chief H. Graham Morison. He’s generally believed to be sparkplug of all-inclusive probe (Vol. 8:11-12, 14-15). Question now is whether his staff of experts will follow him out of the Justice Dept. after June 30, and whether his successor will be quite as zealous in pursuing the inquiry.

Stipulations with various respondents have either postponed appearances and deliveries of documents or cut down on volume of data, as first ordered for May 12 New York grand jury, and in some cases no particular zeal has been shown in pursuing what the industry generally regards as a will-o’-the-wisp inquiry into alleged “conspiracies” to keep color TV and FM away from the public.

Main target of govt. attorneys seems to be RCA color and patent activities; that company got postponement first to June 12 (Vol. 8:16) in move to vacate or modify the grand jury summons, on contention that subpoena is unreasonable, oppressive and burdensome and that subpoena demands data previously covered in proceedings before Federal Trade Commission in 1923-28 and on Delaware consent decree of 1932. By stipulation, arguments on these contentions have been postponed to Sept. 2, when New York Federal district court will hear them.

Columnist Drew Pearson, meanwhile, has been intimating that Morison got the ax because of RCA and AT&T-Western Electric influences, linking RCA’s Sarnoff to White House because of NBC’s contract with Margaret Truman and AT&T influence with the Govt. because its former chairman is now Ambassador to Great Britain. At RCA, this charge was characterized as “utter nonsense” and “obvious balderdash.”

Speculation on Morison’s successor seems to center around James McNinis Henderson, now general counsel of Economic Stabilization Agency, former alien property administrator for the Philippines and wartime chief of anti-trust cartel division, SCAP.

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**TV competition to theatres has stiffened in the past 6 months, in opinion of 44% of exhibitors on Motion Picture Herald’s “Institute of Industry Opinion Panel.” As reported in recent issue of that publication, another 39% said competition is about the same as last year, while 16% said it has slackened. Hollywood production officials, polled on same question, however, felt differently. Some 60% said competition is less acute than it was 6 months ago, 20% said it was greater, 20% said it was unchanged. TV competition is stiffest on Sunday nights, exhibitor panelists said, and weakest on Thursdays.**

Paramount’s Barney Balaban, commenting on TV at recent stockholders meeting: “We have always felt that TV, in the long run, represented an opportunity rather than a threat . . . We feel that we have much to give TV. The showmanship know-how of the motion picture industry, accumulated over a period of years, is something that TV needs desperately today.” But he added that “until the right time” Paramount won’t release to TV its 1000 or more film features, now in vaults.

**Justice Dept. served subpoena June 20 on Kansas City Star, requiring records in all categories of last 25 years, including its WDAF & WDAF-TV, for presentation to Federal grand jury in connection with possible anti-trust suit relating to advertising rates.**

Philco has established 3 scholarships valued at $1500 each annually for next 4 years for engineering student at Lehigh U. **

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**Electronics Reports:** Substantial savings of critical materials without reduction of “quality, life or reliability of the product.” This sums up results of TV-radio industry’s conservation efforts, detailed in final report of RTMA’s Material Bureau advisory council headed by Crosley’s Lewis M. Clement (Vol. 7:12). Report predicts that even greater savings will be made this year when many long-range conservation design changes are incorporated into production. Among conservation accomplishments mentioned in report: (1) Receiving tubes now generally use less than half as much nickel as their pre-1950 counterparts. (2) Electronically focused picture tube “has found quite general use and will undoubtedly replace the electromagnetically focused tube in the near future.” (3) Copperweld (copper-coated steel) wire has replaced copper wire for hook-up purposes in many receivers. (4) Less steel is being used in chassis, transformers, brackets, etc. (5) Transmitterless sets are in more general use, now that supply of selenium for rectifiers has increased.

* * *

“Raydist” and “radent”—2 new marine electronic devices—were made public recently. Raydist, developed by Hastings Instrument Co. of Virginia, makes possible for first time accurate measurement of speed of vessels. It was used June 11 in trial run of new superliner United States off Newport News. It employs small buoy containing electronic equipment which is lowered into sea before test. Indicators aboard ship tell exact distance to buoy at any given time. Heretofore, speed tests were inaccurate, had to be made by sighting shore-based markers. FCC has allotted temporary frequencies for experimental use of raydist. Sperry Corp.’s radent is new-type marine radar system which enables harbor radar operator to locate any given ship at any time by radioing ship to aim special microwave reflection apparatus toward harbor. FCC has not yet received application for special frequencies for radent. Military is known to be interested in both devices.

Scarcity of high-quality mica continues to be mobilization headache. “Gratifying progress is being made in production of substitutes,” according to William A. White Sr., director of NPA’s Miscellaneous Metals & Minerals Div., “but unfortunately they can be used only in place of low-quality mica. Radar, jet engines, guided missiles, directional devices require the high-quality mica.” Foreign mines, chiefly in India and Brazil, are still chief sources of high-quality mica, and supply available to U. S. is decreasing as defense needs increase. Govt. has launched long-range mica purchasing program with goal of 25,000 short tons by mid-1955. Principal defense uses of mica are in electronic tubes and capacitors.

Tax amortization certificates for electronics industry expansion will continue to flow, despite DPA announcement June 19 that many of the expansion goals are filled or applications sufficient to fill them are in hands of Govt. Expansion goal for electronics industry has not been reached, however, and NPA Electronics Div. is still accepting and processing applications.

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Cures for TV interference of most common types, offered to Clinic of TV servicemen in Washington June 11-12 by Remington Rand’s Philip S. Rand: (1) Ignition—use sparkplug suppressors and reorientation of antenna. (2) Electric shaver—install filter in shaver. (3) Diathermy—use high-pass filter on TV set. (4) Industrial heating equipment—change frequency, shield equipment. (5) Garage door openers—raise frequency. Other points: Every type of interference has own pattern and time cycle; power company equipment causes very little trouble; new 21-mc amateur band (Vol. 8:17, 20) affects audio much more than video.
Blasting football TV curbs as illegal and unfair, Notre Dame president Rev. John J. Cavanaugh registered decided vote against 1952 TV plan of National Collegiate Athletic Assn. (Vol. 8:23). He termed NCAA TV committee's proposal that future TV proceed be shared by member colleges "socialistic in nature" and said the plan (1) "seems to put a premium on mediocrity" and (2) "seems to be . . . based on false premises." Notre Dame's dissenting views are minority, however, as more than 90% of NCAA members are expected to approve program when current balloting ends. Estimates on cost of sponsoring 12 games range from $1,750,000 for games alone to $4,000,000 for overall costs of advertising, time charges, etc., far more than last year's total of almost $2,000,000 which Westinghouse paid for rights and facilities. TV committee's steering group is now working on new fee formula, based on increased TV time rates.

**Network TV-Radio Billings**

May 1952 and January-May 1952

(For April report, see Televison Digest, Vol. 8:21)

**NETWORK TELEVISION**

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**NETWORK RADIO**

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**NETWORK TELEVISION**

May 1952

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**NETWORK RADIO**

May 1952

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* Revised as of June 19, 1952.

**APPLICATIONS for TV facilities increased their pace again this week, as 12 new ones, 8 of them for uhf, plus 24 amendments were filed with FCC. One application, by Television Fresno, Fresno, Cal., for Channel No. 2, was dismissed and one by WOSH, Oshkosh, Wis., for uhf Channel No. 48, was returned for resubmission on new form. New applicants:**

Empire Coil Co. (licensee of WXEL, Cleveland), seeking Channel No. 9 in Denver and No. 27 in Portland (already applicant also for Tampa-St. Petersburg and San Juan, Puerto Rico); WONN-TV, Lakeland, Fla., No. 16; James S. Rivers, tr/as Southeastern Broadcasting System, Albany, Ga., No. 10; South Bend Telecasting Co., South Bend, Ind., No. 46; KGLO, Mason City, Ia., No. 8; WLEX, Lexington, Ky., No. 33; WFTM, Maysville, Ky., No. 24; KLFY, Lafayette, La., No. 38; WARK, Hagerstown, Md., No. 52; WCOS, Columbia, S. C., No. 25; Southern Television Inc. (theatre interests), Chattanooga, Tenn., No. 12.

Amendments of old applications: WSFA, Montgomery Advertiser & Alabama Journal, Montgomery, Ala., No. 12; Wkat, Miami Beach, Fla., No. 10; KIDO, Boise, Ida., No. 7; WTAX, Springfield, Ill., No. 2; WKY, Evansville, Ind., No. 7; WISH, Indianapolis, Ind., No. 8; R. L. Wheedock, W. L. Pickens, H. H. Coffield (Texas olium), seeking No. 20; John New Orleans, No. 10 in Corpus Christi, No. 23 in Dallas, No. 23 in Houston; KOTS, Shreveport, La., No. 3; WHYN, Holyoke, Mass., No. 5; KAUS, Austin, Minn., No. 6; KCMA, KCMO, Kansas City, Mo., No. 5; WIP, Philadelphia, No. 29; WHUM, Reading, Pa., No. 55; WIS, Columbia, S. C., No. 10; WDQQ, Chattanoogra, No. 3; WHHL, Johnson City, Tenn., No. 11; KTCP, Austin, Tex., No. 7; KROD, El Paso, Tex., No. 4; KPDX, Wichita Falls, Tex., No. 3; WCYB, Bristol, Va., No. 5; WSAU, Wausau, Wis., No. 7. [For further details, see TV Addenda 14-W hereafter: for complete list of applications, see TV Factbook No. 14 with Addenda to date.]

TV-less Portland, Ore., on path of special San Francisco-Seattle circuit being set up to feed CBS-TV's Westinghouse sponsorships of Chicago political conventions to KING-TV, Seattle (Vol. 8:21-22), is likely to get 3 separate closed-circuit offerings of convention telecasts. First to plan to "tap" the relay, Seattle's KING-TV has engaged Portland's civic auditorium for both events, will have 84 receivers in hall so that 3000 persons can watch at a time, admission free, and has lined up distributors representing Admiral, Bendix, DuMont, CBS-Columbia, Hallcrafters, Hofman, Motorola, Packard-Bell, RCA, Westinghouse, Sylvania, Zenith. KING-TV has extended invitation to the 4 local network radio outlets—KOIN, KGW, KEX, KPOJ—to join with it in the promotional project, but they have indicated they will go it separately and have hired the Army. And big Meier & Frank dept. store is planning to rig up receivers, fed from community antenna, on big parking lot near store, so that public may come and look. AT&T ran first test of relay from San Francisco to Portland June 19, plans extension to Seattle next week. Meanwhile, set sales are reported booming in Seattle, with some demand manifested also in Portland.

More aluminum for TV-radio station construction and alteration projects was promised this week by NPA. In a general relaxation of metals controls (see p. 8), that agency doubled amount of aluminum which builders of industrial projects may obtain without applying for allotment. Effective in third quarter, builders may write their own priority tickets for 2000 lbs. of aluminum, 25 tons of steel, 2000 lbs. of copper.

GE offers TV stations a conversion kit permitting replacement of 9C-24 tube in its transmitters with new GL-6030 thoriated tungsten tube, claims it will save more than twice its cost in a year.
NEW-STATION APPLICATIONS POURING IN: With true end of freeze finally here, and as FCC gears itself to begin studying applications for new stations July 1, applicants are fidgeting and fussing and wondering what comes next.

First off, don’t expect Commission to "sneak" any CPs through while no one is looking. Everyone at FCC insists all legitimate applications will get “careful consideration” but that obvious dawdlers or mere promoters will get little sympathy.

Actually, the commissioners will have no idea of precisely how they will proceed until they’ve had chance to see how the mass of applications shapes up.

There are exactly 248 applications before the Commission today, 130 of them filed this week (see TV Addenda 14-X, which we’ve printed this week on usual blue sheets). These do not include still-unamended applications filed during freeze period, which are really in limbo and dismissable.

There’s no telling how great the total will be by 5 p.m. Monday, June 30. Nor is there any way of knowing whether any applications can be granted without hearings in first cities to be taken up in priority groups A & B, leading off with Denver and Bridgeport. [For lineup of cities, see Supplements No. 81 & 81-A.]

Commission intends to publish list of cities for which applications have been filed, but hasn’t decided when it will be issued or exactly what data will be included. There’s no present intention to issue list immediately after July 1.

FCC made some headway in acting on various petitions for changes in allocation plan, making decisions very much as predicted:

(1) Can 2 AMs in same city join in single TV application? Request for declaratory ruling on that question, by KFBI, Wichita, was answered with statement that problem "can only be answered in the light of the circumstances presented by a specific application." In other words, each case will be decided on individual merits.

(2) Westinghouse's suggested method of priorities for processing applications, to put such cities as Pittsburgh at top of list (Vol. 8:23), was turned down -- primarily on basis that Westinghouse's formula wouldn't give uhf top billing.

Commission also got off a couple noteworthy "firsts" -- grant of channel shift and power increase (to 316 kw) to WXEL, Cleveland, and start of rule-making proceedings to add Channel 14 to Palm Springs, Cal. (Vol. 8:23). Commission has about 20 applications for channel shifts of existing stations, out of 30 to be filed, hopes to grant more next week.

Another flock of petitions for changes in plan arrived at Commission this week, bringing total to 30-odd. Commission still has a lot of tough ones to decide, may take considerable time clearing them up.

Year was one of jubilance for Comr. Henwood. President Truman suddenly called in all commissioners June 24. Baffled and apprehensive group of 6 (Webster
Miss Sjc hurried over to learn, to their complete surprise, that Mr. Truman simply wanted to assure them he is 100% for educational channel reservations. Miss Hennock relayed his comments as follows:

"He said that he wanted those channels reserved forever; that the FCC should resist the selfish few who would take them away; that when he steps down from the presidency, he'd like to go on TV an hour a day to promote educational TV."

Another development that thrilled Miss Hennock was announcement by Emerson president Benjamin Abrams that he would give $10,000 to each of first 10 educational stations on air and would work to persuade rest of industry to contribute to fund with goal of $5,000,000. Miss Hennock says Mr. Abrams plans to give more.

It's presumed Miss Hennock promoted both of week's moves. She won't say.

Another commissioner spoke up in defense of the allocation plan this week. Comm. Rosel Hyde, speaking to Virginia Assn. of Broadcasters in Ft. Monroe June 26, devoted most of his talk to reasons behind fixed allocation table.

"Do you want to see the TV freeze thawed in your generation?" he asked.

Joining Comm. Sterling in sticking up for plan (Vol. 8:24), Hyde countered attacks by Comm. Jones and other critics who would do away with fixed allocation table and permit applicants to file for whatever channels they choose. He illustrated what could happen with such procedure, assuming application for Channel 9 in Pittsburgh:

"You would have thrown into one hearing virtually every applicant for Channels 7 to 13 in a section of the U.S. bounded roughly on the south by South Carolina and on the west by Nebraska.

"Envision the possibility of having scores of applicants in this one hearing involving Channels 7 to 13. Envision cross-examination by an applicant for a channel in Bangor, Me., of an applicant 3 channels removed in Newport News, Va. Envision this cross-examination being necessary because, by this chain reaction, a grant to one of these 2 widely-separated and divergent applicants would preclude a grant to the second. What a fine hearing that would be!"

And after final decision on such a hearing, he said, "any one of the applicants could throw the whole collection into litigation which could last years."

Aside from avoiding "this administrative morass," Hyde gave 4 other reasons for table of allocations: channel efficiency, protection of small communities, reservation of educational channels, "orderly settlement" of international problems.

Virginia group also heard criticism of plan, offered by consulting engineer George Davis. He cited AM history to show that FCC once set up a "recommended separation," violated it many times. He ventured that history will repeat itself, that Commission won't insist on separations when presented with "reasonable" case. But he warned that even if station separations are reduced some day, as FCC said they may be, cost of shifting channels is so expensive that "any substantial reshuffling of vhf is probably just not in the cards."

Shifting to questions of station construction, Davis said that TV antennas may be mounted satisfactorily on AM towers in many cases; that ground system is recommended for lightning protection; that antenna gains of 12 or more will give good coverage with heights of 1000 ft. or less.

Davis also called attention to new antenna problem, discovered by RCA engineers making new measurements of "gain" factor. They've found that supertwirlle antennas actually produce 10-30% less ERP than previously supposed. This means that transmitter-antenna combinations being proposed by many applicants will actually produce less ERP than application specifies.

RCA is asking other antenna makers to check, see if they come up with same findings. If they agree, applicants will have to select higher-powered transmitters or higher-gain antennas to get ERPs they've specified. This isn't too important to applicants proposing less than maximum power, but it is to those seeking the limit.

Commission is aware of situation, but doesn't intend to let it interrupt processing of applications. If manufacturers agree on new figures, FCC will have to consider requiring revisions in applications, modifications of CPs.
EIDOPHOR THEATRE TV OFF TO GOOD START: First showings of Eidophor color theatre TV to press and VIPs, June 25 & 27 in 20th Century-Fox’s Little Theatre in New York, left extremely favorable impressions. Since Fox officials emphasize system is still in laboratory stage, won’t be commercially available for 18 months or so, observers were generally enthusiastic over system’s virtues, tolerant of its defects. As we looked at both shows, we tried to separate our own reactions thus:

(1) System itself: Picture on 18x24-ft. screen had good brightness, derived from use of arc light. More resolution would be welcome, despite fact 8-mc video bandwidth -- twice that of home TV -- was employed. All-live talent show originated in Movietone Bldg., 2 blocks away, was fed via phone lines, wasn’t broadcast.

Questions bothering technical observers -- complexity of system, cost, maintenance problems -- aren’t all answered. But Fox president Spyros Skouras says the price will be "competitive," revealed at the June 27 showing for Washington VIPs that 500 projectors are contemplated for delivery from GE about end of 1953.

Swiss developer Dr. Hugo Thiemann said maintenance should prove no problem when commercial stage is reached.

We looked over equipment in projection room, found it about same size and shape as film projectors. Heart of system, concave mirror covered with film of special liquid which is "modulated" by electron gun, is housed in heavy metal chamber about size of bushel basket.

(2) Color: Since CBS system is used, fidelity is reasonably good. Objects sometimes had light outlines, but that may be minor circuit problem. We discerned no objectionable flicker. There shouldn’t be any, inasmuch as wide bandwidth permits use of 525 lines, 150 fields -- allowing greater brightness than is safe with CBS’s home-TV standards of 405 lines, 144 fields.

But really serious problem with CBS system, even worse than with home receivers using CBS color, is breakup and fringing -- fast-moving objects sometimes resolving themselves into flashes of red, blue, green. System at its best probably would be highly acceptable to laymen, very likely would pack them into movie palaces -- especially for such events as musicals, variety and prizefights.

CBS system was chosen because it is "simple and straightforward," but it was emphasized that any color system can be employed.

Skouras repeatedly disavowed any intention of going into the home TV field; system is designed and planned for theatres only, he told June 27 audience. After his engineering chief, Earl Sponible, had revealed that scanner for color film is being developed, Skouras envisaged, within 5 or 6 years, need for only 25 or 30 prints of any film, elimination of much of today’s film distribution "in tin cans."

* * * *

The few newsmen who ventured critiques didn’t get overly excited at June 25 showing, but enthusiasm was manifest on all hands -- including FCC folk -- after June 27 show. The explosive Senator Tobey (R-N.H.), who becomes chairman of powerful Interstate & Foreign Commerce Committee if GOP returns to power, got up to say reporters who criticized earlier showing "ought to have their heads examined."

Newsmen plainly expected something far superior to movies. Actually, the later demonstration was said to be much superior to the one newsmen saw -- evidence, Mr. Sponible said, of system’s still-fluid developmental stage.

Said Wall St. Journal: "A candy-stripe curtain used throughout the showing tended to blur on the left side of the screen. A ballroom dance...was marred by green streaks across the white shirt-front and cuffs of the male member of the team. While the presentation emphasized the drabness of black-and-white TV, vivid colors were a strain to the eye. For the most part, however, reproduction was good."

N.Y. Herald Tribune’s Gordon Allison: "The fidelity of color...was not up to the standards seen in previous color TV showing put on by CBS and its competitor, RCA. Performers’ faces were sometimes blurry, and depth and camera mobility were lacking. Quick motions by performers left blurs and rainbow effects."

* * * *

Comparison with RCA’s color theatre-TV showings of last year (Vol. 7:42) is inevitable -- and difficult, because of time elapsed since we saw RCA demonstration,
During the highest 8:16), is style see TV — some deal (old Vol. 8:16). RCA had distinct advantage in that its pictures had no breakup or fringing. During last year's showings, RCA conceded that greater brightness and bandwidth were desirable, said there would be little problem achieving either. It was pointed out then, however, that greater bandwidth would be meaningless for intercity theatre-TV networking unless sufficient demand developed to warrant AT&T's widening capacity of its coaxial and microwave facilities.

AT&T Long Lines' Frank Cowan asserted, at June 27 showing, that present microwaves could carry greater bandwidth for intercity theatre-TV networking, said tests would soon begin, experimenting with 6 mc and perhaps even as little as 4 mc.

But argument over superiority of either color system -- or any future system, for that matter -- isn't too important. First, there's no certainty that FCC could or would fix on single system. Second, public doesn't have to invest in equipment. If both systems are acceptable, "universal" equipment good for both may prove practical. Therefore, competition over theatre-TV systems needn't necessarily provoke same fierce acrimony which characterized the home-TV struggle.

Program material was Hollywood style, 10 short fast-paced acts in half hour, with TV's blonde Kyle MacDonnell as m.c., featuring chorus girls, adagio dancers, comedian, dramatic skit, boxing, operatic singers, etc.

Promotional program is also Hollywood style, including special railroad cars to bring Washington VIPs -- FCC members and staff, MPA people, etc. -- for June 27 demonstration. Shows for movie and TV bigwigs are being conducted daily.

KO A BU YERS SEE SMOOTHER PATH INTO TV: On the theory that radio station ownership knows how can help pave way into TV, several big AM sale deals are said by Washington counsel to be on the fire -- and first came to light officially this week. NBC-owned KOA, Denver, is being sold to Hollywood group headed by comedian Bob Hope and local group including Mayor Quigg Newton, other leading townsmen & local RCA distributor.

Price for the 50-kw AM station is $2,225,000, highest paid for any radio station since 1946. New corporation will file next week for TV Channel No. 4.

NBC is selling because (a) price is good one for AM, though said to be well justified by earnings; (b) policy is now to "integrate" TV-AM operations (Vol. 8:25) and, having already acquired allowable limit of 5 TV stations, it knows it stands no chance of getting own TV in Denver; (c) it's considering buying an AM in Hollywood, where its TV station KNBH has no AM adjunct -- oft-mentioned prospective purchasers being either G.A. Richards estate's KMPC or Earle Anthony's KFI.

Bob Hope's associates are going into AM, and they hope TV, as good investment; so is the Denver group. Fact that one of local group was the powerful Sen. Johnson's campaign manager may also lead them to feel they may get inside track on TV channel. [For list of principals, and details of deal, see p. 14.]

Trend in AM lately has been for more and more stations to go on block. Some owners are worried about impact of TV, about chances of getting into TV, about taxes -- so there's increasing willingness to take capital gains and call it quits (Vol. 7:47 & 8:16). Yet prices of better-situated radio stations have held up remarkably well, with earnings, network affiliation, coverage the main criteria.

None since 1946 has fetched as high price as KOA, an NBC affiliate with big intermountain coverage, which presumably gets NBC-TV franchise if it wins channel.

ABC bought Detroit's 5-kw WXYZ with Grand Rapids' WOOD for $3,600,000 (WXYZ valuation, $2,750,000) some 6 years ago, then got CP for TV when it wasn't regarded as worth much. In 1946 too, David Stern (old Philadelphia Record) bought 50-kw WCAU from the Levy and Paley families for an estimated $2,900,000 net -- only to sell it 1½ years later (with CP for TV thrown in) to Philadelphia Bulletin for about same amount. Since then, though TV station sales, sometimes with AMs included but not separately evaluated, have fetched 7-figure sums as matter-of-course (see p. 7, TV Factbook No. 14 & Vol. 8:18,19), there has only been one AM station sold for as high as $1,000,000. That was the 50-kw WLAC, Nashville, whose purchase for that price (Vol. 8:16) was approved last week by FCC.
Theatre-TV hearings will probably begin this fall instead of Jan. 12, 1953—the date now officially set by FCC—as result of petition filed June 23 by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee. Petition pointed out there have been 5 postponements since Commission originally scheduled matter for hearing more than 2 years ago, and asked for 8 hearing days this fall, beginning on Oct. 13 or Oct. 20, to present engineering and accounting testimony. At FCC it was indicated request has good chance of being granted.

Theatre-TV proponents have been irked by repeated postponements, as well as by reports that their request for frequencies hasn't been taken very seriously at FCC and even shrugged off as publicity grab. Another factor making for greater sense of urgency on part of theatre-TV people to bring their case before Commission: difficulty in getting AT&T lines for currently planned theatre-TV shows. June 25 Joey Maxim-Sugar Ray Robinson lightweight championship bout was carried in only 38 of some 75 TV-equipped theatres. Although about 10 of the 75 are in New York, which was blacked out, some 20 theatres west of Omaha couldn't be reached because AT&T circuits were unavailable.

AT&T complains it's difficult to clear circuits for theatre TV, because requests are made on too short notice and theatre shows are one-shot affairs, whereas its regular—those-the TV networks—have full-time long-term contracts.

June 25 theatre-TV bout—despite one postponement and fact that it had top-notch competition on free home TV (Chuck Davey-Chico Vejar fight on CBS-TV)—filled 90% of seating capacity of 38 theatres in 24 cities at admission scales of $2.40-$3.60, according to Theatre Network TV's Nathan L. Halpern. Fight "network" included theatres of 25 different circuits—United Paramount, Loew's, Warners, RKO and independents. Royalties from theatre TV, based on attendance, may add up to $100,000 to promoters' gate.

Meanwhile, a fight promoter of the old school, Herman Taylor, expressed belief that theatre TV as well as home TV injuries gate receipts and announced he had turned down $100,000 offer for TV-radio rights to July 7 Kid Gavilan-Gil Turner welterweight championship bout in Philadelphia. There will be no TV or radio, Mr. Taylor announced—not even theatre TV. Perhaps it's symptomatic of a trend; for the first time theatre TV finds itself in same predicament as home TV—frozen out.

TV film gold rush is on in Hollywood, with 30 producers budgeting $20,000,000 for rest of year, reports June 25 Variety. Its survey didn't include many firms planning pilot films or some larger outfits which didn't reveal budget estimates. Noting "1952 has brought a new stability to the industry," with fly-by-night operators now a small minority, Variety suggests "solid possibility of hefty major studio entry into the telepicture this year" (Vol. 8:24). It adds: "UI, Columbia and Republic are already turning out telepix via subsids but it's generally felt that several more of the motion picture studios will be in TV before long, and this belief was given firm foundation last week with disclosure that the majors—most of them—are already talking TV contracts with Screen Actors Guild and American Federation of Musicians."

More apropos impact of TV on film and theatres (Vol. 8:22, 24): Samuel Goldwyn quoted in Variety dispatch from Honolulu as stating movies and TV are "heading toward a marriage" and that "up to half the nation's theatres are destined to shutter because of TV." The veteran producer, however, sees brighter future than ever for Hollywood—has always argued that TV will take up its "quantitative" output while the theatres go in for the "qualitative."

SEVERANCE OF ABC-UPT merger issue from Paramount hearing, requested of FCC by the 2 parties in effect to get quick decision that will extricate ABC from its precarious financial position, has gained support in many quarters. Some commissioners are definitely sympathetic, possibly enough so to grant request, despite opposition of its counsel in the hearing, Fred Ford and Max Paglin.

In 20-page argument filed this week, Ford and Paglin conceded that ABC and UPT may have one argument in favor of severance—if ABC and its affiliates are suffering as badly as ABC claims. But they insist that issues of whole hearing are so intertwined that Commission can't separate them. Moreover, they claim that little time will be saved by severance; that it's impossible to get final decision by August, as ABC and UPT desire; that time necessary for decision on whole hearing will be little longer than that required for merger issue alone. They estimate that entire hearing will be over in 3 weeks, but that final decision can't come before next year.

This week's testimony comprised cross-examination of Arthur Levey, formerly president of old Seaphony Corp., part-owned by Paramount Pictures. Paramount counsel Paul Porter worked to counter Levey's testimony to effect that Paramount suppressed development of Seaphony's TV patents. Levey claimed that former FCC Commr. E. K. Jett, now TV chief of Baltimore Sunpapers, was so enthusiastic over Seaphony developments that he assured Levey he would work to get Commission to adopt standards based on them. Porter asked that Jett be subpoenaed to present his side of story. Subpoena was granted, but date for Jett's appearance hasn't been set.

ABC and UPT have gained editorial support of New York Times' Jack Gould, Variety, Wall St. Journal, among others. As Gould put it:

"The FCC's concern over monopolistic practices is thoroughly proper and it hardly falls within the ken of laymen to say what their decision should be. But there is a vital matter of public interest at stake when the FCC takes so much time to perform its operation that the survival of the patient is jeopardized. That is the specific plight of ABC at the moment."

Leonard Reinsch, on leave as gen. mgr. of Cox TV-radio stations to act as TV-radio advisor to Democratic National Committee, with James Sauter, radio program producer, named this week as co-chairmen of Democratic Party's entertainment industry committee working on showmanship phases of July 21 political convention and subsequent campaign.

Roger Putnam, U. S. economic stabilizer, owner of big packing firm in Springfield, Mass., applies next week for uhf Channel No. 61 there. And George Allen, ex-chief of Voice of America, now Ambassador to Yugoslavia, will apply for unspecified channel in Durham, N. C.

Extra Copies of TV Factbook No. 15

Our semi-annual TV Factbook No. 15 will be off the presses shortly after July 15, 1952—containing directories and basic reference data about stations & networks (including rates), list of applications for new stations, TV-radio manufacturers, program suppliers, FCC, engineering, legal & other consultants, and others concerned with TV. One copy goes to each full-service subscriber. For extra copies, if you place pre-print order for 20 or more copies on or before July 7, we'll supply them at $1 per copy. Single copies to subscribers will cost $2.50, to non-subscribers $5.
Teletcasting Notes: Strong trend to film (Vol. 8:24) is viewed by Ross Reports on TV as most important development of 1951-52 programming year. June 22-28 report calls film “the most significant programming force yet developed,” points up these effects of film on TV programming: (1) “The increase of programming of film produced especially for TV has helped swing the packaging pendulum back in the direction of the independent producers and away from the networks.” Analysis of last 13-week program cycle shows that CBS-TV controlled only 45% of its commercially-sponsored shows, NBC-TV 42%, DuMont 20%, ABC 4%. (2) “Decrease in number of program casualties during 1951-52 year (149 failures for 6 New York stations vs. 225 in 1950-51) can be partly credited to advantages that prescreening film affords.” (3) “Increasingly heavy reliance of even New York City outlets on feature films, whereby some 600 quarter-hours per week were being telecast by 6 New York stations at the beginning of May (vs. 458 quarter-hours per week in 1951 and 249 in 1950) has been instrumental in pushing up total telecasting time in New York to new peak of 2250 quarter-hours a week.” ... “Tops for TV” was unanimous verdict on Bing Crosby, who made his TV debut on 14½-hour telethon June 21-22 on CBS-TV & NBC-TV networks to raise funds for “Olympic Star,” a S. S. B. show, which he and Bob Hope sparked was $500,000, but they actually got pledges of $1,000,020 when show ended at 1:30 p.m. Sun. ... Does TV affect boxoffice? Hollywood theatre operators said business was off 10-15% when Bob Hope & Bing Crosby began their telethon for Olympic Fund Sat. 8 p.m. PST, usually peak hour for theatre traffic. Hollywood Reporter estimated that on nationwide basis boxoffices suffered loss of $2,500,000, business going off 25-40% at some theatres ... Richard de Rochemont, ex-March of Time, has joined Transfilm Inc., taking with him his commercial film accounts ... Edgar Bergen—no great shakes on TV during his infrequent appearances (his lips move much more perceptibly than other ventriloquists) —is making own full-length film titled That’s the Way It Goes, which his press agent says will go to theatres for first-run then be released as 3 half-hour shows to TV ... Wayne Coy’s KOB-TV, Albuquerque, unable to get interconnection for Chicago conventions (Vol. 8:23), will carry Philco-sponsored kine-recordings for 2 hours daily, shipped by NBC from Los Angeles for showing some nights; plans for interconnection later this year or early next expected to be announced soon ... For the deaf and hard-of-hearing, Philadelphia’s WFIL-TV is starting series titles High Signs, with Mrs. Fannie High, official interpreter for Pa. Society for Advancement of the Deaf, translating Howard Jones’ weekly news digest and interviews, plus home-making and fashion items ... Montreal’s new CBC-TV (Channel 2) testing from Mt. Royal preparatory to Sept. 1 official opening ... WBTV, Charlotte, Aug. 1 raises base Class A hour rate from $500 to $625, one-min. from $110 to $135 ... WOAI-TV, San Antonio, raises base Class A rate July 15 from $400 to $500, one-min. from $70 to $90.

Broadcasters opened case against censorship June 26 before subcommittee of House Interstate & Foreign Commerce Committee investigating TV-radio programming (Vol. 8:20, 23). NARTB president Harold Fellows and TV Code Review Board chairman John E. Fetzer presented testimony, but there wasn’t time to hear other NARTB witnesses—TV director Thad H. Brown Jr. and govt. relations director Ralph W. Hardy. They will be heard, along with network and station representatives, when hearings resume, probably in August or September.

Mr. Fetzer reviewed principles of TV code, urged legislators to give it a chance to work. Mr. Fellows expressed opinion that many protests about so-called “programming excesses” are inspired by pressure groups, and cited as example postcards received by NBC-TV protesting “violations of good taste in matters of proper dress” on Kukla, Fran & Ollie puppet show.

Congressmen on committee obviously had received deluge of mail protesting TV programming and advertising. Rep. O’Hara (R-Minn.) told Mr. Fellows, bluntly: “Unless there is some improvement in programming and in some of the advertising, there is going to be some attempt to have something done legislatively-wise.” Rep. Chennoweth (R-Col.), on other hand, said he thought code had done good job so far, suggested Congress wait “6 months or so” before making any decisions.

Check with Committee staff revealed that some 300-400 letters critical of TV programming had been received by subcommittee chairman Harris (D-Ark.) since start of investigation. That many—or indeed most—were “inspired” was indicated by size-up of the mail by Rep. Harris’ staff. Majority of it was critical of beer and cigarette advertising, and most came from Ohio, Wyoming, Idaho, Massachusetts and Indiana. There are, of course, infinitesimal number of TV sets in Wyoming or Idaho, neither of which has stations.

Rep. Klein (D-N.Y.) said he had received avalanche of anti-TV mail, “the majority of it vicious, filthy or from crackpots.” Some of these, he said, were of “the antisemitic type you get when they’ve got a campaign on,” and these he turned over to FBI. Hearings may resume in New York, where, in Rep. Klein’s words, “it will be more convenient to the studios and offices of the networks.” Some industry officials, however, viewed any such move as attempt to make political capital of hearings just before elections.

Mexican newspapers have been publishing reports that telecasting-broadcasting interests of Emilio Azcarraga and Romulo O’Farrill may be merged, at least for the licensing and operation of additional TV stations. Both are major industrialists of the country, which does not have some anti-trust prohibitions that prevail in U. S. Country’s top theatreman Azcarraga owns XEW-TV, Mexico City, and various AM interests, holds CPs for new stations in Paso de Cortes, Channel No. 9; Monterrey, No. 6; Guadalajara, No. 10; Tampico, No. 6; Veracruz, No. 10; Guanajuato, No. 3; Reynosa, No. 10; Torreon, No. 6. Big auto dealer O’Farrill, also publisher of Mexico City Noticias (Spanish) and News (English), owns XHTV, Mexico City, and XELD-TV, Matamoros, opposite Brownsville, Tex., and holds CPs for Paso de Cortes, Channel No. 7; Tijuana, No. 12; Mexicali, No. 3; Monterrey, No. 2; Reynosa, No. 9; Torreon, No. 3; Guadalajara, No. 3; Tampico, No. 3; Veracruz, No. 12; Juarez, No. 2; Laredo, No. 3; Nogales, No. 2; Guanajuato, No. 12; Hermosillo, No. 6; Piedras Negras, No. 6; Acapulco, No. 6; Merida, No. 4. Purpose of merger, according to reports, would be to obviate un-economic duplication, permit common use of Azcarraga’s huge new Televisetento in Mexico City, effect other economies—but the two industrialists have been so bitterly competitive in the past that many a slip is seen before consummation of any deal.

Steel strikers must sell TV sets before they can go on relief, Pennsylvania Public Assistance Dept. ruled June 23. But it was also decreed that they can keep radios which “are no longer considered a luxury item.” Expensive cars must also be sold. Dept. said applicants for relief may keep TV sets only in those exceptional cases where “the TV set is used by an invalid or someone else confined by age or infirmity to the house.”

Station Accounts: Metropolitan Oakland Area (Alameda County, Cal.) has been placing series of 5-min. industrial films extolling its advantages for industry, showing them thus far in New York, Cleveland, Chicago, thru Ryder & Ingram, Oakland . . . Lucky Strike buys 26 half-hour films, Biff Corder, USA, to be produced by MCA subsidiary, Revue Productions, and placed thru BBDO . . . Van Camp Sea Food Co. buys new NBC-TV half-hour Hopalong Cassidy film series for 12 markets, thru Brisacher, Wheeler & Staff, San Francisco . . . Electrolux vacuum cleaner places account with BBDO, plans fall campaign including TV & radio . . . Canadian Breweries Ltd. sponsoring 15-min. weekly on WBEN-TV, Buffalo—evidence of eagerness of Canadian sponsors to utilize TV; show is said to be aimed mainly at Toronto audience, last reports indicating more than 35,000 sets-in-use there (see p. 14). . . Imperial Oil Co. Ltd. will sponsor Montreal Canadiens hockey team's home games on new CBC-TV, opening about Sept. 1 in Montreal . . . Among other advertisers reported using or preparing to use TV: Balm Barr Inc. (Balm Barr lotion), thru H. W. Kaster & Sons, Chicago; Keelor Steel Inc. (Nu-Wrinkl lawn edging), thru Graves & Associates, Minneapolis; Willson Products Co. (sun glasses), thru Beaumont; Haver & Spelling, Reading, Pa.; Rum & Maple Te- hance Corp., thru Rand Adv. Agency, N. V.; Ferd Muhlens Inc. ("471" oil of cologne), thru Milton Weilbagh Agency, Los Angeles; Reese-Seal Corp., thru Rockett-Lauritzen Adv., Los Angeles (KNXT); Cudahy Packing Co., thru Grant Adv., Chicago (WOR-TV).

ABC chairman Ed Noble’s Life Savers Corp., Royal Typewriter Co. and Philip Morris buy special spot announcement campaigns on ABC-TV owned-and-managed stations during July 7 & 21 political convention weeks. Life Savers & Royal, thru Young & Rubicam, are using special convention spots on WJZ-TV, WENR-TV, KECA-TV, KGO-TV; Philip Morris using them on WENR-TV & KGO-TV, thru Blaw Co.

Wm. F. Suchmann, ABC-TV asst. graphic arts director, awarded first $6000 fellowship for graduate study at Johns Hopkins U, awarded by WAAM, Baltimore.

Financial & Trade Notes: Looking toward commercial TV in Britain in 3-4 years (Vol. 8:24), group of electronics and financial leaders has joined with film magnate Sir Alexander Korda to form company to produce films for TV, mainly for U. S. outlets until sponsored TV begins in Britain. Founders of new company, besides Korda: Sir Alexander Aikman, chairman of EMI Electronics group; C. O. Stanley, head of Pye Radio Ltd.; Sir Robert Ew- nuck, head of Associated Electrical Industries Ltd.; Norman Collins, ex-chief of BBC-TV, now head of High Definition Films Ltd.; financier Viscount Dunrann.

Meanwhile, Laborites continued to attack Parliament’s decision to permit private commercial TV stations alongside govt-owned BBC, and Conservatives, on the defensive despite their 302-267 Commons victory, continue to defend it. Britain’s newspapers, including those endorsing the Conservatives, have been almost unanimous against principle of sponsored telecasts. And former Foreign Minister Herbert Morrison has renewed his attacks, calling sponsored TV "silly and wicked." Other Laborite legislators attacked commercial TV as "threat to our homes" and "glamorizer of violence." To which Conservatives reply, somewhat apologetically, that "there will be far too many safeguards which will prevent [commercial TV] from being harmful and if it is bad the people will simply turn it back to BBC."

Muntz TV’s president Earl W. Muntz told annual meet- in of stockholders this week that firm will double production to 20,000 sets per month from Sept. 1, has sold 285,000 up to March 31 (118,653 during fiscal year ended that date), now has retail outlets in 32 cities and new ones projected. In May 1952, he reported, Muntz produced 10,260 sets vs. 7800 in May 1951 and 4300 in May 1950.

Pacific Mercury Television Corp.’s proposal to issue 200,000 shares of 50c par Class B common stock, to be pur- chased by Sears Roebuck & Co. (Vol. 8:25), was approved by stockholders June 27. Plan includes arrangement whereby Sears will buy minimum of 75% of its TV-radios for 8 western states from Pacific Mercury.

Universal Pictures Corp., now owned 42% by Decca Records (Vol. 8:25), reports consolidated net earnings of $1,220,440 ($1.14 a share on 960,488 shares) on sales of $30,377,422 for 26 weeks ended May 3. This represents increase over same period last year when net earnings were $680,565 (50c) on sales of $28,500,656.

Monogram Pictures Corp. shows improved profit position for 39 weeks ended March 29, with net of $365,058 (47c a share) compared with $258,118 (34c) for same 1951 period. Gross was $6,680,956 vs. $6,351,882.

Carrying torch for network radio affiliates, fearful that CBS & NBC are about to cut rates again in effort to hypo lagging radio sales, editor Joe Csida in June 28 Billboard takes Broadcasting Magazine strenuously to task, criticizes network hierarchies, for "downgrading the business"—hits radio journal particularly for "parroting the webs." Strongly-worded editorial argues case for "under- priced" radio on eve of July 1 meeting of CBS affiliates with that network's top executives in effort to stave off rate cuts expected to be "as deep as 40-50%." Speaking before American Marketing Assn. last week, Crosley's Robert E. Dunville said cutting radio rates is "both unsound and unwarranted." His thesis was that radio has managed to survive despite "greatest watering-down period any industry had to take"—referring to increase in number of radio stations from 814 to 2234 between 1940-45 (about 2425 now).
RTMA & NARDA SHARE GENERAL OPTIMISM: Color talk reared its unwelcome head again this week -- just when things are looking up nicely for TV sales.

NPA's amended color order (see story, pp. 9-11, and full text herewith) got catch-phrase headlines that gave the industry a momentary fit of worry lest public be misled once against to begin staying away from its doors.

But when the news stories were read, the clearly-phrased order explained, even CBS's unenthusiastic reaction assayed, it was manifest that people aren't going to be persuaded to "wait for color" as against today's splendid black-&-white telecasts, today's excellent values in receiving sets -- and the virtual certainty that, when color really is ready, it will be compatible with today's receivers.

At Chicago RTMA and NARDA conventions this week, they talked much of return to normalcy in the TV trade -- indeed, enthused over better-than-normal outlook for rest of summer, with particular thanks to TV's coverage of politics.

RTMA set division chairman John W. Craig, Crosley, observed that production of TV-radio sets during the last fiscal year maintained "a reasonably stable level" except for normal fluctuations; noted that unhealthy scare-buying pressures and excessive inventories were now lacking; acclaimed relaxation of credit controls.

Resigning president Glen McDaniel spoke in much the same vein, saying: "The industry has every reason to be optimistic as to the immediate future, but it should not expect any sudden upsurge in set sales. Instead, a gradual rise can be expected in 1952 and for several years thereafter."

Statistics chairman Frank W. Mansfield, Sylvania, observed that end-of-May factory inventory of 410,000 was 391,000 less than the 801,000 at end of July 1951; that distributor inventories went down in same period by 119,000 units; and that retailers had 186,000 fewer sets. (For latest factory inventory, see below.)

At NARDA convention, Motorola's Paul Galvin predicted 5,000,000 TVs will be sold this year, hailed "normal competitive period in business." He said:

"The manufacturer has a responsibility to immediately start normalizing his flow of set production to the normal seasonal rhythm...about 40% of the sales volume in the first 2 quarters and 60% in the last 2 quarters. We cannot expect a high selling period throughout the year such as we had throughout much of the first 4 years of TV. [We must] plan our production to the appetite of our consumer public."

The veteran Galvin had some pertinent observations on president Mort Farr's idea of one basic line per year (see below), was most positive about rampant price-cutting. "Although price-cutting is considered the second oldest profession in history," said he, "in my opinion it is being indulged in entirely too freely in this new infant industry of TV. [We] must do everything possible to stamp it out. This should be as much the manufacturers' concern as the dealers'."

Factories inventories of TV dropped nicely during week ended June 20, RTMA reports, going down to 445,447 from 480,343 week before and year's peak of 491,834 week ended June 6 (Vol. 8:24). Production during week ended June 20 went to 80,731 (7855 private label) from 77,381 week before. Soon, factory vacations (Vol. 8:25) will cut output to usual mid-summer lows, permit better inventory adjustment.

Radio output was 179,280 units week ended June 20, down from 193,060 preceding week. Radio inventories were 479,718, down from 461,881. Week's radios were 60,502 home sets, 41,330 portables, 27,698 clock, 46,670 auto.

ONE BASIC LINE FROM SET MAKERS YEARLY? Most everybody likes idea -- yet, like Mark Twain's weather, everybody talks about it but nobody does anything about it. That's NARDA president Mort Farr's thesis, as expounded at Chicago convention this week, that there should be one basic TV line per year from each manufacturer (Vol. 8:25).
His keynote speech made point that this would enable dealer to buy with assurance that his lines wouldn't be outmoded in 4-6 months.

For the manufacturer, Farr said such planning held out prospect of longer, uninterrupted production runs, longer-range advertising & promotion campaigns, and greater profits. But it isn't all beer-&-skittles, as Emerson's Ben Abrams noted in these columns last week. For one thing, there's question of new gimmicks and intense competition; for another, there's doubt about legality of any such "agreement".

Motorola president Paul V. Galvin expressed reaction of many manufacturers when he told NARDA convention: "The idea is a good one. I'm sure there is not one manufacturer of TV who would not welcome the opportunity of only having to prepare one set of models per year. I believe some day this condition will come to pass, but it is my personal opinion it won't come next year...It has to be evolutionary, but I believe it will come to pass in time."

Said Hallicrafters v.p. R.J. Sherwood: "One basic line a year is a good idea and I believe it will have sound benefits for both manufacturers and dealers once it's generally adopted. However, we'll have to go slowly. Remember, we have to have 2 lines a year before we can have one line. Right now I'd favor a main line in the fall for January and a supportive line in the spring for summer."

Admiral's Ross Siragusa, responding to our query: "It seems logical...In the appliance field, refrigerator and range lines are changed on an annual basis. If 4 or 5 large manufacturers would agree to stick to only one basic line of TV receivers a year, Admiral would be happy to join them."

GE receiver dept. sales mgr. Arthur A. Brandt also endorsed the idea. "This is a simple question for us to answer because our policy has been one basic line of TV sets and one basic line of radio receivers a year. In view of all the obvious advantages to all concerned -- the dealer, the distributor, the manufacturer and, of course, the public -- we are sold on such a policy which we consider very sound."

COLOR STATUS UNCHANGED BY NEW NPA ORDER: Hubbub over the NPA's new color order, finally issued this week, probably produced as little industry dislocation as could be hoped for. Though some headline writers proclaimed that new order "eased" ban on manufacture of color home-TV sets, NPA made it crystal clear, and newspaper articles echoed fact, that prospects for production of such sets are virtually nil.

Attracting far less attention, but equally important, was FCC's release of letter to RCA reflecting new receptive mood towards compatible system.

Text of NPA's amended color-TV Order M-90 is included herewith as Special Report to all subscribers. Formerly a flat ban, the order was changed June 24 to "regulatory order" setting up conditions which manufacturers must meet before they can get permission to make home color sets. It's obvious that conditions are so rigid that no existing TV manufacturer can meet them -- even if he wanted to. And no set manufacturer -- least of all CBS-Columbia, which once started such production -- apparently has slightest intention of bucking those conditions.

FCC's June 25 letter to RCA was response to latter's June 11 request that Commission relax its rigid restrictions on experimental telecasts of compatible color. RCA pointed out that its WNBT, New York, programs regularly from 7 or 9 a.m. to after midnight. FCC has limited colorcasts to periods outside those hours. Now, said RCA, work has reached a point "where extensive field testing and on-the-air work under regular broadcast conditions is a required next step if an application to set standards for a compatible color system is not to be delayed." Company said it intends to come to Commission for approval of system when testing is completed.

Commission didn't bend over backwards in relaxing its restrictions, but it did say: "The Commission will consider on a case to case basis applications for experimental authorization during regular broadcast hours upon a showing that such experimentation is necessary in light of the individual field tests contemplated."

What is "necessary" experimentation? Actually, RCA shouldn't find it hard to submit acceptable projects. Commission contends it's merely fulfilling its "open door" policy on new color systems, enunciated with adoption of CBS system -- but there's little question Commission has learned CBS system can't be put across and
there's no sense now in hampering development of compatible color. Not too many months ago, RCA's request would have received simple cold shoulder.

New NPA order lifts ban on all color-TV equipment except home-type sets. Thus there are no restrictions of any kind on manufacture of color-theatre-TV gear or any "color-TV equipment for use on a closed circuit, or color-TV equipment of a type not used in or designed for use in home-type receivers."

Trade-wise NPA executives who worked on amended order -- many of them from electronics industry -- were careful to word both the order and accompanying press release so as to discourage press headlines and stories which might depress TV market by implying NPA had given color go-ahead. Sample quotes from release:

"NPA administrator Henry H. Fowler [said] it is expected that few producers of household radio & TV equipment will be able to qualify [for] permission to make color TV sets...If any applications are filed, [approval] will be given only in the exceptional case. [The] shortage of electronic engineers and technicians has become more acute [and] this condition is expected to continue for at least 2 years."

Nub of amended order -- as we forecast 2 months ago (Vol. 8:16) -- is the section which provides that manufacturer may get permission to make home color sets, converters or adapters for limited period of time if he can prove:

1. He has made substantial investment in color research and development.
2. His production of color sets will require hiring of no additional technicians, engineers, draftsmen, physicists or tool and die makers.
3. His govt. electronic contracts are on schedule, or if behind schedule delay isn't due to shortage of technicians or engineers.
4. He will refuse no govt. contract because of manufacture of color TV.
5. He will need no additional allotments of steel, copper or aluminum.

The new regulation, which was nearly 5 months aborning, was designed to pull NPA out of an embarrassing situation which wasn't of its own making. When the then Defense Mobilizer Charles E. Wilson got CBS off the hook last October by banning color-TV set production (Vol. 7:42), he took NPA completely by surprise. But to NPA was left job of formalizing the ban, first ever imposed on an end-product. Result was original Order M-90, issued last November (Vol. 7:47).

Nobody objected except Chromatic TV Labs (50% owned by Paramount), developer of Lawrence color tube, and some of the theatre-TV backers. When Sen. Edwin Johnson (D-Col.), chairman of Interstate & Foreign Commerce Committee, intervened on behalf of Chromatic (Vol. 8:4-7), he got action. NPA called industry meeting, then set to work on well-nigh impossible task of drafting order which would permit Chromatic and other color-only companies (if any) to make color sets -- but nobody else.

This week's order pleased neither Sen. Johnson nor Chromatic. The Senator assailed it as "inexcusably restrictive," said it will stop color TV development and "result in a severe loss to TV set purchasers."

Reactions of Chromatic president Richard Hodgson and Paramount v.p. Paul Raibourn were equally sour. Both felt that Chromatic could get NPA approval to make color sets under amended order -- but, in Mr. Hodgson's words:

"The order is very disappointing as far as getting color going on any scale is concerned. It provides no incentive to do anything, and it has 5 holes for manufacturers to crawl in and hide. It apparently was designed to get NPA off the hook. We're going to ask for clarification of the order before we do anything."

But new field is opened to Chromatic with lifting of all restrictions on the manufacture of closed-circuit color equipment. Mr. Hodgson said consideration is being given to the possibility of equipping proposed Palm Springs (Cal.) community antenna (Vol. 8:24) with Chromatic color sets. Project, designed to test Telemeter subscription-TV system (also 50% Paramount-owned), involves closed-circuit telescasts to coinbox-equipped receivers. Telemeter says it plans half dozen such projects.

"Of course," said Mr. Hodgson, "it would be up to the Telemeter people."
Amended color order changes nothing so far as CBS is concerned. CBS press release, issued same day as order, kissed off possibility of renewed color telecasting or application by network's manufacturing subsidiary for permission to make home color sets -- and took another swipe at rest of TV manufacturing industry.

"CBS--Columbia is now engaged in defense work and has plans for increased participation which will occupy fully all available technical and engineering personnel," release said. "No single manufacturer or broadcaster, or even a small group, can make color TV a living reality in the homes of the nation in the face of resistance or lack of cooperation from the majority of the industry. [We] are not justified in expending at this time further manufacturing and broadcasting resources in this effort unless it appears that other substantial segments in the industry are prepared to go forward."

Great bulk of manufacturers likewise feel new order makes no difference. GE pointed out that more than 75% of its electronics engineers were on defense work, and "commercial production of color-TV equipment would require diversion of 15-20% of these engineers." Others quoted by press -- Admiral's Ross Siragusa, Motorola's Robert W. Galvin, Hallicrafters' William J. Halligan, Dr. Allen B. DuMont -- reiterated their belief that color TV isn't in marketable stage yet and again expressed support for a compatible system. RCA had no comment on NPA order.

Trade Personals: M. M. Elliott, ex-asst. gen. mgr., Canadian Marconi, appointed gen. mgr. of Motorola-Canada Ltd., newly formed Motorola subsidiary operating in leased space in Stromberg-Carlson Toronto plant... Edward Stanko promoted to newly created post of mgr. of engineering, RCA Service Co. technical products div. ... G. Frank Langford resigns as v.p., Wilcox-Gay, and gen. mgr. of its Charlotte, Mich. plant... Macdonald Goodwin, ex-Bendix Radio, named mgr. of govt. & export sales, Bogue Electric Mfg. Co. ... John R. Fox named sales application engineer, north central territory, Westinghouse electronic tube div. ... George Norman, ex-Aerovox, named sales mgr., new products div., Corning Glass ... Stanley Kramer named chief applications engineer, germanium products div., Radio Receiver Co.; Herbert Friedman named sales engineer ... Henry B. Nelson, GE replacement tubes sales asst., named tube dept. district rep. in Cincinnati ... Saul D. Lewis, ex-Emerson, DuMont & CBS-Columbia, named eastern sales rep.getto. Century Industries Inc. ... Wm. H. Whitehouse named Magnavox district mgr. for new Houston territory ... George J. Mucher, Clarostat v.p. & chief engineer, promoted to executive v.p.; Wm. J. Mucher named chief engineer, Walter J. Mucher production mgr. ... Harry Bittin named Spartan district merchant for Rockland & Westchester counties, N.Y., John T. Bluerock for southwestern Ohio & eastern Indiana ... William Simon named Ohio sales mgr., Guy T. Gueter Jr., Georgia, for Majestic Radio ... M. D. Schuster is elected to gen. sales mgr., Walter L. Stickel, ex-DuMont, takes his place as national sales mgr. in new Hoffman lineup as of July 1 ... Phillip J. Wood appointed m.d.e. & field sales mgr. ... Stewart-Warner.

GLEN McDaniel, named by RTMA in February 1951 as its first paid president, resigned at Chicago board meeting this week for personal considerations requiring his residence in New York City, where he will join a leading law firm.

Resignation is effective Oct. 1. It came as great surprise and disappointment to his industry colleagues, who esteemed the 40-year-old ex-RCA v.p. & attorney highly for his skilful leadership, fine mind, equable temperament and ability to get things done. Board adopted resolution lauding his services and, with no successor in prospect, committee of past presidents was named to make recommendations at subsequent meeting; Robert C. Sprague, chairman; Max F. Balcomb, Sylvania; Paul V. Galvin, Motorola; Leslie F. Muter, Muter Co.

Alfred D. Plamondon Jr., president of Indiana Steel Products Co. (magnets) was elected to succeed Sprague Electric Co.'s Robert C. Sprague as RTMA chairman at Chicago meeting. Mr. Muter was named treasurer for 17th term. GE's Dr. W. R. G. Baker named director of engineering dept., James D. Secrest, sgc.-gen. mgr., John W. Van Allen gen. counsel.

New directors elected: B. W. Cooper, Deleo; D. S. W. Kelly, Allen-Bradley; Harry A. Ehle, International Resistance; W. S. Parsons, Centralab; Matt Little, Quam-Nichols; Sam Norris, AmpereX; F. W. Godsey, Westinghouse; E. K. Foster, Bendix; Sidney Harman, David Bogen Co.

New division chairmen are Matt Little, Quam-Nichols, parts, and C. W. Miller, Westinghouse, technical products. Reelected were John W. Craig, Crosley, as chairman, set div.; R. E. Carlson, Tung-Sol, tube div.; A. K. Ward, RCA, amplifier & sound equipment. R. G. Zender, Lenz Electric, exports div. chairman, was named RTMA v.p. representing that division. John W. Craig, R. E. Carlson, Machlett's H. J. Hoffman and Talk-A-Phone's Arie Liberman were reelected as vice presidents for set, tube, technical products and amplifier & sound equipment divisions, respectively.

New AT&T chief engineer, effective Aug. 31, is H. I. Romnes, director of operations, Long Lines Dept. He succeeds Dr. Harold S. Osborne, retiring after 42 years service, and is succeeded at Long Lines by A. F. Jacobson, v.p., Illinois Bell.

Moscow has some 60,000 TV sets—somewhat less than Binghamton, Erie or Nashville. The figure was published in recent Moskovskaya Pravda, which claimed 35,650 of these sets were bought in 1951 and 8000 during first 2 months of this year. Commerce Dept.'s Foreign Commerce Weekly quotes American sources in Moscow as seeing no reason to doubt the estimate, "judging by the number of antennas seen on Moscow roofs." Recently, an engineer named Henry Eriksen, employed by Philips Radio's plant in Malmoe, Sweden, reported he picked up TV from Moscow; pictures were clear and sharp, he said, insignia was star, hammer & sickle, and programs comprised songs, balalaika music, acrobatcs, etc. Other stations are in Leningrad and Kiev.
Merchandising Notes: Why not the “used car lot” idea to stimulate trade-ins and sales of second sets in the home? Suggestion was advanced, got lots of support from sales managers committee at RTMA Chicago meeting, by Hallcrafters v.p. Rollie J. Sherwood, who said: “An auto is sold 3 or 4 times; there’s no reason why same practice can’t apply to TV”. RCA will back up new line (Vol. 8:25) with biggest ad campaign in its history, under home instruments ad mgr. J. M. Williams, beginning with 2-page spread in July 14 Life Magazine, including big magazine schedule, 109 newspapers in 101 markets, plus TV-radio promotion... Exports went above $70,000,000 in 1951, of which $29,000,000 represented TV-radio receivers and components as against $16,900,000 in 1950, according to RTMA export committee chairman V. S. Mameyeff, Raytheon... DuMont’s international div. chief, Ernest A. Marx, editing DuMont International Dispatch, monthly newsletter for export trade, digesting information on TV-electronics... NARDA plans to publish consumer magazine called Easier Living, 8 times yearly, to be distributed by dealers and to cost them 8 to 9¢ per copy... DuMont plans sales campaign on CR tubes, with theme: “More than a replacement—a definite improvement”... Hytron moves sales and executive offices to new plant on Endicott St., Danvers, Mass., just off Route 128... Davega opens 27th store, 2839 Hudson Blvd., Jersey City, N. J.

Admiral distributor for southern California, Herbert H. Horn Inc., has relinquished franchise, and direct factory branch will be organized... Stromberg-Carlson appoints Nash Kelvinator Sales Corp., 2000 Baltimore Ave., Kansas City... Arvin appoints Kassler & Co., 7636 Santa Monica Blvd., Los Angeles, as southern California distributor... E. K. (Ken) Rogers, ex-Packard-Bell distributor in Portland-Seattle, named distributor for downtown Los Angeles area; Jack Booth, ex-Proctor Electric Co., replaces James Madden as distributor for San Pedro-Wilmington-Gardena area.

New continuous uhf tuner with straight-line frequency dial calibration is being produced by General Instrument Corp., Elizabeth, N. J. Chairman Abraham Blumenkrantz said major TV manufacturer has placed “substantial order” for new tuner for fall delivery. He said the tuner can be mounted in any position around a vhf tuner.

Reps handle national sales for 68.2% of all electronic equipment and parts makers, according to Electronics Magazine survey reported in June issue. Additional 10.1% of manufacturers use field offices exclusively; balance employ both. Average number of reps per company is 13.9; average number of field offices is 6.1.

Survey of boys’ entertainment activities by Boys’ Life, official Boy Scout magazine, shows families of 50% of the boys questioned own TV sets, 80% own record players, nearly all own radios. Some 85% of boys questioned attended movies at least once during a 4-week period, 70% twice, 50% three times or more.

Proceedings of Symposium on Progress in Quality Components May 5-7 (Vol. 8:19) have been compiled by sponsors RTMA, IRE and AIEE, and 218-page illustrated book containing some 45 articles by leading electronics authorities will be available by Aug. 1 from RTMA at $5.

Burglars made away with $50,000 worth of radio tubes from Olympic Radio factory in Long Island City last weekend, forcing door after Saturday 2 p.m. crosstown and cutting off supplies. No watchman was on guard.

May receiving tube shipments totaled 23,636,484 units valued at factory at $17,037,274, reports RTMA, bringing 5-month total to 135,818,064 worth $97,890,279.
Amended Order M-90

NPA Modifies Ban on Color TV Production

Full Text of Order Setting Forth

Conditions Under Which Manufacturers May Seek Permission to Produce Home Color Receivers

(For Background Article and Analysis, see *Television Digest*, Vol. 8:20)

**TITLE 32A—NATIONAL DEFENSE, APPENDIX**

**Chapter VI—National Production Authority, Department of Commerce**

*NPA Order M-90, as amended June 24, 1952*

**M-90—COLOR TELEVISION**

This order as amended is found necessary and appropriate to promote the national defense and is issued pursuant to the Defense Production Act of 1950, as amended. In the formulation of this amended order there has been consultation with industry representatives, including trade association representatives, and consideration has been given to their recommendations.

This amended order lifts all the prohibitions previously in effect as to the manufacture of color television equipment except those relating to home-type color television. It provides that persons desiring to manufacture this type of equipment, may, under certain conditions, apply for permission to do so. The usual provision as to records and reports is added as section 6, and the two subsequent sections are renumbered accordingly.

**REGULATORY PROVISIONS**

Sec. 1. What this order does.

Sec. 2. Definitions.

Sec. 3. Permission to manufacture.

Sec. 4. Equipment and items exempted.

Sec. 5. Request for adjustment or exception.

Sec. 6. Records and reports.

Sec. 7. Communications.

Sec. 8. Violations.


**Section 1. What this order does.** This order regulates the manufacture of equipment designed to receive color television of the type used in home reception, and items solely designed to permit or facilitate the reception of color television in such equipment. The manufacture of color television equipment for experimental, defense, industrial, and certain hospital and educational uses, and of other color television equipment not of a type used in home reception, is permitted.

Sec. 2. Definitions. As used in this order:

(a) “Person” means any individual, corporation, partnership, association, or any other organized group of persons, and includes any agency of the United States Government or of any other government.

(b) “Controlled material” means steel, copper, and aluminum in the forms and shapes indicated in Schedule I of CFM Regulation No. 1, as from time to time amended.

(c) “NPA” means the National Production Authority.

Sec. 3. Permission to manufacture.

(a) The activities to which this section applies are the production and the assembly of home-type television sets designed to receive or capable of receiving color television, and of products, attachments, and parts for home-type television sets if such products, attachments, and parts are designed solely to permit or facilitate, or are capable only of permitting or facilitating, the reception of color television.

(b) Each person desiring to undertake any of these activities shall apply to NPA on Form NFAP-207 for permission to do so, and shall not commence any such activities without such permission. Such applications will be considered in the light of the following criteria as to each applicant:

(1) That he has, prior to the effective date of this order as amended, made a substantial expenditure of funds in research and development regarding home color television products, or in the production of such products, or in preparation therefor;

(2) That the number of persons he will employ in the activities mentioned in paragraph (a) of this section does not exceed, in any of the occupations mentioned in List A of this order, the number employed as of the effective date of this order as amended;

(3) That his Government contracts and subcontracts for the production or development of electronics products are on schedule or, if they are behind schedule, that the delay is not related to his employment of persons described in List A of this order;

(4) That he will refuse no Government contract or subcontract because of the activities proposed in his application; and

(5) That he will be able to produce, without any supplemental allotment of controlled materials (except as may be required to correct imbalances), the products as to which he is making application.

(c) Such application shall be deemed a representation to NPA that the applicant’s employment of each type of personnel described in his application who are engaged in and will be engaged in these activities will not exceed the numbers stated in the application during the time for which permission is granted.

(d) Permission, if granted, will apply only to those periods which may be specified by NPA. The applicant may make renewed application to cover later periods, furnishing the information specified in Form NFAP-207, excluding data already furnished in previous applications.

(e) Permission shall be deemed to be revoked, as to any applicant who has obtained permission, if and when he (1) refuses, because of the permitted activities, to accept any Government contract or subcontract offered to him, or (2) employs, in the activities to which this section applies, a greater number of any of the types of personnel listed in List A of this order than the number of that type stated in his application.

Sec. 4. Equipment and items exempted.

(a) Nothing in this order shall be deemed to prohibit the production, assembly, or use of any commodity, equipment, accessory, part, assembly, product, or material, of any kind, in accordance with the provisions of NPA Order M-71 (Priorities Assistance to Technical and Scientific Laboratories), or in accordance with the requirements or specifications of the Department of Defense or the Atomic Energy Commission, as set forth in any contract calling for the delivery of any product for the manufacture of which the Department of Defense or the Atomic Energy Commission shall have allotted controlled material.

(b) Nothing in this order shall be deemed to prohibit the manufacture of color television equipment for use on a closed circuit, or color television equipment of a type not used in or designed for use in home-type receivers.

Sec. 5. Request for adjustment or exception.

Any person affected by any provision of this order may file a request for adjustment or exception upon the ground that such provision works an undue or exceptional hardship upon him not suffered generally by others in the same trade or industry, or that its enforcement against him would not be in the interest of the national defense or in the public interest. In examining requests for adjustment or exception claiming that the public interest is prejudiced by the application of any provision of this order, consideration will be given to the requirements of the public health and safety, civilian defense, and dislocation of labor and resulting unemployment that would impair the defense
program. Each request shall be in writing, by letter in triplicate, and shall set forth all pertinent facts, the nature of the relief sought, and the justification therefor.

Sec. 6. Records and reports. (a) Each person participating in any transaction covered by this order shall make and preserve, for at least 3 years thereafter, accurate and complete records of receipts, deliveries, inventories, production and use, in sufficient detail to permit the determination, after audit, whether each transaction complies with the provisions of this order. This order does not specify any particular accounting method and does not require alteration of the system of records customarily used, provided such records supply an adequate basis for audit. Records may be retained in the form of microfilm or other photographic copies instead of the originals by those persons who, at the time such microfilm or other photographic records are made, maintained such copies of records in the regular and usual course of business.

(b) All records required by this order shall be made available for inspection and audit by duly authorized representatives of the National Production Authority, at the usual place of business where maintained.

(c) Persons subject to this order shall make such records and submit such reports to the National Production Authority as it shall require, subject to the terms of the Federal Reports Act of 1942 (5 U. S. C. 139–139P).

Sec. 7. Communications. All communications concerning this order shall be addressed to the National Production Authority, Washington 25, D. C., Ref. NPA Order M-90.

Sec. 8. Violations. Any person who willfully violates any provision of this order, or any other order or regulation of NPA, or who wilfully furnishes false information or conceals any material fact in the course of operation under this order, is guilty of a crime and upon conviction may be punished by fine or imprisonment or both. In addition, administrative action may be taken against any such person to suspend his privilege of making or receiving further deliveries of materials or using facilities under priority or allocation control and to deprive him of further priorities assistance.

Notes: All reporting and record-keeping requirements of this order have been approved by the Bureau of the Budget in accordance with the Federal Reports Act of 1942.

By JOHN B. OLIVERSON, Recording Secretary.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Definition</th>
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<tr>
<td>Electronic technician</td>
<td>Fabricates, installs, maintains, and repairs electronic apparatus. Constructs and modifies electronic assemblies and components, following engineering drawings, sketches, or verbal instructions and using a comprehensive knowledge of complex and varied test, assembly, and repair procedures to insure proper diagnosis, adjustment, and operation of such equipment. Tests, calibrates, adjusts, and repairs electronic equipment, replacing and interchanging component parts with precision machinists' and electricians' tools and electronic testing and auxiliary equipment. This excludes those concerned with service and repair of radio and television broadcasting equipment and receivers.</td>
</tr>
<tr>
<td>Engineer draftsman, design</td>
<td>Makes design drawings of machines, products, processes, instruments, or structures, to assist in developing experimental ideas evolved by design engineers. Prepares working plans and detail drawings, working from rough or detail sketches and specifications and employing his knowledge of engineering methods and practices to solve fabrication or construction problems. Designs lesser parts and assemblies or limited structures in harmony with overall engineering plans and designs. Verifies dimensions of parts and materials, and relationship of one part to another as well as the various parts to the whole structure, using an extensive knowledge of the various machines, products, or processes peculiar to the specialized activity in which the work occurs.</td>
</tr>
<tr>
<td>Engineer, professional</td>
<td>Performs functions requiring the application of engineering principles and other scientific knowledge when those functions are of such a level of difficulty as to require the application of a knowledge of the engineering, physical, and mathematical sciences equivalent to that acquired through the completion of at least a 4-year professional engineering curriculum leading to a bachelor's degree in an accredited college or university. Conducts research and applies fundamental principles of the science to industrial problems.</td>
</tr>
<tr>
<td>Physicist</td>
<td>Constructs, repairs, maintains, and calibrates machine shop fixtures and instruments and also dies used in metal-forming work.</td>
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<tr>
<td>Tool and die maker</td>
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Canada's TV-radio manufacturers—totalling 20, according to list compiled for manufacturers' directory in our upcoming TV Factbook No. 15—anticipate sale of as many as 200,000 TVs between now and Christmas, thanks to Sept. 1 opening of country's first stations in Toronto (Channel 9) and Montreal (Channel 2), according to June 24 Wall Street Journal.

Actually, Canadian RTMA reports 96,871 TVs sold in the Dominion up to April 30 (see p. 14), which means considerably more in use already if you take into account imports from U. S. Most of the sets now in use are in the Toronto, Windsor (Detroit) and Niagara (Buffalo) areas, enjoying reception from U. S. stations. TV sets sell in Canada for 40-75% more than similar models in U. S., due to heavy tariff on parts, 15% federal sales tax, 10% federal excise tax and provincial taxes up to 5%.

Canadian Broadcasting Corp., Govt. owned, which will operate both stations, is also planning outlets in Ottawa, Quebec, Winnipeg and Vancouver—meanwhile is keeping private applications on ice. Resultant slow growth of TV in Canada, while it booms in U. S., has private broadcasters burned up, but they've been helpless in face of CBC's determination to be first despite bureaucratic and fiscal delays. CBC is financing its 2 stations with $4,500,000 Govt. loan at 3%, plans other such loans for expansion.

Private operators, facing Govt. monopoly through their Canadian Assn. of Broadcasters, are charging "despot control" and claiming CBC, because it holds licensing authority at same time that it operates as a commercial competitor, is making them "serfs." Canada has 136 radio stations, many of whose owners would leap into TV if given opportunity—meanwhile depleting that Canadian audiences (and sponsorships) will be further built up, at their expense, by the U. S. border stations expected to be erected even in such comparably small communities as Burlington, Vt. and Plattsburg, N. Y.

Kudos aplenty were heaped on RCA chairman David Sarnoff in last few weeks. Close on heels of awards of honorary degrees by U of Pennsylvania and Pennsylvania Military Academy, he was recipient at RTMA annual banquet June 26 of industry's first Medal of Honor for "outstanding contributions to the advancement of the radio-television and electronics industry." Awards committee comprised 2 RTMA past presidents, 5 vice presidents and RTMA board's top officers, namely, Leslie F. Mutet, chairman; Robert C. Sprague, RTMA chairman; Glen McDaniel, RTMA president; John W. Craig, Crosley; R. E. Carlson, Tung-Sol; A. J. Plamondon Jr., Otis Steel Products; H. J. Hoffman, Machlett Labs; Arie Liberman, Talk-A-Phone; Max F. Balcom, Sylvania, and Paul V. Galvin, Motorola (latter 2 past presidents).

TV, radio and press representatives at GOP convention, which begins July 7, will outnumber delegates 4 to 1. In Chicago's International Amphitheatre, 1518 seats have been earmarked for TV-radio and press reporters; credentials have been issued for 984 cameramen, technicians, messengers, etc., and an additional 2400 cards will be issued to TV-radio-press for admission to workrooms only—not to main convention hall—making total of 4962, as opposed to 1200 delegates. TV-radio networks are expected to spend total of about $7,000,000 on coverage of 2 conventions, and since this is more than they'll take in from sponsors, they'll sustain net loss on project.

RCA will offer 19 scholarships and 14 post-graduate fellowships in leading colleges and universities for 1952-53 academic year. Total awards will be $53,000, substantial increase over previous years, according to v.p. C. H. Jolliffe, technical director. Program includes 7 new scholarships, one new fellowship. Annual stipends for the scholarships have been increased from $600 to $800.

Electronics Reports: America's fast-growing "growth industry"—electronics—is now producing at annual rate of $4 billion, greater than its peak output during World War II. Outgoing president Glen McDaniel told 28th annual RTMA convention in Chicago June 26 that going rate of military electronics-communications production is now $2 1/2 billion on annual basis, and civilian electronics adds another $1 1/2 billion.

"Production of electronics and communications components to date is 8 times what it was in the 3 months following the outbreak of the Korean conflict," said Mr. McDaniel. "It is more than 3 times what it was a year ago. Moreover, we can expect electronics military production to rise well over 50% between now and the end of 1952, after which it will level off."

Article in June 27 U. S. News & World Report, appraising larger new industries, points out electronics industry's output has increased 20 times since 1940, when it produced $200,000,000 worth of equipment. Other industries treated in article are aluminum, which has expanded 5 times in same 12 years, chemicals 4 times, power 2 times.

"TV's biggest boom lies ahead," says magazine in discussing industry's future. And it adds that another vast field "in which electronics is only starting to expand" is automatic controls or devices for everyday business or home use. The tiny transistor, it concludes, "promises to open a whole new field of demand for electronic products."

Certificates of necessity for rapid tax write-off of expanded electronics plant capacity announced by DFA June 6-12 (65% amortization except as noted): Eitel-McCullough Inc., electronic equipment used at San Bruno, Calif., $327,-591, and power tubes at Salt Lake City, $22,442; Electronic Windings Co., Los Angeles, $78,157; Arma Corp., Brooklyn, $69,061; RCA, Camden, $81,304; George W. Berg Corp., Janesville, Wis., $55,481 (70%); Electra Mfg. Co., Atchison, Kan., $14,728; Telecomputing Corp., Burbank, Calif., $8,167 (75%); Gaertner Radio Co., Los Angeles, $2342 (75%); Leach Relay Co., Los Angeles, $42,985 (70%).

Increased battlefield use of electronics will be observed on 3-week visit to Korea and Japan by industry, college and Govt. scientists at invitation of Army. Included in group leaving next week for Far East will be Dr. W. E. G. Baker, GE v.p.; Dr. A. G. Hill, MIT electronics research laboratory director; Dr. A. F. Spilhaus, dean, University of Minn. technology institute; Ralph S. Holmes, RCA contract research laboratory director; C. A. Gunther, RCA engineering dept.; Brig. Gen. Tom C. Rives (Ret.), mgr., GE advanced electronics center, Cornell U.; Herman A. Affel, Bell Labs asst. v.p.; J. W. Nelson, Jr., GE electronics div.

Transistors oscillating up to 225 mc have been achieved in its laboratories, RCA reports, pointing out that one of transistor's few drawbacks has been low ceiling on frequency—up to 50 mc at most. Transistor experts of other companies perked up ears, await more details. Bell Labs' scientists say they've made transistors oscillate in 100-200 mc range, but that real trick—which they have yet to achieve—is getting them to serve in amplifiers, etc., at that range as well as they do for 15-20 mc.

Excellent primer of TV is Television, The Magic Window, 60-p. book by adman Frank Dennan, published by Macmillan Co. ($2). Book traces development of communications since the cave man and gives side views into control room, stage & mechanics of reception, complete with glossary of TV terms.

"The Candidate and TV" titles new booklet by independent political producer Suzanne Roberts on use of TV in political campaigns. It is published by the program magazine TV Digest, 333 S. Broad St., Philadelphia, $1.50.
## Count of TV Sets-in-Use by Cities

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<tr>
<th>Area</th>
<th>No. Stations</th>
<th>No. Sets</th>
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<td><strong>Interconnected Cities</strong></td>
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<tr>
<td>Ames (Des Moines)</td>
<td>1</td>
<td>86,300</td>
</tr>
<tr>
<td>Atlantic</td>
<td>2</td>
<td>92,300</td>
</tr>
<tr>
<td>Baltimore</td>
<td>3</td>
<td>74,000</td>
</tr>
<tr>
<td>Boston</td>
<td>1</td>
<td>107,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(see Indianapolis) (a)</td>
<td>1</td>
<td>271,000</td>
</tr>
<tr>
<td>Brown</td>
<td>2</td>
<td>900,000</td>
</tr>
<tr>
<td>Bridgeport</td>
<td>3</td>
<td>281,000</td>
</tr>
<tr>
<td>Charlotte</td>
<td>1</td>
<td>145,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>1</td>
<td>1,336,000</td>
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<tr>
<td>Cincinnati</td>
<td>3</td>
<td>356,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>3</td>
<td>624,000</td>
</tr>
<tr>
<td>Columbus</td>
<td>3</td>
<td>213,000</td>
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<tr>
<td>Davenport, Iowa</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dayton</td>
<td>2</td>
<td>118,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>3 (c)</td>
<td>686,000</td>
</tr>
<tr>
<td>Fayette</td>
<td>1 (d)</td>
<td>171,000</td>
</tr>
<tr>
<td>Grand Rapids, &amp; Kalamazoo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greensboro</td>
<td>1</td>
<td>87,000</td>
</tr>
<tr>
<td>Huntington</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indianapolis              (a)</td>
<td>235,000</td>
<td></td>
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<tr>
<td>&amp; Bloomington</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville</td>
<td>1</td>
<td>58,000</td>
</tr>
<tr>
<td>Johnstown</td>
<td>1</td>
<td>154,000</td>
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<tr>
<td>Kalamazoo</td>
<td></td>
<td></td>
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<tr>
<td>(see Grand Rapids)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>1</td>
<td>210,000</td>
</tr>
<tr>
<td>Lancing</td>
<td>1</td>
<td>100,000</td>
</tr>
<tr>
<td>Laramie</td>
<td>2</td>
<td>230,000</td>
</tr>
<tr>
<td>Louisville</td>
<td>2</td>
<td>141,000</td>
</tr>
<tr>
<td>Memphis</td>
<td>1</td>
<td>133,000</td>
</tr>
<tr>
<td>Millvale</td>
<td>1</td>
<td>336,000</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>2</td>
<td>318,000</td>
</tr>
<tr>
<td>Nashville</td>
<td>1</td>
<td>68,500</td>
</tr>
<tr>
<td>New Haven</td>
<td>1</td>
<td>286,000</td>
</tr>
<tr>
<td>(a) Bloomington separately 185,000. Indianapolis separately 235,000.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(b) Does not include estimated 85,000 sets in Canadian area reached by Buffalo station.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(c) Does not include estimated 36,000 sets in Canadian area reached by Detroit stations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(d) Grand Rapids separately 126,000. Kalamazoo separately 144,000.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.</td>
<td></td>
<td></td>
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<tr>
<td>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 underestimation figures with overlapping coverage have total TV installations higher than the unduplicated number of sets elsewhere. For program &amp; local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.</td>
<td></td>
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<tr>
<td>New TV sets sold in Canada last April 66,871 to April 30, 1952, according to Canadian RTMA (Vol. 28). Since Canada has no stations of its own and nearly all of these sets are in border areas, there are scarcely any troubles of stations in nearby U.S. cities. The RTMA area count as of last April 30: Windsor 33,732, Thunder Bay-Hamilton 36,135, Niagara Peninsula 16,531, Montreal 547, other areas 5528.</td>
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Buyers of Denver's KOA (see story, p. 4) are Metropolitan Television Corp., comprising 16 Denver residents, possibly augmented by others to be added; Hope Productions, owned by comedian Bob Hope; James Saphier, Hollywood producer & talent agent; Gang, Kopp & Tyre, Los Angeles, attorneys for Hope; and Bob Hope personally. Denver group will own three-eighths of stock, putting up $875,000 cash. Hope and colleagues will own five-eighths, Hope Productions putting up $1,250,000 and the others combined $125,000. Operating firm will be Metropolitan Television Corp., with Denver attorney William Grant as president. Board will comprise 3 directors chosen by Hollywood group, 3 by Denver group, seventh to be chosen by the 6. The Denver stockholders, whose individual holdings will range from $15,000 to $260,000, include Mayor Quigg Newton, an attorney; Morrison Shafroth, attorney and former campaign mgr. for Sen. Johnson; Hendrie & Bolthoff Co., RCA distributors; William J. Ahearn, George B. Berger Jr., Hugh R. Catherwood, Thomas P. Campbell, Richard M. Davis, Myron R. Emrich, Arnold B. Curler Jr., Robert S. Kohn, Ralph Radetsky, Walter M. Simon, Henry W. Toll, David S. Touff. Washington counsel for applicants are Pogue & Neal with McKenna & Wilkinson.

TV rights to NCAA college football were awarded this week to “successful bidder” NBC-TV—but even NBC won’t know how much the schedule will cost until it completes negotiations with individual colleges. Last season, NBC-TV also televised NCAA games, but sponsor Westinghouse actually held rights. NBC executives were enthusiastic about comparative freedom of this year’s NCAA TV rules (Vol. 8:29), whose only restrictions are (1) that no team may be televised more than once, and (2) widest possible geographical selection of televised games. NBC-TV will offer schedule for sponsorship by one or more companies. Also planned are telecasts of local and regional contests, with possibility that some communities will have choice of 2 different games on 2 stations on same Saturday this fall.

Purchase of KPHO-TV with KPHO, Phoenix, by Meredith Publishing Co., in $1,500,000 cash deal made in early May (Vol. 8:18), was approved by FCC June 26. Sellers are John P. Mullins, who continues as managing director; J. B. Mills, operator of Westward Ho Hotel; Dr. J. N. Harber, and Erskine Caldwell, the novelist. Des Moines magazine and book publishing firm (Better Homes & Gardens, Successful Farming) now owns 3 TV and 2 AM stations, having founded WHEN, Syracuse, and purchased WOW-TV with WOW, Omaha, for around $2,000,000 in August 1951 (Vol. 7:92, 93).

TV-less Denver originated Gen. Eisenhower's political telecast from his Brown Palace Hotel headquarters for combined CBS-TV & NBC-TV networks of June 23. Crew of KLZ (AM), long training for TV, worked with crew from Omaha’s KMTV, brought in with 2 cameras for job. Four-camera setup was handled by KLZ chief engineer Harvey Wehrman, its TV engineering director Gene Jenkins and TV program director Clayton Brice, with KMTV's chief engineer Ray Schroeder and program director Glenn Harris. They even had 30-kw diesel standby in case of power failure.

TV-less Wichita will get political convention telecasts via closed-circuit feeds—same as Denver, Portland, Fresno (Vol. 8:21-22). Group sparked by O. L. (Ted) Taylor's KANS has hired hall, will get signals via special 2-hop microwave from nearest Bell System network point at Enid, Okla.

Tips for politicians are contained in NARTB's new 18-p. booklet titled Campaigning on TV, counterpart of its radio pamphlet Is Your Hat in the Ring? Copies are available from NARTB at 10c each.
Quick Big-City CPs Possible; 491 Apply, page 1
CBS Affiliates Stay Radio Rate Cut, page 2
Status of AM-FM-TV Grants at Mid-Year, page 3
New UHF Transmitters Added to RCA Line, page 3

Community Systems Small but Coming Fast, page 4
Lineups for Chicago Political Conventions, page 4
Figures Reveal Rosier Trade Trends, page 6
Steel Strike May Hurt TV Output Soon, page 6

QUICK BIG-CITY CPs POSSIBLE; 491 APPLY: No grants yet. Expect some, not a flood, next week. After that -- look out!

FCC was still staggering under load of TV applications dumped on it -- total of 491 since end of freeze, 243 of them filed this week, 180 June 30 alone -- when it recessed Thursday for the long July 4 holiday week end.

We're able to report all this week's applications in Addenda 14-Y herewith, thanks to cooperation of FCC License Division chief Clara Iehl and her staff, who worked with our staff over Commission files every working day and night this week.

Most striking fact emerging out of whole confusion is that the Commission's channel-by-channel procedure, which it counted on to produce some quick CPs in a few major cities, looks as if it's going to do exactly that.

As we analyze all applications to date, recognizing possibility of error due to pressure of time, the Commission is in position to make some extremely important grants right now. It remains to be seen, though, whether predicted frenzy of channel-jumping (amendments asking for different channels) starts next week. That would diminish possibility of such speedy grants.

UHF applications, it's certain, will be granted soon in some sizable cities.

* * * *

Taking first 10 cities in Groups A & B of FCC's priority list (Supplements No. 81 & 81-A), we find the following applicants without competition at the moment:

GROUP A: Denver, KFEL No. 2; Portland, KEX No. 8, Oregon TV Inc. No. 12, Empire Coil Co. No. 27; Springfield-Holyoke, WHYN No. 55, Springfield TV Bstg. Corp. No. 61; Youngstown, WFMJ No. 73, WKBN No. 27, Polan Industries No. 33; Flint, Trans-American TV Corp. No. 28; Spokane, KSPO No. 2, KXLY No. 4, KHQ No. 6; Beaufort-Port Arthur, KFAC No. 4; Duluth-Superior, Lakeland Telecasters No. 6. All other channels in first 10 are tied up, competitively, or not applied for.

GROUP B: Bridgeport, Southern Connecticut & Long Island TV Co. No. 49; Reading, WHUM No. 55, WEEU No. 61; New Bedford, WNBA No. 28; Waterbury, WATR No. 53; Harrisburg, WHP No. 33, WABX No. 71; New Britain, WKBV No. 30; Fall River and Racine have no applicants yet. All other channels tied up or unsought. In addition, several in Honolulu and Puerto Rico are free for grants.

Some of these applicants will be stymied, even though otherwise clear, by fact that petitions for reconsideration affecting their channels are pending.

* * * *

Just how fast FCC will move -- not even Commission knows. Staff is under terrific pressure to clear something for action next week. Conceivably, Commission could have made some grants this week -- had it dared risk missing something. Currently, there's competition among commissioners -- Hennock striving to get educational applications on agenda first (only 7 such are on file thus far), others aiming to see commercial applicants get at least even break.

One thing is sure: After giving FCC extra $300,000 with which to speed TV
processing (bill passed this week), Congress will make life miserable for Commission unless it sees some fast action.

Washington was full of visitors this week -- some hoping FCC would make some grants, others fearing it might.

* * * *

Thoroughgoing analysis of applications is impossible at this time, but many facts are readily apparent:

(1) Vast majority come from AM stations, as before.
(2) Theatre, oil and newspaper money is more evident than ever.
(3) Many have strained financing to limit, effecting mergers, bringing in great numbers of local businessmen -- to get funds, gain more "community identification" with which to impress FCC, minimize competition.
(4) Maximum facilities permitted by FCC are very frequently sought -- even including some specifying 1000-kw uhf.
(5) Multiple applications by single entity are extremely prevalent, including many from existing telecasters seeking new markets.
(6) Many suspected "dilettantes" who filed before or during freeze and were expected to pull out when faced with competition from applicants to whom broadcasting is life's blood -- have come back in force. Whether they're prepared to go through hearings is something else.

Situation will be mighty fluid and critical from here on out. We'll keep you informed, try to make it easier for you to keep track. We plan to collate all applications and amendments thus far reported in our weekly TV Addenda, and will publish them in one geographical tabulation in our forthcoming TV Factbook No. 15 of July 15 -- and then start new series of Addenda to keep you up-to-the-minute on any further applications, amendments, deletions, grants, etc.

CBS AFFILIATES STAY RADIO RATE CUT: "An adjustment is necessary," was gist of not-too-promising responses of Chairman Paley, President Stanton & other CBS executives at meetings this week with some 140 topkicks of 110 radio stations, gathered in New York to try to stop new slashes in network rates as means of holding radio sponsors.

But CBS didn't implement its position by decreeing new rates, which delegates had reason to believe were all set for immediate promulgation. While the station folk left with no certainty that they had won their case, they did stay CBS's hand for while at least, were assured nothing will be done without further meetings with their 9-man committee to be held within month or so (for members, see p. 10).

Affiliates made strong case for holding the line, hope they've been just as successful in restraining cuts as NBC's were last winter when they refused to go along with its proposed area-by-area rate "adjustments." The CBS stations' plea was that last year's reductions, 15% night & 10% daytime, initiated by CBS and followed by the other networks, did not solve problem of TV's alleged inroads; that radio is still a potent medium, still underpriced on competitive cost-per-thousand basis.

Another formal network rate cut, it's feared, will not only force similar move by other networks, but will depress spot & local rates, to the detriment of all radio stations.

The CBS executives insisted that "under present circumstances" advertisers are not buying network radio -- "circumstances" obviously referring to predilection of many advertisers for TV, reflected in comparative billings (see PIB, Vol. 8:25).

Important group of CBS affiliates hasn't signed contract permitting CBS to fix their network rates unilaterally -- and CBS fears they might even quit network. Holdouts are WJR, Detroit, and WGAR, Cleveland; WHAS, Louisville; WKRC, Cincinnati; WREC, Memphis; KIRO, Seattle; KXLY, Spokane; KOIN, Portland.

Keynote speaker for CBS affiliates in revolt was WHAS's Victor Sholis, and chairman was WJR & WGAR's John Patt when chairman George Storer was suddenly called away by death of his sister. Sholis demanded return to sound business practices, and end of "price war," blind rate cuts and under-the-table deals with advertisers. He proposed that: (1) CBS begin "sound qualitative research" to establish radio's
real value; (2) further rate cuts be firmly rejected, July 1951 cuts rescinded; 
(3) CBS consider increasing daytime rates at least 20% above those prevailing before 
1951 cut; (4) CBS abandon effort to set affiliate rates by unilateral action; and 
(5) network and affiliates strengthen standards and practices of good broadcasting.

As if to challenge those who would depress rates, 4 more stations only this 
week hiked their base rates: NBC's KNBC, San Francisco, from $414 to $475 per night 
hour; KPRC, Houston, $234 to $280; WOAI, San Antonio, $306 to $340; WKY, Oklahoma 
City, $252 to $280. All are NBC affiliates, all have TV counterparts. Ironically, 
NBC also is still intent on "adjusting" radio rates, pegged to TV, but obviously it 
is waiting for CBS to make the first definite move again.

STATUS OF TV-AM-FM GRANTS AT MID-YEAR: As of the close of this FCC work week, 109 
TV stations are serving the U.S., if you include Mexican-licensed XELD-TV, Mata-
moros, just across the Rio Grande from Brownsville, Tex. But unlike this time last 
year, when the TV freeze was in 34th month (Vol. 7:26), there are justifiable hopes 
for an expanded telecasting industry: the freeze has been lifted, 491 applications 
have been filed, and FCC promises to plunge forthwith into "processing" (see below).

What of AM & FM, meanwhile? Recapitulating the data in our AM-FM Directory 
of Jan. 1, 1952, as brought up to date with our Weekly Addenda thereto, we find that 
AM stations continue to multiply -- but at a considerably decelerated rate. As of 
end of this week, there were 2424 AM radio stations authorized (2341 licenses, 83 
CPs); which compares with 2410 at end of 1951 (2306 licenses, 104 CPs) and 2399 at 
end of June 1951 (2251 licenses, 148 CPs).

Slowdown in AM grants is thus pointed out. Counting licenses-plus-CPs as a 
whole, there were 2251 at end of 1950, 2246 at end of 1949, 2131 at end of 1948, 1961 at end of 1947, 1579 at end of 1946, 1056 end of 1945 (when war freeze ended).

As for FM stations, they've settled down to little-changing figure. As of 
July '3, there were 655 grantees (632 of them on the air). At end of 1951, there 
were 654 grantees (640 on air); at end of 1950 there were 706 (672 on air).

But whereas there are 303 applications for new AM stations pending, there 
are now only 8 for new FM stations.

NEW UHF TRANSMITTERS ADDED TO RCA LINE: Comes now RCA with 50-kw and 5-kw uhf 
transmitter designs, estimating prices at approximately $250,000 & $87,500, respec-
tively -- and saying deliveries will come "probably not before end of next year." 
Eimac klystron tubes will be used for 5 kw, possibly also for 50 kw. Work continues 
on previously announced uhf units -- 1 kw and 10 kw.

RCA announcement means competition is hotter than ever (Vol. 8:21). GE had 
recently announced plans for 60-kw unit (Vol. 8:20), to be powered by Varian-devel-
oped klystron, and DuMont -- already planning on 5-kw Eimac klystron -- says it will 
use 50-kw Eimac klystron whenever it's available (Vol. 8:10).

One thing shouldn't be overlooked, mid these announcements, is fact that 
high-powered uhf is far from here. There's no doubt such units can and will be pro-
duced. However, FCC and uhf applicants have been hoping to get uhf stations on air 
quickly and under most auspicious circumstances. Such conditions include highest 
power possible. Number of 10-12-kw units installed this year will be negligible. 
And 50-60 kw transmitters, capable of producing the 1000-kw maximum allowed by FCC, 
just aren't in the cards until end of 1953, very probably not until well into 1954.

Substantial power in vhf, where it isn't so badly needed, is well on its 
way. On July 3, RCA shipped its first 25-kw amplifier, Channel-3 unit going to 
WSAZ-TV, Huntington, which is shifting from Channel 5, will radiate 83.8 kw. All 
station needs is FCC approval, probably can make shift in matter of weeks.

RCA says 20-kw Channel 7-13 amplifiers will be coming through next month, 
and plenty of 2-kw units will be available shortly. Company reports its 10-kw vhf 
has proved extremely popular and that demand may be hard to satisfy. First 10-kw 
units are expected off line in October. The 50-kw vhf units are due next year.
COMMUNITY SYSTEMS SMALL BUT GROWING FAST: Revising our community antenna directory (Supplement No. 79) for inclusion in forthcoming Factbook No. 15, due shortly after July 15, we've come up with some interesting statistics.

By querying all known system operators, and through cooperation of equipment manufacturers and National Community TV Assn., we've derived following data:
(a) 94 systems are already in operation.
(b) 13,750 subscribers are now served, according to the 69 operators who supplied figures -- for an average of 199.
(c) Total subscribers ultimately to be served by the 74 operators who supplied forecasts will number 144,356 -- for an average of 1950.
(d) Largest system serves 1500. Next are: 905, 750, 700, 675, 600.
(e) Highest "ultimate" estimate is 10,000, with many 5-10,000.

* * *

Gauged merely in terms of set sales, 13,758 is of course peanuts. Nor is the potential market of 144,356 (for 74 systems reporting) any great void into which manufacturers may plunge. But it's not unreasonable to envision an eventual market several times that. There are literally scores of systems in thinking stage, at least. Worth noting, too, is fact most systems are only a few months old.

More important, however, is what these systems mean in terms of individual enterprises. Several represent investments of $100,000-$300,000, and their income-producing capabilities -- present and potential -- are nothing to be sneezed at. What with connection charges of $125-$175 and monthly fees of $3-$4.

Big question is how long such systems will be in business -- whether new TV stations, with free signals, will render them partially or wholly obsolete. For reasons we've reported previously (Vol. 8:20, 24), operators aren't excessively worried. In any event, fees are such that the systems are generally being paid off at a remarkable rate -- sometimes as quickly as 1-2 years. For most operators, that fact alone makes gamble an attractive one.

INTERCONNECTED TV network of 107 stations in 65 cities (Vol. 8:23) is now ready for biggest TV show of all time—the presidential nominating conventions. Miami and New Orleans stations received their first network programs June 30, and next day AT&T connected Houston, San Antonio, Dallas, Fort Worth, Oklahoma City, Tulsa and Phoenix. Seattle is scheduled to be added June 7.

This means 99.9% of America's 18,000,000 TV-equipped homes will be able to watch the Chicago GOP convention, when the dramatic developments leading toward nomination of presidential candidate begin unfolding July 7. Only KOB-TV, Albuquerque, with TV set circulation of 14,400 (Vol. 8:26) and XELD-TV, Matamoros, Mexico, which serves 10,800 viewers in Brownsville, Texas area, will be forced to rely on kineoscopes and film to bring convention to their viewers' homes. NBC research director Hugh M. Beville Jr. estimates 70,000,000 viewers will see each of the political conventions this year by TV, contrasted to a scant 1,000,000 in 1948.

While the 4 TV networks will offer 3 separate TV versions of the conventions (DuMont is picking up CBS coverage), stations west of Omaha and those on the new Texas-Oklahoma network spur will carry same "pooled" coverage of conventions, because of lack of cable-microwave facilities for more than one program at a time. Transmissions will alternate between ABC, CBS & NBC coverage. Nationwide commercials will be blanked out, locally-originated film commercials spliced in. For stations west of Omaha carrying its convention coverage, CBS will feed Westinghouse commercials from Los Angeles via regional cable-microwave network.

Battle of the sponsors and networks for TV convention outlets in 1-2-station markets was most intense. Final boxscore: NBC-Philo, 48 stations; CBS-Westinghouse, 38 (plus DuMont's 3 owned stations and WGN-TV, Chicago, carrying same Westinghouse coverage); ABC-Auditorium, 13. Latter's coverage is confined to markets with 3 or more stations, except in Minneapolis, where WTCN-TV is taking the ABC telecasts, KSTP-TV the NBC.

Who's taking what in one-station markets provides interesting clue to station-network loyalties, although other considerations (such as healthy bonuses) are said to have been involved, too. Some stations—the only one outside West and Southwest is WTTV, Birmingham—are taking both CBS & NBC sponsorship on shared-time basis. Here's lineup of one-station markets known to be choosing either CBS-Westinghouse or NBC-Philo coverage exclusively:

NBC-Philo—WNHC-TV, New Haven; WJAR-TV, Providence, WRGB, Schenectady; WDAY, Utica; WDEL-TV, Wilmington; WOAL-TV, Lancaster; WJAC-TV, Johnstown; WGEN-TV, Buffalo; WHAM-TV, Rochester; WJIR-TV, Lansing; WSAZ-TV, Huntington; WOOD-TV, Grand Rapids; WTXL-TV, Milwaukee; KSD-TV, St. Louis; WMCT, Memphis; WSM-TV, Nashville; WOC-TV, Des Moines; WDSU-TV, New Orleans; WTVR, Richmond; WTAR-TV, Norfolk.

CBS-Westinghouse—WBTV, Charlotte; WFMN-TV, Greensboro; WFMN-TV, Indianapolis; WMRN-TV, Jacksonville; WZZO- TV, Kalamazoo; WOIT-TV, Ames; KING-TV, Seattle; KPHO-TV, Phoenix; WHBF-TV, Rock Island; WNBV-TV, Binghamton; WJCO, Erie; KFMB, San Diego; WSPD-TV, Toledo; WTJX, Miami.

In Los Angeles, at least 4 stations will carry convention telecasts—and because of fact there's only one network circuit west from Omaha, they'll be identical except for commercials. In addition to NBC-Philo on KXBN, CBS-Westinghouse on KNXT and ABC-Auditorium on KECA-TV, Los Angeles viewers will be able to see same show sponsored by Richfield Oil Co. on KTLA.

Actual coverage of convention floor proceedings will be exactly the same on all networks—through use of pooled facilities and manpower of ABC-TV, CBS-TV, DuMont & NBC-TV. But sidelines, interviews, "color" and special commentary and analysis will be handled individually by the different networks from own elaborate installations.
Telecasting Notes: All-night TV, first undertaken on Pittsburgh’s WDTV (Vol. 8:11), will begin in New York July 19 when WOR-TV starts schedules of news, newsreels, movies, disc jockey, interviews with luminaries, running 11:30 p.m.-5 a.m. Mon-thru-Fri., and until 6 a.m. Sat.; none Sun. . . . Theatre newsreels never achieved same synthesis of original news-stunt-public service reporting as June 30 edition of Ed Murrow’s See It Now (Alcoa-sponsored) when CBS European news director Howard K. Smith flew across Atlantic aboard B-29 simulating a Soviet bomber, and Murrow himself went in a jet interceptor, to tell story of a possible A-bomb attack on New York City; it was TV-reporting at its best . . . “Quick documentaries” are also being done on NBC-TV’s 7-9 a.m. Today, with enormous success; they’re helping make that radical departure in TV programming one of the great popular and commercial successes of 1952 . . . Accent on NBC’s new TV-radio sales “integration” policy (Vol. 8:26) is manifest in press release this week relating that R. J. Reynolds Tobacco Co. (Camels) has renewed 2½-hourly per week on radio, 1½ hours weekly on NBC-TV, for combined gross annual billing of $9,500,000; unusual “joint” announcement attributed to John K. Herbert, network radio sales v.p., and Edward D. Madden, network TV sales & operations v.p. . . . All media except radio and newspapers gained in national advertising during May over May 1951, reports Printers’ Ink; TV was up 47%, business papers 14%, outdoor 10%, all magazines 9% . . . General Tele- casting System is name of new TV program affiliate of General Teleradio Inc. (General Tire-Thomas F. O’Neill); Theodore C. Streibert is president, Dwight Martin executive v.p. . . . Two-ton scale model of new-building 15-acre CBS Television City in Hollywood, measuring 15x14-ft., being displayed until July 12 in Macy’s music center, with CBS-TV stars as greeters; construction reported about 70% complete . . . Kansas City Star carried 18-p. ad-packed TV-radio section June 15 on occasion of new WDAF & WDAF-TV modern Radio-TV Center . . . Crosley’s James D. Shouse has arranged for $10,000 grant to Miami U, Oxford, O., to conduct study of TV’s role in 1952 elections; it’s third such research grant, others having been made to U of Cincinnati and Xavier U . . . Bing Crosby supposed to be all set to broadcast & telecast this winter for Coca-Cola . . . KKO Keith’s Theatre bought spots on WLWD, Dayton, for 3 days prior to closed-circuit theatre-TV showing of Robinson-Maxim fight June 23, with result that first such screening in city played to near capacity . . . TV code of NARTB now has 91 of the 108 stations and all 4 TV networks as subscribers.

This is new MBS board, as constituted last week, indicating completeness of control now exercised by Thomas F. O’Neill, chairman: Willet H. Brown & Ward D. Ingram, Don Lee Network; Linus Travers, Yankee Network; Wm. H. Fineshriber, MBS executive v.p.; J. R. Poppele, MBS engineering v.p.; Theodore Streibert, chief of MBS film syndicate; James E. Wallen, MBS secy.-treas.; E. M. Antrim & Frank Sable, WGN & WGN-TV, Chicago (Mr. Antrim, vice chairman); H. K. Carpenter, WHK, Cleve- land; Benedict F. Gimbell Jr., WIP, Philadelphia.

Printing industry doesn’t regard TV as serious threat to publication field, said W. F. Hall Printing Co.’s H. R. Kibler at this week’s Chicago conference of sales executives of the Printing Industry of America Inc. Though TV and radio compete for advertising dollar, he said, they develop increasing needs for catalogs, booklets, descriptive literature, etc. Four national magazines published by big Hall firm increased circulations between 1948-52, he stated. John L. Zinselmeier, 48, WLW merchandising director, died of heart attack at his home in Cincinnati July 2.

Personal Notes: Ben B. Baylor Jr. has resigned as asst. gen. mgr. & sales director, WMAL & WMAL-TV, Washing- ton; Charles Kelly promoted from program mgr. to asst. gen. mgr. and Mahlon Glasscock, ex-WRC, recently with Kal, Ehrlich & Merrick agency, becomes sales chief . . . Ralph J. Bitzer has purchased into Fred O. Grimwood & Co., St. Louis consulting engineers, and will carry on the business under same name, with the widow, Mrs. S. C. Grimwood, elected president of firm . . . L. Spencer Mitchell, gen. mgr. of WDAE, Tampa, elected district director of CBS Affiliates Advisory Board, succeeding Glenn Marshall Jr., gen. mgr. of WMTR-TV, who joins CBS-TV advisory board . . . Capt. Cass Bielski named chief of Air Force Radio-TV section, Dept. of Defense, Washing- ton, succeeding Lt. Col. Robert P. Kelm, assigned to Armed Forces information center N. Y . . . James Webb Young has resigned as consultant to Ford Foundation on mass communications . . . Jack Ryan, NBC Chicago public relations chief, resigns Aug. 15 to move to Pacific Coast . . . Hubert Taft Jr., president of WKRC-TV & WKRC, sailed July 3 on maiden voyage of S.S. United States . . . Ralph B. Austin, onetime RCA & RKO executive and pioneer in TV, has become senior associate of Pereira & Luelman, Los Angeles architects and engineers who are building new CBS Television City in Hollywood; he will head new TV dept.

Station Accounts: Tea Council, having run TV tests in 5 markets last November-thru-April (Kansas City, Salt Lake City, San Diego, San Francisco, Syracuse), will use extensive spot TV this fall, thru Leo Burnett Co.; for good account of “Tea on the Air,” read June 30 Sponsor Magazine . . . Hamilton Watch Co., thru BBDO, and International Silver Co., thru Young & Rubicam, planning co-sponsorship of Jewelers’ Showcase starting Oct. 1 on spot basis . . . To plug doughnuts-&-milk, Bakers of America, American Dairy Assn. and Doughnut Corp. of America have appropriated $500,000 for joint campaign this fall, including TV-radio . . . Pacific Can Co., sponsoring Presidential straw ballot on behalf of Acme Breweries, placed more than 20,000 ballot boxes around the state, is running week-to-week results as newspaper ads and on TV programs in Los Angeles & San Francisco, thru Roy S. Dur- stine Inc . . . Lambert Pharmaceutical Co. (Listerine) planning campaign, including TV, for unannounced new prod- uct, thru Lambert & Feasley, N. Y . . . Look Magazine buys spot announcements, time for political convention weeks, thru McCann-Erickson, N. Y . . . Loew’s Theatres, New York, buys 2 spots daily on WCBS-TV, New York, starting July 7, to promote movie attendance, thru Donahue & Co . . . National Cash Register Co. filming half-hour show, The Magic Wheel, at Jerry Fairbanks Studios . . . Other advertisers reported currently using or preparing to use TV: Pacific Telephone & Telegraph Co., thru BBDO, San Francisco; Helen Curtis Industries (Spraynet), thru Russel M. Secs, Chicago; Scudder Food Products Inc. (peanut butter, mayonnaise, etc.), thru BBDO, Los Angeles; Gar-rett Wine Co., thru David J. Mahoney, N. Y.; Bird’s Eye (frozen orange juice), thru Young & Rubicam, N. Y.; H. A. Church Co. (Metallic X household mending cements), thru Buchanan & Co., Chicago; Doggie Dinner, thru Rogers & Smith, Chicago.

Discussing directional TV antennas, in letter to A. Earl Cullum Jr., Dallas consulting engineer, FCC said it will determine on case-to-case basis whether an antenna has been designed or altered to make it directional. For any directional antenna, ERP will be determined by average power of horizontal pattern, but maximum ERP in any direction must not exceed maximum allowed in rules.
FIGURES REVEAL ROSIER TRADE TRENDS: Statistical signs of improved TV-radio business heartened the trade still further this week. Unless there's an unpredictable hitch, they point to summer, fall & winter markets that should be "normal" -- and good.

In that respect, TV-radio seem to be sharing with other goods, especially appliances, a perceptible upturn as buying is stepping up. The business forecasters are almost of one accord in stating this will continue through rest of the year.

Easier installment credit, excellent competitive price values, achievement of same "indispensable" status in the home that radios enjoy, are basic factors in improved TV turnover. There's scant doubt that easier credit had its effect, for Federal Reserve Board reported this week that dealers in TVs, appliances, furniture, etc., freed as of May 7 from controls, increased credits by $91,000,000 during May.

While few set makers are bragging, they exude optimism (Vol. 8:26) and they are banking heavily on politics as stimulus to both TV-radio trade. Crosley's gen. sales v.p. Wm. A. Bleez told his distributors this week that his company, which was one of hardest hit by excess inventory at this time last year, enjoyed June sales vastly greater than last year. Refrigerator sales are way up, too, he said.

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Midyear finds factory TV inventories dropping nicely, going down 40,000 in week ended June 27 to 404,871, according to RTMA. Weekly drops have been to 480,-343, then 445,447, then 404,871 from year's peak of 491,834 as of June 6 (Vol. 8:24).

TV set output was 75,959 (6639 private label) in week ended June 27, which is 26th week of year. That brought total production for first 6 months to very near 2,330,000, compared with 3,334,505 in same 1951 period.

Week's radio output totaled 179,386 (16,616 private label), about same as preceding week, while factory inventories totaled 478,959 units, also about same. Week's radios were 58,247 home sets, 42,201 portables, 26,829 clock, 52,109 auto.

For first 26 weeks of year, radio total is approximately 4,900,000, which compares with slightly more than 8,000,000 in first half of 1951.

Thus it's clear that set makers are now holding output down to "normal," or at least more realistic levels, than which brought about the 1951 debacle.

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Distributor and dealer inventories, though perforce reported a month late, indicate trend that began in May. RTMA reports distributor inventory of TVs fell to 415,899 as of May 23 from 447,519 on April 25, while radios (excluding auto) held at 933,909 on May 23 as against 925,768 the month preceding.

Dun & Bradstreet dealer figures for end of May, out this week, showed their TV inventories at 565,000 (257,000 table models, 308,000 others) as against 609,000 (264,000 & 345,000) at end of April. Home radios on hand totaled 919,000, exactly same as month earlier; battery portables 227,000 vs. 223,000.

Dealer sales were lowest of year in May: 280,000 TV sets (105,000 table, 175,000 other) vs. 316,000 in April (150,000 & 166,000), 505,000 in 5-week March (212,000 & 293,000), 417,000 in February (183,000 & 224,000) and 377,000 in January (188,000 & 189,000).

During May, dealers also sold 375,000 home & 110,000 portable radios, as against 368,000 & 68,000 during April, according to Dun & Bradstreet.

STEEL STRIKE MAY HURT TV OUTPUT SOON: After a month of steel strike -- no shortage-induced shutdowns in TV-radio plants are reported, but there's a strong possibility now of some curtailment in output of new models for fall and winter marketing.

There's no suggestion of shortage of sets, at least not at this stage of the game. But even if strike should end tomorrow, it would be some time before civilian industries could get even minimum amount of steel. Military comes first.

- 6 -
Electronics industry isn't heavy user of steel -- its most important material is copper. American TV-radio manufacturers use total of only 50,000 tons of steel per quarter (chassis, cabinets, brackets, etc.) -- practically insignificant compared to nation's loss of 14,000,000 tons to date in current stoppage.

But you can't mass-produce sets without steel, and -- allowing for 2-week vacation shutdowns -- even the plants which had the full legal 45-day inventory when stoppage began should feel pinch early in August, whether or not strike is over.

More liberal rations of copper and aluminum -- indeed, virtual decontrol for all but largest manufacturers in third quarter (Vol. 8:25) -- will help set makers provide substitutes for steel. But many manufacturers who can qualify for liberal self-allotments of copper and aluminum during third quarter won't come under same rules in fourth (Direction 1 to CMP Reg. 1), and will have to apply to NPA again for their share of steel, copper and aluminum.

Fourth-quarter allotments of copper and aluminum for most consumer durable goods manufacturers are now scheduled to be about same as they are in third for those few big firms required to apply: Copper, 50% of amount used during base period (average quarter of first half 1950); aluminum, 55%.

Steel allotment is still unknown quantity for fourth quarter. Materials controllers say it won't be more than 50% of base period use (on paper, it was 55% for third quarter), could be much less. And they say if steel strike continues long enough to affect copper and aluminum production, rations of those metals will have to be cut sharply in fourth quarter from the announced quotas above.

Increasing jet engine production will mean less cobalt and nickel (permanent magnets, tubes, etc.) for TV-radio industry in coming months, according to what NPA officials told TV-radio manufacturers at advisory committee meeting July 1.


Capt. G. A. Lange replaces Capt. A. M. Patterson as head of administration branch of Naval Communications Div., Office of Chief of Naval Operations. Capt. E. H. Pierce, former director, Electronics Div., Office of Chief Naval Operations, and Capt. E. A. Taylor (USN), former asst. to director of communications-electronics, Joint Chiefs of Staff, retired from active duty June 30 after 30 years' service.

Rudolph H. Amberg, 57, for the last 17 years president of United Electronics Co., Newark (transmitting & special purpose tubes), died suddenly June 29 in his home at Essex Fells, N. J. Before joining United Electronics he was president of Northern Mfg. Co., which later became unit of National Union Radio Corp.

Workings of transistors (Vol. 8:1, 8, 9, 19) are given through description in cover article of July Scientific American by Bell Labs physical chemist Morgan Sparks. After discussing transistor's great advantages and potentials, he calls attention to fabrication problems, frequency limitations, etc., but says: "The unsolved problems of transistors are severe and should not be minimized, but we can confidently expect that they will eventually be solved. It has taken about 40 years to bring vacuum tube circuits to their present development, and improvements are still being made in them."

"Line eliminator," to erase horizontal lines on TV screen, which can be built for "only a few shillings" and fitted in few minutes to most receivers, is described in June Wireless World (London) by G. N. Patchett of Bradford Technical College. Mr. Patchett's method is far simpler than British "spot wobble" which has intrigued American engineers (Vol. 7:39), employs auxiliary focus coil to make picture-tracing spot on tube oblong in vertical direction so it just fills space of one line. In addition to removing "lininess" of picture, author says, device improves horizontal definition and contrast, without impairing vertical definition.

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Topics & Trends of TV Trade: Some pertinent facts about TV set owners and prospective owners, as adduced from survey in 12 TV markets by Beaumont & Holman Inc., Chicago ad agency: (1) Nearly 79% have no complaints about their sets and would buy same brand again, while 6% have had enough troubles to make them critical of their choice. (2) Nine out of 10 still have their original sets and less than 2% of TV homes studied have 2 sets in operation. (3) "Approximately half of all set-owners questioned now have 16 or 17-in. screen. In buying another set only one in 10—approximately the number with screens of 12-in. or less—would want a larger picture tube. Three times as many would be influenced by a more attractive cabinet."

Prospctive TV buyers are extremely brand-conscious. Survey found both owners and non-owners place "best brand" at top of list of considerations in buying set. Non-owners rank "price" and "cabinet style" second and third in order of consideration, while owners consider "price" and "clear picture" second and third most important qualifications. Survey also found "claims of exclusive or outstanding features contained in manufacturers' advertising evidently made very little impression on customers" since no appreciable number of owners or non-owners could correctly identify heavily advertised sales points. Retailers, survey showed, "made little or no effort to sell particular brands if they carried several makes, [but] encouraged the buyer to compare all sets in the store." Report quotes 20% of owners as saying special price influenced their selection, but only 10% of those who have yet to buy a set claim they are looking for a price deal.

Belmont's new Raytheon line, introduced at distributors' meeting in Chicago's Drake Hotel, comprises 21 sets, 8 of which have all-channel vhf-uhf continuous tuning. Raytheon's continuous-tuning vhf-only sets have space within cabinet for installation of uhf tuner, listing at $299.55. Also announced at distributors' meeting was plan of "assured profits," which includes extra "promotional margin" for dealers, to enable them to give attractive trade-in allowances on used sets.

Raytheon line is divided into 2 series—low-end "Suburban" group of 15 sets (including 2 vhf-uhf) and 6 "Continental" models with vhf-uhf & AM. All Continental models and 9 of Suburban series have electrostatic pre-focused picture tube. Continuous tuning models incorporate "Channelite" tuning, which illuminates channel or radio frequency to which sets are tuned. The complete line, priced inboard (all prices rounded):

Suburban group embraces 17-in. table, russet leatherette, $200; same with vhf-uhf tuning, $240; other 17-in. tables at $230 & $260; 21-in. tables at $280 (leatherette) and $290. Consoles: 17-in. at $260, $270 (blonde), $280 and 2 at $290; 21-in. at $340, same with vhf-uhf $380; blonde $350, maple $380. Legs for table models, $9.95. Continental group, all 21-in. consoles with uhf-vhf & AM radio, begins at $430, same in blonde $450; full-doors $480, blonde $500; French provincial cabinet, full doors, $500; AM-FM radio, full doors, $750.

Trav-Ler showed 7 new TV sets to distributors in Chicago last weekend, starting with 14-in. table at $99.95 plus excise tax. Other models, all excluding tax (prices rounded): 17-in. tables at $135 & $150, 17-in. console $170, 20-in. tables at $150 & $170, 21-in. console $200. Also introduced were 8 radios, phonos and combinations priced $13-$70.

Freed Radio Corp. has filed amended plan under bankruptcy act (Vol. 7:10), whereby it would pay 100% over 3 years, first 50% to consist of preferred stock.

Merchandising Notes: "Fair trade" bill went to White House July 2 after approval by Senate, 64-16; opponents expect Presidential veto. . . GE Supply Co. has changed name to GE Distributing Corp., with GE Supply Co. (Charles P. Pritchard, president) carrying on old business as a division and GE Appliances Co. (Paul A. Tilley, president) handling appliance distribution. . . Two of 9 N. Y. dept. stores, surveyed by Herald Tribune for June, reported 15 & 79% increases in TV-radio sales—but 7 reported decreases of 18, 29, 32, 42, 59, 60 & 73%, respectively . . . Hallerathers has big display in Chicago's Trans-World Air Lines downtown ticket office, plugging particularly its Political Atlas giveaway during conventions . . . Add 27-in. set makers (Vol. 8:26): American Television Inc. (U. A. Sanabria), bringing out console labeled "De-Forest" at $485 . . . Sentinel appoints Casler, Hempstead & Handford Inc., Chicago ad agency . . . Bruno-New York sells 900 RCA table model TVs to New York's Hotel Sheraton, said to be largest number of sets in use by any hotel in area.

Olympic Radio profits for 1952 "will be as good and probably better" than 1951, executive v.p. Percy L. Schoenen (now president) forecast June 25 as first electronic unit for armed forces came off Olympic production lines. Said he: "The lag behind the showing for the first half of last year, when we experienced a boom in the first quarter, was being made up in the second quarter this year. The trend toward a rising volume of business now is in evidence. The second half of this year should provide excellent business, military and commercial." He said Olympic's military order backlog now totals about $15,000,000, with another $10-15,000,000 being negotiated. He predicted company's military bills run at about $1,000,000 a month in 1953. In TV field, he said Olympic is aiming at "a large share" of the combination business; 40% of Olympic's business is in TV-radio-phon combinations, whereas combinations comprise only 10% of output of industry as whole.

May picture tube sales by RTMA members totaled 247,724 worth $5,523,826, somewhat under April's 270,781 valued at $6,074,540, yet up from May 1951's 229,250 which were valued at $5,120,553. Virtually all were 17-in. or larger rectangular, though exact percentage can't be indicated because of error by one reporting company. First 5 months' sales reached 1,559,334, valued at $36,388,020, compared with 2,350,998 worth $61,882,188 same 1951 period.

Pulse Inc. surveyed 1000 TV homes in metropolitan New York area in June, projects findings to show that 156,700 families there (4.4% of homes) own multiple TV sets. It found also that 334,770 families (9.4%) have bought second set but haven't kept original one; this is what most did with original: 185,190 (5.2% of all TV families) traded it in, 56,980 (1.6%) sold it, 49,880 (1.4%) gave it away, 21,570 (0.6%) junked it.

Sylvania's 27-in. all-glass picture tube, competitive to DuMont and RCA metal-coned models (Vol. 8:22-23,26), is also now in pilot production and is being sampled to some receiver manufacturers for experimental purposes. Sylvania says tube has neutral density gray-filter face plate, uses 90-degree deflection angle, has overall length of 22½-in. (less than that of smaller 21-in.), offers nearly twice picture area of 20-in. tube.


"The Muter Story" titles 4-p. article in March-April Signal Magazine, relating success story of Leslie F. Muter companies, including Rola and Jensen.
Electronics Reports: Progress in military electronics production, as described by acting defense mobilizer John R. Steelman in July 3 quarterly report to the President:

“Production of electronics is now running at 7 times the low rate at the time of Korea, when less than 5% of the major military electronic items now in the program were in production. During the last 6 months, 52 major electronic items were first brought into volume production.

“The greatest developments have been in the field of radar. Of the 81 major items of radar equipment currently under contract, not one was being produced at the start of the Korean action. Radio has shown almost as much change as radar, with only 3 of the major items presently under contract having been produced prior to June 1950. All of the sonar underwater detection devices are also new.

“Guided missiles, though one of the smaller components... in terms of dollar costs, represents one of the most intensive research and development efforts. Activity to date has been concentrated on design, experiment and testing, with limited production scheduled for the near future... The impending availability of guided missiles will introduce changes in warfare, both offensive and defensive, at least as great as those wrought earlier by the advent of the airplane. A missile developed by the Army, for example, is capable of taking off from the earth and tracking and destroying an airplane 10 miles away at an altitude of more than 6 miles...”

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Defense contract step-up ordering fourfold increase in output of new type tank fire control equipment has been authorized by Army for Arma Corp., American Bosch subsidiary. Although value of contract wasn't revealed, authorization provides for additional start-up commitment of about $7,000,000. Among other unclassified military contracts announced this week by armed forces: Air Force -RCA, $2,000,000, radios. Signal Corps—Sylvania, $1,752,500, tubes (2 contracts); Hallcrafters, $1,290,216, radios (2 contracts); Western Electric, $1,156,115, transmitters; Chatham Electronics, $1,153,504, potentiometers & tubes (2 contracts); Gates Radio, $984,276, transmitters & receivers (2 contracts); GE, $933,075, tubes; Machlett Labs, $866,422, tubes; DuMont, $748,533, receiver-transmitters.

Federal Telephone & Radio Corp. gets contract from Telefonos de Mexico, S.A., for highest microwave system in world, linking Mexico City and Puebla, only 57 miles apart but for which terminals more than mile high and repeater 3 miles high will be required. System calls for 29 channel, pulse time modulated voice circuits. Unattended repeater will be on Cortez Pass, 5,470 miles from Mexico City, where both Azcarraga and O'Farrell radio interests are planning respective Channel 9 & 7 TV stations, for which microwave STL links will be needed.

Selenium allocations for July will be lower than May & June. Nevertheless, rectifier manufacturers informed NPA, demand for their products is increasing—due principally to TV-radio manufacturers' stepped-up plans for fall production and hiked output of electronic weapons.

Two certificates of necessity for rapid tax write-off of expanded electronic plant facilities issued by DPA June 13-19: Eitel-McCullough Inc., San Bruno, Cal., $99,033 (65% amortization); The Staver Co., Bay Shore, N. Y., $83,689 (70%).

William M. Day, director of NPA's communications equipment div., now asst. NPA administrator in charge of Metals & Minerals Bureau, has been succeeded by his deputy Everett C. Roys, v.p. on leave from Pennsylvania Telephone Co.

Financial & Trade Notes: Motorola has called special stockholders meeting for July 29 to vote on 100% stock dividend and proposal to increase common stock from 1,000,000 to 3,000,000 shares. There are now 879,605 shares outstanding, with July 15 the record date for latest quarter divided of 62½¢ (rate last year was 287½¢, including 37½¢ extra). Company has no plans for utilizing additional 1,340,790 shares of authorized but unissued stock.

Motorola hit new high of 80 last week, jumping from around 72 and year's low of 54½. In recent years, it has consistently shown extraordinary strength among TV-radio stocks, having earned $7,285,102 ($8.29 a share) on sales of $335,285,086 in 1951 after record 1950 net of $12,809,247 ($14.56) on sales of $177,104,689 in 1950 (Vol. 8:12). Earnings for first quarter this year were $2,238,155 ($2.54) on sales of $88,833,095 vs. $2,578,718 ($2.93) on sales of $46,659,847 same 1951 period (Vol. 8:19).

Company holds good fourth place as TV set producer among Big Four manufacturers (others: Admiral, Philco, RCA); is dominant factor in auto radio business as supplier for Dodge, DeSoto, Ford, Plymouth, Willys & Nash; is heavily engaged in mobile communications field (police, fire, taxi radio apparatus), and is a big defense contractor. According to proxy notice for May 5 stockholders meeting, officers and directors are among firm's major stockholders—Paul V. Galvin, president, owning 52,769 shares and a trustee for the 108,906 shares of the estate of his late wife; Robert W. Galvin, executive v.p.; 64,258 shares; Elmer H. Wavering, v.p., 1,045; Daniel E. Noble, v.p., 2933; Frank J. O'Brien, v.p., 2007; Matthew J. Hickey Jr., director, 2500; George R. MacDonald, retired, treas., 3150.

Skiatron Electronics & Television Corp. (Arthur Levey, pres.) enters into joint working agreement with Hanovia Chemical & Mfg. Co., Newark (ultra-violet equipment), which has purchased minority interest and will provide plant for production of Skiatron equipment.

Sentinel Radio earned net profit of $263,692 (69¢ a share on 380,000 shares) on sales of $10,126,175 in year ended March 31 vs. $706,252 ($1.96 on 360,000 shares) on $20,909,708 same period year before.

Avco Mfg. Co. consolidated net sales for first half of fiscal 1952, ended May 31, were $130,834,354, earnings $3,542,928 (38¢ a share) vs. $158,959,656 sales and $5,547,211 (61¢) net for like period year ago.

Republic Pictures reports net profit of $379,551 (10¢ a share) for 26 weeks to April 25 vs. $426,830 (12¢) same 1951 period.

TV's competition to libraries wears off after first year. This was consensus of 9 speakers at New York convention this week of 500 librarians of American Library Assn. Louisville Free Public Library director Clarence R. Graham said circulation of books to adult readers had gone up 40% in last 3 years. Jack Spears of New York State Library predicted that TV will prove no more of a threat to reading than did radio.

Swiss Govt. has bought TV transmitter and equipment from unnamed British firm, reports Commerce Dept.'s Foreign Commerce Weekly. Using 625-line system, Swiss expect to begin telecasting in Zurich by August. Other stations planned: Berne, Geneva, Lausanne, Lugano.

Ford Foundation makes TV debut Nov. 9 with 90-min. dramatic series on CBS-TV Sundays, 4:30-6, serving as showcase for experimental treatment of new story lines similar to CBS-TV Workshop format.

Preparing for St. Louis outlet, for which it will re-apply shortly, CBS reports it has optioned transmitter site in Carondelet area. CBS owns 50-kw KMOX (AM) there.
McFarland Bill, first substantial change in Communications Act since 1934 (Vol. 8:25), was passed by Congress July 2, and ended up in final form as definite compromise between Senate and House. Final bill and report of Senate-House conferences (latter printed on pp. 8330-8336 of Congressional Record) should be studied carefully for all nuances, for it goes into effect as soon as signed by the President—probably in next few days. Following were major actions taken:

1. Eliminated House's Horan amendment, which would have protected stations against suits resulting from defamatory statements made over their facilities by political candidates. Reason: insufficient study given problem.

2. Eliminated House's "newspaper amendment," which would have prevented FCC from discriminating against newspapers in granting licenses. Conferences made it clear, however, that omission of amendment didn't sanction any such discrimination. They felt that new provision is unnecessary.

3. Eliminated authority House would have given FCC to levy fines and suspensions. Gave Commission power to issue cease and desist orders.

4. Eliminated Crosser amendment on payment for facilities of unsuccessful renewal applicant (Vol. 8:25).

5. Modified "separation of functions" provision so as to assure parties of full notice, and opportunity to participate, in connection with staff recommendations in adjudicatory cases.

6. Reinstated "double jeopardy" provision in anti-trust section of Communications Act.

ABC-UPT severance petition still awaits FCC action, believed to be imminent, as ABC's competitive position worsens vis-a-vis NBC and CBS. This week, v.p. Ernest Lee Jahnke wrote to all stations in 1-2-station markets, pleading for more clearances, asking stations to ameliorate the "artificial and temporary monopoly" created by TV freeze. Paramount hearing continued all this week, meanwhile, with Paramount counsel Paul Porter cross-examining Arthur Levey, president of old Scophony Corp., seeking to show that Paramount actually came to Scophony's financial rescue in early 1940s and obviously had no motive for trying to suppress Scophony's TV patents. Levey has testified that part-owner Paramount constantly obstructed his efforts to promote the patents.

Latin America's next new TV station will begin operation Aug. 1 in Ciudad Trujillo, capital of Dominican Republic. Owned by Gen. J. Arismendi Trujillo, the channel 4 station will be operated by La Voz Dominicana, which runs 3 radio stations in capital city (HI2T, HI3T, HI4T). Station uses RCA 5-kw transmitter with 15.8-kw visual power, 7.9-kw aural. First important event to be televised will be presidential inauguration Aug. 16. Same company also plans relay systems to carry TV programs to eastern, southern and interior parts of republic.

Boom in drive-ins has propped up movie industry, says Council of Motion Picture Organizations in disclosing gain of 828 drive-ins and decline of 749 indoor theaters over the last year. Citing statistics from Commerce Dept. & Film Daily's yearbook, COMPO reports 23,199 theaters in operation Jan. 1, 1952, including 4151 drive-ins, for highest over-all total since 1929 peak of 23,344.

Auto radios comprise more than 22% of radio sets-in-use, are included in 24,500,000 passenger cars, or 63% of nation's 57,000,000 automobiles, nearly double those of 1946, says BAB's new brochure Listening on Wheels.

National Council of Catholic Men, Washington, issuing monthly bulletin (at $2 a year) titled Close Up and reviewing and cataloging 16mm religious films regarded suitable for TV.

Marshall Field stations KOIN, Portland, Ore., and KJR, Seattle, were sold this week for $1,500,000 to Mt. Hood Radio & Television Broadcasting Corp., Portland, and Mt. Rainier Radio & Television Broadcasting Corp., Seattle, in both of which companies the following are principal stockholders: Ralph Stolkin, Chicago, owner of oil & ranching properties and chief stockholder in National Video Corp., Chicago CR tubemaker; Edward G. Burke Jr., San Antonio, oilman; C. Howard Lane, Chicago, gen. mgr. of Marshall Field radio stations; Ted R. Gamble, Portland, owner of chain of Wisconsin theatres, wartime director of Savings Bond drive; Sherrill G. Corwin, Los Angeles, owner of Metropolitan Theatres chain. Mr. Stolkin & Mr. Burke were principals in recent purchase of KXOB, Stockton, Cal., with Clem Randau, ex-business mgr. of United Press. Mr. Lane will resign from Marshall Field organization to manage both stations and to prosecute their already-filed applications for Channels 6 & 7, respectively. Mr. Field gave "geographical considerations" as reason for selling, retains ownership of WJJD, Chicago.

On committee representing CBS radio affiliates in effort to halt proposed network rate reductions (see p. 2), it's noteworthy that combination TV-AM operators are playing leading roles. Chairman is George B. Storer, who besides operating 7 AM stations, also has 4 TV: WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio. Other members are Victor Sholis, WHAS & WHAS-TV, Louisville; Hubert Taft Jr., WKRC & WKRC-TV, Cincinnati; John Fetzer, WKZO & WKZO-TV, Kalamazoo; John Patt, WJR, Detroit, and WGAN, Cleveland; Kenyon Brown, KFTV, Wichita Falls; Wm. Quarton, WMT, Cedar Rapids; Ray F. Herndon Jr., KTRH, Houston; Saul Haas, KIRO, Seattle. Also serving, because he's chairman of CBS affiliates advisory board, is I. R. Lounsberry, WGR, Buffalo.

Strike of 67 writers against ABC, CBS and NBC TV-radio networks in New York may disrupt Chicago GOP convention coverage, said striking Radio Writers Guild (independent). Networks retorted that it will do nothing of the kind. Guild, representing news and continuity writers, is dispatching pickets to Chicago, and union officials said they doubted union members would cross picket lines at network installations there. Dispute is over pay increase demands. Threat of strike of Chicago TV-radio newsmen was averted June 30 when ABC & NBC came to terms with another union, National Assn. of Broadcast Engineers & Technicians (GIO).

Oilman Edwin K. Pauley, former treasurer of the Democratic National Committee, who once dropped option to purchase San Francisco's KPIX for $450,000, has made proposal to buy Mrs. Dorothy Schiff's KLCAT-TV, Los Angeles, but as yet there has been no meeting of minds. Proposed selling prices is said to be in excess of $2,500,000. Pauley has long evidenced interest in TV, holds experimental TV license in San Francisco, was in group with radio manufacturer H. Leslie Hoffman which was outbid by General Tire when Don Lee properties (including KTL, now KHJ-TV) were placed on block.

Wage and salary control regulations, as they apply to broadcasting industry, are left virtually unchanged in new Defense Production Act. As originally passed by House, measure exempted from wage control all employees engaged in business not subject to price control—including broadcasting, publishing and motion pictures, etc. But this provision was deleted from version which passed both houses of Congress this week. TV-radio stations & networks are still exempt from price controls.

FCC's proposed rebroadcast rule (Vol. 8:20, 25) has been stayed by Commission for 60 days, or until Aug. 30—following exasperated petitions by CBS, NBC, NARTB.
18 CPs, More Soon—New Markets Coming:

Granting 18 CPs for new TV stations Friday, July 11 -- the first in 4 long years -- FCC showed it wasn't fooling when it adopted channel-by-channel procedure for processing TV applications. Morning meeting brought 14 grants; special 10 p.m. session, very unusual, produced 4 more. Five of the CPs are vhf -- in Denver, Spokane & Austin; the rest are uhf.

At least a few stations on air by autumn is now virtual certainty.

Four commissioners took the action -- Walker, Hyde, Sterling, Bartley -- others being out of town. Using such words as "historic day," commissioners called the speedy grants vindication of choice of processing procedure. The grants:

GROUP A: Denver -- Eugene P. O'Fallon Inc. (KFEL), No. 2; Colorado TV Corp. (KVOD), No. 9; Empire Coil Co. (licensee of WXEL, Cleveland), No. 26. Portland -- Empire Coil Co., No. 27. Springfield-Holyoke -- Hampden-Hampshire Corp. (WHYN & Holyoke Transcript), No. 55; Springfield TV Bestg. Co. (Roger L. Putnam, director, Economic Stabilization Agency), No. 61. Youngstown -- Vindicator Printing Co. (WFMJ & Youngstown Vindicator), No. 73; WKBN Bestg. Corp. (WKBN), No. 27. Flint -- Trans-American TV Corp. (James L. Rubenstein, Philadelphia), No. 28. Spokane -- KXLY-TV Co. (E.B. Craney, Bing Crosby, et al), No. 4; KHQ Inc. (KHQ & Spokane Chronicle), No. 6. Austin -- Texas Bestg. Co. (KTBC-Mrs. Lyndon Johnson, wife of U.S. Senator), No. 7; Capital City TV Co. (Charles Henry Coffield, oilman), No. 18.


All other channels had 2 or more applications each in cities considered -- with a few exceptions. Exceptions involved faulty applications or errors in uhf mileage calculations committed by FCC itself in fashioning allocation plan. All competitive applications in cities considered were designated for hearing. Dates for hearings haven't been set, but none are expected to start short of 6 weeks.

Commission got as far as 13th city in each priority group -- A & B. Territories and non-commercial applicants haven't been considered yet. In cities considered, applications which weren't amended since freeze ended were dismissed. In addition, a few post-freeze applications were dismissed as incomplete or defective. Earlier in week, Commission also granted 12 channel shifts for existing stations.

[All new CPs, channel shifts, applications designated for hearing, dismissals and the 84 new applications filed this week are included in Addenda 14-Z here-with, sent to full-service subscribers. Details on all these and others to July 15 will also be included in new TV Factbook No. 15, off presses in week or so.]

Shouts of joy and outrage greeted actions -- which came 10 days after start of processing July 1. All week, it was open secret Commission intended to act.
Thursday or Friday. Situation was indeed "fluid and critical," as we termed it last week. Take Denver, for example:

Gene O'Fallon's bid for Channel 2 was never challenged. His grant breezed through sometime Friday morning. Same day, another application for No. 2 appeared in FCC's public reference room. It came from California broadcaster Knox LaRue (KSTN, Stockton; KONG, Visalia; KMOR, Oroville). On copy we saw, someone had written "11:10 a.m." Colorado TV Corp. and Empire Coil Co. had Channel 9 tied up until Thursday, when latter amended to uhf Channel 26; FCC granted both next day. Everyone else got thrown into hearing.

FCC means business; that fact stands out above all. Prospective applicants had better make up their minds fast if their cities are high on priority lists. And they'd do well to camp on Commission's doorstep, watch moves of competitors.

Another fact stands out: If application is uncontested and meets minimum requirements -- it's granted. FCC doesn't care whether it's from out-of-town interests, whether it's from AM station, whether ownership is identified with newspapers, show business or what have you. The one thing FCC won't do is tamper with its minimum mileage separations.

With 84 applications filed this week, total received since end of freeze is now 573. And the seriousness of FCC's action this week will undoubtedly precipitate sizable number in next few weeks. Worth noting is fact that 195 of the 573 applications on file are for uhf, and that mere 70 of total have no AM connections. Many uhf applicants are eager to build, but some others are undoubtedly "buying insurance" in order to have a TV channel while eager beavers pioneer new frequencies.

FCC has augmented its TV staff, intends to grind out CPs as fast as staff can process applications. Additional grants are expected next week.

FCC box score for this week: 18 CPs, 64 applications set for hearing, 18 unamended applications dismissed, 5 incomplete or defective applications dismissed.

Lack of action on educational applications will probably disappoint Comr. Hennock, who was busy Thursday night making speech to convention of Emerson distributors in New York, wherein she commended president Benjamin Abrams for offering $10,000 each to first 10 educational stations on air (Vol. 8:26). Commission may be prepared to grant some of the educational applications, but there's big question about the 5 filed so far by New York Board of Regents. New York Legislature hasn't yet appropriated funds for their construction; to some at Commission, that means applicants aren't financially qualified.

Chairman Paul Walker, to whom must go great credit for sparking speedup of end of freeze and granting procedure, delivered another speech exhorting educators to get going; lest their reserved channels revert to commercial use. He spoke July 9 before TV-radio Institute at Pennsylvania State College (Milton Eisenhower, pres.).

Only 9 educational applications are on file -- 5 of them the New York group. And it's significant that 4 educational institutions and 2 non-profit organizations have asked for commercial channels: Loyola U (WWL), New Orleans; Port Arthur College (KPAC), Port Arthur, Tex.; Michigan State U (WKAR), E. Lansing; Missouri U, Columbia; New York City's municipally-owned WNYC and St. Petersburg's WSUN.

BASIC STEPS IN PLANNING TV STATIONS: You liked Joe Herold's article on "TV Station Operating Costs" so well, asked for so many extra copies (Special Report, April 19), that we think you should also have his second study -- "Considerations in the Early Planning of TV Stations." Accordingly, we obtained permission to reproduce it from RCA's current Broadcast News, and enclose it herewith as a Special Report.

The titles indicate importance of these articles at this time, particularly to new-station enterprisers, their planning staffs, engineers, counsel, et al. In this 12-p. article, with its plenitude of diagrams, Mr. Herold presents step-by-step planning procedure, subject on which there has been little or no literature to date.

Now TV station planning consultant for RCA engineering products dept., well known in the radio engineering field, Joe Herold was chief engineer of Omaha's WOW, built & managed its WOW-TV; was consultant on construction of CMUR-TV, Havana; supervised installation and staff training for Brazil's Radio Televisao Paulista.
FACTBOOK MAP KEYED TO NETWORK GROWTH: New wall map to accompany our TV Factbook No. 15 is being prepared with an eye to the advent of new stations. It includes, generally, communities down to 10,000 population.

Accurate routes of existing TV cable & microwave facilities were supplied by AT&T; also shown are the several privately-owned relays still in use. In addition, other Bell System cable & microwave facilities now in service or planned, but not yet equipped for TV, are indicated.

Fact that a broadband facility passes through a particular town doesn't mean immediate network interconnections for newly constructed stations. But it does mean that AT&T is in fairly good position to make fast hookup once it knows when station is due to get on the air -- and once a firm order for service is placed.

AT&T has plans for additional coaxial & microwave routes but isn't making them public yet -- primarily to avoid inflating prices of rights-of-way.

Note: Suitable for framing, delineating areas now receiving TV service, one of the 22x32-in. maps will accompany each Factbook. Additional copies will be available at $1 each. The Factbook itself goes only to full-service subscribers, is due off presses by July 21. Extra copies to subscribers $2.50; non-subscribers $5.

ROAD BEING CLEARED FOR ABC-UPT MERGER: FCC's approval of ABC-UPT merger by August or September became almost certain this week. Though Commission hasn't guaranteed approval in so many words, it is clearly poised for favorable action.

Dramatic climax came July 7, when gen. counsel Ben Cotttone called in counsel for Paramount hearing parties, invited them to file petitions requesting that anti-trust issues be deleted from hearing; that hearing examiner be by-passed, and that case be sent directly to Commission for final decision.

With anti-trust issue out of the way, principal question left for FCC decision would be whether common ownership of movie and TV interests should be approved. Commission is obviously ready to accept parties' argument that a healthy ABC and robust competition among TV networks are far stronger bulwarks against monopoly than any governmental fiat attempting to control relationships of movies and TV.

One other major question would be left for FCC decision, with removal of anti-trust issues -- whether Paramount Pictures controls DuMont. Present TV licenses of both would no longer be in jeopardy, but neither would be able to seek full limit of 5 stations each until and unless Commission rules there is no such control.

Petitions filed this week by ABC, UPT, CBS and Paramount -- pursuant to FCC's invitation -- show picture clearly:

1. ABC is in serious danger of disintegration while hearing drags on. (For details of proposed merger deal of just year ago, see Vol. 7:21.)

2. Anti-trust issues are ancient and dead history -- as even Supreme Court recognized. Both Paramount Pictures and UPT have scrupulously adhered to terms of 1940 and 1948 consent decrees. As Paramount puts it: "The Supreme Court [held] that the sole function of an injunction is to forestall future violations and not to punish for past violations."

3. FCC has already wiped slate clean in similar cases. Westinghouse's licenses were placed on temporary basis for years for exactly same reason -- an old anti-trust case -- yet FCC finally issued regular renewals April 17.

Another case: FCC didn't revoke NBC's licenses when it promulgated chain broadcasting regulations which required NBC to sell its Blue Network (now ABC). "Instead," says Paramount, "the Commission adopted a code of conduct for the future and renewed the licenses...on the premise that their conduct in the future would comply with the regulations."

Following clincher was provided by ABC, UPT and CBS: "To hold that the past activities of Paramount Pictures Inc. should nevertheless be automatically attributed to UPT, so as to disqualify it from holding broadcast licenses, is to say that the courts have approved of a useless and nugatory reorganization."

What brought about FCC's change of mind -- after 90 actual days of hearing, 13,000 pages of testimony, 950 exhibits? Here's how matters shape up:
(1) ARC’s desperate plight brought about by delay — leading to political, editorial pressures on Commission to adopt "rule of reason" instead of continuing to pursue needless "trust-busting" tactics that might conceivably force the network out of business, to the advantage of nobody.

(2) Several resignations at FCC since hearings were initiated have taken much drive out of project. On other hand, Comr. Jones has tried to get even more intense FCC (and Justice Dept.) prosecution of anti-trust case, but he no longer exercises much influence over colleagues — having led them into abortive color decision and having attempted to overthrow their TV allocations decision.

(3) Dragged out hearings have habit of miscarrying at FCC.

VIPs AMONG SEEKERS OF TV STATIONS: Big names, big money, big interests — these and the predominance of radio station owners loom strikingly among applicants for new TV stations. The word really has gotten around that it's a good field for investment, if not influence. Some of the Very Important Personages discernible among the stockholders listed in applications now before the FCC:

Senator Robert Taft's family newspaper-radio interests in Cincinnati are principals in an application for new station in Indianapolis, where Frank McKinney, chairman of Democratic National Committee, and Frank McHale, national committee man, head radio group applying for Indianapolis, Fort Wayne and South Bend.

Senator Knowland's family newspaper-radio interests in Oakland, Cal. have applied for that city, and oil millionaire Senator Kerr of Oklahoma, who also owns several radio stations, seeks TV in Peoria, Ill. Wife of Senator Lyndon Johnson has been granted CP for home town of Austin, Tex., where she controls a radio station.

Ex-Senator Millard Tydings has 12% in Baltimore application, in which other principal is Sam Hoffberger, local Democratic bigwig. Ex-Senator Robert LaFollette is chairman and he and wife own 26% of radio station applying for Milwaukee.

Gov. Adlai Stevenson, possible Democratic candidate for President, has 2% stock in WFXL's application for Springfield, Ill. Ex-Gov. Francis P. Murphy of New Hampshire is principal in application for Manchester; ex-Gov. Horace Hildreth of Maine, for Portland & Bangor; ex-Gov. Ed Rivers of Georgia and his son for several stations in towns where they operate AMs; ex-Lieut. Gov. James Noe of Louisiana, for New Orleans & Monroe.

Economic Stabilizer Roger Putnam, in private life a business man of Springfield, Mass., heads grantee company there. Mayor Quigg Newton of Denver is one of group planning station there (Vol. 8:26), as is Mayor Donald W. Kramer, Binghamton. Robert Butler, ex-Ambassador to Cuba & Australia, is central figure in a St. Paul TV-radio station project. Gordon Gray, ex-Secy. of the Army, now president of U of North Carolina, seeks station in Winston-Salem, where he publishes the newspapers.

Among TV-radio manufacturers, Empire Coil Co., New Rochelle, N.Y., which got grant for what's now the highly-successful WXEL, Cleveland, while local newspapers and others looked on skeptically, got uhf grants this week in Denver & Portland — first uhf grants in history. It's also uhf applicant for Tampa & Bridgeport.

Zenith Radio Corp. is applicant for Chicago. Westinghouse, which got one TV station in Boston pre-freeze, would like 4 more — in Pittsburgh, Portland, Ore., Philadelphia, Fort Wayne, where it operates AMs.

P.E. Mallory Co., big parts maker, holds 20% stock in an Indianapolis application. Ralph Stolkin, National Video Corp., Chicago tubemaker, is in group proposing to buy Marshall Field's radio stations in Portland & Seattle and to acquire TV outlets there also (Vol. 8:26).

The Polan family's Polan Industries, of Huntington, W.Va., whose subsidiary Zenith Optical Co. makes picture tube bulbs, has applied for stations in Wheeling, Youngstown, Roanoke and Ashland, Ky.

TV-radio distributors, as individuals, are known to be identified with some local applicant groups. Outstanding is RCA distributor Henrie & Bolthoff, principals in Denver deal involving Bob Hope (Vol. 8:26). Humara & Lastra, Cuban distributor for RCA, are among owners of one station in Havana and another being built there.
From show business and the newspaper world comes plenty of venture capital. Aside from the numerous theatre and theatre chain owners applying, we see Bob Hope heading Denver venture; Bing Crosby co-grantee for home town Spokane, applicant for Monterey, Cal.; James Stewart & Sterling Holloway stockholders in another Denver project, Stewart also in for Galveston, Tex.; Jack Benny, with producer Wm. Goetz and actor Milton Rudnick, each owning shares in application for Bakersfield, Cal.

Shrewd business woman Mary Pickford Rogers has reapplied for Winston-Salem, may seek others. Gene Autry wants TVs to go with his AMs in Phoenix & Tucson. And big program producers Trendle-Campbell, who once sold their Michigan stations to ABC to concentrate on their Lone Ranger, Green Hornet and other successes, have applied for Flint, Mich. Washington lawyer Theodore Granik, moderator of American Forum of the Air, owns 24% of stock in company applying for Palm Beach, Fla.

Plenty of other interests also want in on TV -- as investments, as bolsterers for their present businesses, or simply because it intrigues them. Among numerous oilmen from Southwest, there's Glenn McCarthy, of Houston's Shamrock Hotel fame, who seeks TV there. Phil Wrigley is a principal in Chicago application. Local newspaper publishers are particularly prominent, and of course the chain publishers who went heavily into radio but missed the TV boat -- the Cowles, the Gannetts, Ridders, Jack Knight, Samuel Newhouse, Eugene Pulliam, Morgan Murphy.

Even the brothers Horvitz, publishing the Lorain Journal & Mansfield News-Journal, in Ohio, who lost Supreme Court case for discriminating against advertisers using their radio competition, seek TV stations in those towns.

* * * *

When our complete tabulation of TV applications to date, detailing the basic facts about each, is made available in our TV Factbook No. 15, due off presses soon, you can study the geographical lists for your own analyses. Equally interesting will be the weekly Addenda sheets thereafter, reporting further applications, the grants, hearing schedules, etc., based on official FCC files and decisions.

**Personal Notes:** J. Roger Wollenberg, ex-Justice Dept. anti-trust div., appointed FCC asst. gen. counsel and chief of litigation div.; patent attorney William Bauer is detached, assigned to Comrs. Jones & Bartley who form new patent committee of Commission; Richard T. Conway, 1952 Indiana U graduate, due to report to gen. counsel in couple weeks ... Ben McLaughlin, commercial mgr., succeeds Herbert Stewart, resigned, as acting mgr. of WICU, Erie ... Hugh M. Beville Jr., NBC research director, elected president of Market Research Council ... I. E. (Chick) Showerman, ex-NBC central div. sales mgr. & v.p., recently with Free & Peters, reps, joins Teleprompter Service Corp. as sales v.p. in charge of newly formed Teleprompter National Sales Corp. ... Lounsbury D. Bates, of CBS-TV legal staff, elected international president, Alpha Delta Phi ... Wm. Sloat, recently with XELD-TV, Matamoros, formerly with CBS-TV, WPX & KEYL, named senior engineer of Weldon & Carr, Washington consulting engineers ... Alfred G. DiGiovanni, ex-Sullivan, Stauffer, Colwell & Bayles, joins NBC as asst. research mgr., TV spot sales ... John Fox, ex-CBS, now production mgr., Family Circle Magazine ... Robert Weenolessen, ex-Young & Rubicam radio program mgr., joins Foote, Cone & Belding as TV-radio executive on Rheingold account ... Joseph A. Jenkins, ex-Ketchum, McLoud & Grove and onetime with WBEN-TV and WBNK, heads new Pittsburgh agency titled Advertising Corp. of America ... Thomas F. McAndrews Jr., ex-CBS and Kenyon & Eckhardt, joins Ted Bates & Co. as TV film producer ... Elmer G. Sulzer, radio director of U of Kentucky, assumes similar post at Indiana U Sept. 1 ... Miss Frances Riley, ex-Walter Schwimmer Productions Inc., named special asst. in NARTB public affairs dept.

Popular Joseph H. Ream, since 1948 CBS executive v.p. and a director, resigns as of Aug. 1 "for personal reasons" and will retire in Florida, possibly taking up cattle raising. He won't be replaced, but attorney Richard Salant, member of CBS's law firm of Rosenman, Goldmark, Colin & Kaye, assigned to CBS matters, joins the network as a v.p. & general executive July 21. "Joe" Ream is 48, a native of Iowa, 1925 graduate of U of Kansas, 1927 graduate of Yale, joined CBS in 1934 as general attorney. He became secretary in 1939, v.p. in 1942. Mr. Salant, 38, is a 1938 graduate of Harvard Law School, Navy veteran, former NLRB and Dept. of Justice attorney.

**Newspaper readership in TV homes continues about same as those without TV, according to report by J. P. McKinney & Son and Ward-Griffith Co., newspaper reps, based on Daniel Starch & Staff analysis of 1208 interviews for readership studies conducted for Hartford Times and Providence Bulletin. In fact, observation of retail ads in newspapers by women in TV homes ran about 10% higher than those without TV; general or national ads, about same; among men, 2% higher in TV than non-TV homes. Tests were conducted in February, based on heavy Thursday newspapers.

Dr. Augustin Frigon, 64, director of planning & research for Canadian Broadcasting Corp., ex-CBC general manager, died July 10 at Sixteen Islands Lake, Que. A graduate of Laval U and MIT, he was prominent in consulting engineering and education circles in Quebec, is survived by widow, son and daughter.

Kenneth G. Farnsworth, 51, ex-sales chief of WJZ-TV & WARD, recently producing own show on WDTV, Pittsburgh, died July 11 in Pittsburgh after brief illness.
The tremendous impact of TV on Republican convention—and vice versa—received almost as much attention this week across nation as did convention itself. While this is being amply covered by daily and trade press, we think these highlights and lowlights of convention-TV worthy of attention:

Sponsors paid networks plenty for TV coverage, but they got bargain—nets are expected to go some $3,000,000 in hole on conventions. For TV-radio versions of 2 conventions, plus election night returns, Philco reportedly paid NBC $2,750,000, Westinghouse paid CBS $2,500,000, Admiral paid ABC $2,000,000. NBC-TV had to cancel un-expectedly an estimated $58,000 worth of commercial time on opening day, July 7, to cover prolonged debate over seating of disputed delegates.


"There's such confusion on the floor of the Amphitheater," reported NBC commentator Earl Godvin, "that the delegates call long distance to find out what the home folks have seen on TV; they have a clearer idea of what is going on than the delegates themselves."

Movie houses, which had braced themselves for sharp falling-off of business during convention telecasts, found business as good as or better than usual; some attributed this to lack of entertainment programming on TV.

Visitors to office of FCC Comr. Bartley in Washington viewed convention on 7-in. Hallicrafters receiver which he picked up for $18 at recent "bargain sale."

WITH THE TELECASTING of GOP convention, "TV has come of age." There's no doubt about that if you read the newspaper editorials and articles. Convention TV coverage itself was widely praised, but most editorialists dwelt on creation of more informed public, and—more particularly—the electronic eye's revolutionary influence on politicians, conventions, campaigns and the like. Typical was July 9 New York Herald Tribune editorial which pointed out that "the home viewer gets a more clearly defined understanding than ever of how candidates are chosen, and, possibly, how Presidents are made." Editorial went on to say:

"Just as important is the increased awareness that TV has brought to the delegates of their responsibilities to the citizen who is not attending the convention. The windows of the smoke-filled rooms are gradually being opened. The people are insisting on their right to see what is going on at first hand, and their demand is being accepted. In years to come, TV may bring about even greater changes in floor procedures and activities, for already it is almost as if the cameras are being reversed and the delegates are observing the intent faces of those who while still on the outside are now enabled to look in."

These sentiments were voiced same day by New York Times TV-radio editor Jack Gould, who called TV's admission to credentials committee "its first, if limited, victory over the smoke-filled room." He stated: "The barring of video had become linked with the whole question of an open and fair convention. As matters have now turned out, the preliminary Eisenhower triumph [on issue of seating contested delegates] also coincidently contributed to TV's advance as an independent journalistic medium. . . The Taft forces who barred the cameras committed a tactical public relations blunder that now has worked to video's advantage. . . Now that the precedent has been established, it is difficult to see how the Democrats can do any less by way of welcoming TV without stirring up another storm."

New York Times July 8 gave this apt description of TV's political role: "TV may underlie insincerity; it may catch an individual laughing at some wrong joke or yawning at some other person's eloquence; it may reveal some pretentious tub-thumper as the comic or tedious figure he actually is. TV, in short, gives democracy an all-seeing eye. Some day the results may startle us. They already do—a little."

Slide-rule for TV coverage calculations has been devised by J. B. Epperson, chief engineer of WEWS, Cleveland. He says he'll manufacture it if demand warrants.

Offset-carrier position of each channel in FCC's allocation table was indicated in new table released this week. Copies are available from Commission—or we can get them for you.
TRENDS & FIGURES PLEASE SET MAKERS: Manufacturers are elated, of course, over flow of TV sets during June and continuing good trade prospects for rest of summer and fall-winter, sparked by TV at political conventions (see story below).

Particularly are they pleased with concrete evidence from FCC this week, in 18 new-station grants (see p. 1), that it is truly intent on getting more outlets going -- thus widening the receiver market. Fact that Denver got 2 uhf this week, Spokane 2, Austin 1, and that Portland and other sizable cities got first uhf grants should really start ball rolling.

* * *

RTMA weekly trade figures point to healthy trend. For first week of year's second half, ending July 4, factory inventories fell to 388,956 from 404,871 week preceding (Vol. 8:27). Week's output of TVs fell to year's low of 38,648 sets (1491 private label) from 75,959 June 27; it was first week of plant vacations for most.

Week's radio output fell to 65,911 (21,145 private) from 179,386. Factory inventories of radios were at year's new high of 459,190, however. Week's radios were 32,041 home units, 14,074 portable, 9572 clock, 10,244 auto.

TV SET NOW INDISPENSABLE IN THE HOME: Cautious manufacturers and TV tradesmen say it's somewhat too early to gauge impact of GOP convention telecasts on sales -- but they have few doubts about long-range effect on the public. TV has become just as indispensable in the home as radio -- and it took scant 5 years to do it.

That fact alone makes the network sponsorships by Admiral, Philco & Westinghouse -- costing them in aggregate some $7,500,000 for TV-radio time and talent -- well worth while. That the whole industry is benefiting, goes without saying.

We asked all 3 whether they felt their TV-radio sponsorships were helping move goods, particularly TVs. Westinghouse said it was too early to tell. Philco's Jimmy Carmine wired: "Early reports indicate tremendous response...Distributors and dealers report unusual reaction from the public. Dealers & distributors expressing enthusiasm over our sponsorship of this convention coverage greater than any of our previous campaigns."

Admiral's sales v.p. Wally Johnson reported "definite results," with refrigerators moving well even in Detroit despite auto shutdowns due to steel strike. He added: "Our Minneapolis distributor reports that the saturation advertising has created considerable interest among consumers who have been filling dealers' stores. Dealers who have been buying TVs and refrigerators very conservatively now are reordering, and we expect to see more reorders written before the Democratic convention begins July 21. Business has also been very good throughout the Southwest where several cities recently added to the TV network."

June sales of TVs were extraordinarily good, generally, but we find lots of differences of opinion on July. Dealers in the well-saturated markets say it's slow now because people bought their sets last month in anticipation of the conventions. But in some cities, notably Chicago and Los Angeles, and in the 10 newly interconnected cities, wholesalers and retailers are reporting land-office business.

Prospects for Miami, New Orleans, Houston, Dallas, Fort Worth, San Antonio, Tulsa, Oklahoma City, Phoenix & Seattle are that business will continue good as network programs continue to be fed to them even after the conventions. Advent of network into Dallas, a correspondent writes us, found 2 distributors unable to keep in stock and at least 8 major retailers saying they're far behind in installations.

Some set makers were inclined to dispute bearish reports of some retailers,
reflected in Wall Street Journal: "Only in TV saturated and politically sophisti-
cated markets of the east are dealers less excited over the sales impact of big time
politics." But Davega chain was reported stating "sales are just dribbling along."

No sales spurt was discerned by Herald Tribune, either. It quoted Macy's
that GOP convention has had "not too much effect, if any, on sales." On other hand,
big Bruno-New York, RCA distributor, states things look so good now that it's
splurging some $150,000 on huge saturation campaign next week to plug new line.

Servicemen are being taxed to utmost, and it looks like more of same as the
Democratic convention approaches and as interest in sports heightens. (Incidentally,
not only is World Series always a big set seller, but special events like All-Star
baseball game this week help a lot -- as will Admiral-sponsored pre-season football
game on DuMont Aug. 15 between champion Los Angeles Rams and College All-Stars.)

TV rentals -- especially hotels -- were going great guns everywhere all this
week, most running out of sets very quickly. And some restaurants and public places
found they needed larger-size screens, or even additional sets. Eating places, bars,
hotels, hospitals have long been good outlets for receiver sales. But report from
California hints another "prospect"; the State honor prison at Chino allows TV view-
ing, and 3 sets were used all this week so the 1500 inmates could watch convention!

Trade Personalities: Richard A. Graver, Admiral v.p. since
July 1944, onetime Atwater Kent and RCA sales executive,
has resigned to join Capehart-Parnsworth; no successor
has been named ... James E. Herbert promoted to Motor-
ola sales mgr., Charles H. Combe to national retail mdsg.
mgr., with James M. Tuttle, ex-San Francisco-Seattle regi-

donal mgr., promoted to western div. sales mgr., suc-
ceeded by Ashton H. Hubert; Robert W. Evans, ex-Chatta-
nooga, to Kansas City-St. Louis regional mgr., succeded by
Verne W. May ... Brig. Gen. Russell E. Randall, USAF
(ret.), elected president, Utility Electronics Corp., 231
Grant Ave., E. Newark, N. J. ... Meade Brunet, RCA v.p.
in charge of international div., elected a trustee of Union
College, Schenectady, from which he was graduated in en-
gineering in 1916 ... Ken D. Derr, ex-Sparton of Canada,
Columbia Records and recently v.p. & gen. mgr. of Capitol
Records of Canada Ltd., named gen. sales mgr., Toronto
TV-radio div., Dominion Electrohome Industries Ltd....
Douglas C. Iden, ex-asst. supt. of Motorola plant in Chi-
egano, named supt. of new Motorola Canada Ltd., Toronto;
Mike Steinhoff, mgr. of quality control; James K. Williams,
purchasing agent; Arnold W. Neimuth, controller ... E. B.
Shaffer appointed mgr. of kinescope renewal sales, RCA tube
department. D. M. Branigan continuing as mgr. of receiving
tube renewal sales and A. G. Petrasek named mgr. of elec-
tronic components renewal sales, replacing Shaffer ... 
Morton G. Scheraga promoted to asst. technical sales mgr.,
DuMont instrument div. ... Albert Friedman, Olympic
gen. sales mgr., promoted to sales v.p. ... Nelson H. Stew-
art promoted to asst. to sales mgr. H. G. Cheney, Westing-
house electronic tube div. ... Rudolph Sachs appointed
Hytron mgr. of new semi-conductor products div. ... 
Hedge C. Morgan, ex-Automatie Washer Co., now Bendix
radio contract sales mgr. ... Edwin B. Hinck heads new
DuMont CR replacement sales dept. ... Thomas A. Cronin
named mgr. Wells Television Inc., specializing in hotel in-
stallations ... Edmond G. Shower, ex-Bell Labs, now head
of Nation Union transistor div. ... Homer M. Hill Jr.,
ex-Ansley Radio, now gen. mgr., Arthur Ansley Mfg. Co.,
Doyles-town, Pa. ... Vergal Bourland, Ft. Worth, and Al
Robertson, Oklahoma City, elected to NARDA board to
fill unexpired terms of R. B. Garlock and L. P. Olson, re-
signed ... Joseph A. Zulwin, ex-Appliance Distributors
Inc., Chicago, appointed Zenith mgr. for eastern territory
(including Philadelphia, Baltimore, Washington) formerly
covered by late Irving Herriott Jr. ... Matt Barnes named
Zenith regional mgr., Dallas ... John Ryan, ex-Philco Dis-
tributors Inc., New York, named Philco central div. mgr.,
succeeded by Robert Kelly ... Joseph A. Bihleimer, div.
mgr. in St. Louis, named gen. mgr. of Philco Distributors
Inc., Chicago, succeeding Ward M. Caldwell, assigned to
Kansas City ... George B. Wayson, ex-Spiegel and Jack-
son, named sales mgr., Esquire Radio, Elwood R. Berke-
ley, ex-American Wholesalers, Washington, named Spar-
ton district merchandiser for eastern Va., western Md.,
 southeastern Pa.

Montreal now has TV—but it's wired TV on rental
basis, supplied by Rediffusion Inc., which for some time has
offered background music and "wired radio" programs to
Montreal homes and business places. Here's how Redif-
fusion plan works, as explained in full-page ads in local
papers: Subscriber pays $25 installation fee plus $4.40
weekly rental and receives British-built Ekco 16-in. re-
civer. Closed-circuit service presently includes children's
program 5-6 p.m. and feature film at 8 p.m. daily, plus
choice of 6 sound programs including background music
24 hours a day. Rediffusion ads are aimed directly at dis-
couraging purchase of TV sets, stress high cost of sets,
 antennas and service. Montreal dealers are up in arms,
Retail Merchants' Assn. leading campaign to combat Re-
diffusion ads. First live telecasts on CBC's new Montreal
TV station are scheduled to begin July 25 with baseball
games of Montreal Royals. Rediffusion started similar
wired TV service in Britain in 1938, offers wired sound
programming there and in 13 other countries.

Pocket radio not much bigger than cigarette pack—
using transistors instead of tubes—will be marketed by
Emerson within 3 years, exec. v.p. Dorman Israel predicted
at New York distributors meeting July 10. He displayed
experimental model, said his company is ready to produce
midget sets as soon as defense regulations permit use of
transistors for civilian products.

Two 29-year-old engineers of RCA Victor—Ray D.
Dennis, design engineer at Indianapolis receiving set plant;
and A. Wm. Bloom, tube engineer at Harrison, N. J. tube
plant—win 2-year company scholarship grants at Harvard
Business School with all expenses paid, full pay and full
employee benefits.

Philco host to 500 Annapolis midshipmen July 9 & 16
on tours of its Philadelphia plants.
CONSIDERATIONS IN THE EARLY PLANNING OF TV STATIONS

By J. HEROLD
TV Station Planning Consultant Engineering Products Dept.

In planning a television station, the first step is the establishment of the legal, financial, and technical qualifications of the owner. Moreover, evidence is necessary to show that the proposed station will be in the public's interest and convenience. This can best be established through the services of an Engineering Consultant and Legal Representative qualified to practice before the Federal Communications Commission. The Consultants will also advise on television station channel availabilities and will assist in development of the basic planning in preparation of the application in its final form for submission to the FCC. Lists and addresses of such Legal and Technical Consultants can be obtained from the Broadcasting Magazine Yearbook or from the Television Factbook, published by Television Digest, both of Washington, D. C.

BASIC STEPS
The basic steps in planning follow in logical progression and are listed below, followed by considerations in connection with each step.

**Basic Steps in Planning**

1. Determine area of market, radius of coverage required to serve the area, TV channel availabilities, and estimate potential income.
2. Select site. Determine antenna height, antenna gain, and transmitter power.
3. Determine sources of program material, program policies, outline tentative program schedules, and plan extent of programming facilities.
4. Estimate total capital investment.
5. Estimate yearly operating expense.
6. Fill in FCC Form 301 (Revised) and file with the Federal Communications Commission.
7. Project probable future expansion.
8. Determine personnel requirements and begin training.
9. Plan the building and the design, construction, and installation of technical equipment.

**Market and Potential Income (Step 1)**

In determining market areas, market trends, and income potentials, a number of market analysis surveys are available. Perhaps the one best suited to TV Market analysis is “Population and Its Distribution” by the J. Walter Thompson Company. In this survey the market analysis of various cities is considered in terms of the cen-

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**Editor's Note:** Nine logical steps to follow in the early planning of TV Stations are outlined and discussed in this article. As the author points out, all factors warrant the careful consideration of the Planner. Market Areas, Sites, Coverage, Programming, TV Floor Plans, Capital Investments and Operating Costs are discussed. A detailed article on “TV Operating Costs” by Mr. Herold previously appeared in Broadcast News, No. 68 and may be used as an additional reference.

**FIG. 1 (below).** Market Area considerations.
Where the trade area of a city is more or less symmetrical, a site near the city will give the most uniform coverage.

Directional antennas are a possibility, but usually involve non-standard designs which should be avoided when possible.

When the area is not symmetrical about the city, it will usually not be possible to cover the whole area with a non-directive antenna.

When the trade area is very large or of irregular contour, it will probably not be possible to provide coverage of the whole area.

Following is an average figure of the Class "A" Time Rates per hour and minute for existing TV stations, based on receiver circulation.

<table>
<thead>
<tr>
<th>Receivers</th>
<th>Hour Rate</th>
<th>Minute Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,000</td>
<td>$225.00</td>
<td>$27.50</td>
</tr>
<tr>
<td>60,000</td>
<td>300.00</td>
<td>54.00</td>
</tr>
<tr>
<td>100,000</td>
<td>400.00</td>
<td>75.00</td>
</tr>
<tr>
<td>130,000</td>
<td>500.00</td>
<td>90.00</td>
</tr>
<tr>
<td>190,000</td>
<td>600.00</td>
<td>110.00</td>
</tr>
<tr>
<td>500,000</td>
<td>800.00</td>
<td>145.00</td>
</tr>
<tr>
<td>1,775,000</td>
<td>1,500.00</td>
<td>300.00</td>
</tr>
<tr>
<td>3,000,000</td>
<td>3,000.00</td>
<td>550.00</td>
</tr>
</tbody>
</table>

Income potentials of a locality can be estimated by studies of market surveys, market trends, potential and actual number of receivers installed, program sources, and studies of existing TV station histories.

Selecting the Site (Step 2)

In this consideration, antenna and transmitter are primarily involved, since, if necessary, the studios can be separated from the transmitter plant and located at a more accessible or convenient location with coaxial cable or microwave relay circuits linking the studio to the transmitter. However, combined studio-transmitter sites are most efficient and will reduce operating expense.
Selecting the Site (Step 2 Cont'd)

It is most desirable that the transmitter and antenna be located at the highest point above average terrain, nearest the center of the area to be served. This may be a tall building, a mountain, or other points with terrain or structural advantages in height.

Adaptability of existing plants, such as AM or FM transmitter sites, etc., should be explored as possible TV transmitter sites. Existing AM or FM antenna structures may be used to support the television antenna. Tower manufacturers will advise if this is possible.

Other factors of major importance to be considered are:
Space. Possibilities for expansion.
Land and construction costs.
Access to public utilities, (power, transportation, water, telephone, etc.).
Freedom from interference, such as high radio frequency field strength signals from AM stations or high audio noise levels.

The site should be selected only after exhaustive studies have been made, including (when doubt of coverage exists) experimental transmissions from the proposed site so that field strength measurements can be made to predict, accurately, the coverage of the proposed station.

Antenna Supporting Structures

The area covered at the television frequencies increases almost directly with the increase in antenna height. Therefore, it is advisable to plan for maximum antenna height above average terrain, consistent with supporting structure costs, interference with air lanes (Subject to Civil Aeronautic Authority approval), and building restrictions. Tower costs depend on whether the structure is guyed or self-supporting, height, wind loading, footing, and installation complications.

Guyed towers are most practical, when space permits, since costs are much lower than the self-supported types of structures.

Antenna Gain and Transmitter Power

The Federal Communication Commission uses the Effective Radiated Power (ERP) of a television station in determining coverage and power. This is the product of transmitter power less transmission line loss times antenna gain.
Maximum and minimum values of ERP are specified by the FCC for the various TV channels and are based on frequency and population.

“Antenna gain” is derived from antenna arrays designed to concentrate radiation toward the earth at a low angle. Gain is calculated with reference to a single element antenna. Additional elements stacked vertically and properly excited will give the effect at the horizon of an increase in transmitter power. Gain per element in the array is usually near unity.

Antenna gains of from 3 to 30 times can be obtained, depending on the channel frequency. In some instances directional patterns may be desirable, and directional radiation can be obtained from the “Super Gain” and “Super Turnstile” types of radiators. “Beam Tilting” is possible, and in some instances, may be desirable since it provides tilting of the beam vertically and makes possible concentration of the signal in certain areas within the coverage radius.

Transmission line loss represents a loss in power and is minimized by keeping line runs as short as possible and by use of low-loss types of line.

Wave guides may be used at the Ultra High Frequencies to reduce transmission losses.

There are cases requiring special antenna design and installations. These may occur for the following reasons:

1. Special gain requirements not met by standard antenna.
2. Directional pattern requirements.
3. Installation of multiple TV antennas on one tower. (Common antenna sites.)

The Engineering Consultant will assist in determining antenna specifications best suited for coverage of the market area.

Coverage

The family of coverage curves for various channel classifications included as Figs. 10 and 11 will give some idea of coverage to be expected. Fig. 10 shows effects on coverage radius in miles with a fixed an-
Programming the TV Station (Step 3)

Sources of program material must be determined in arriving at an overall program policy.

There are four major sources of program material—network, film and slide, live studio and remotes. The program facilities required will depend on the above sources, expanding greatly with the live studio and remote originations. Effects of such activities on operating expenses are shown in the TV station operating expense analysis. Of primary consideration is the amount of program expense which can be incurred consistent with a sound operation, financially.

In planning costs of program facilities, consideration must be given to the extent of programming activities from the various sources and the provision made for adequate facilities to support such program planning. Items to be considered in connection with facilities are: Studio size, lighting, acoustic treatment, air conditioning, staging, scenery, properties, special effects, cameras, camera dollies, audio systems, inter-communication systems, mobile units, microwave facilities, availability of network connections, etc.

The best approach to the problem of the extent of the technical facilities is through a systems layout plan showing both video and audio facilities. Manufacturers of television equipment have experienced personnel to assist your engineering consultant or chief engineer in analysis of facilities required, based on program plans, in development of facilities planning.

FIG. 10. Coverage curves showing “ERP” versus “Miles Coverage”.

FIG. 11. Coverage curves showing “Miles Coverage” versus antenna height with fixed “ERP” values.
Studios

Studio size should be large enough to allow freedom of motion in production of programs and should include plans for expansion. Ground level studios, whenever possible, are preferred. Doorways should be provided for easy entry with large props, scenery, and even automobiles. Good acoustics and lighting demands ceiling heights of 16 feet or more. Proximity of scenery and prop storage, scenery and art rooms, and artist dressing rooms, will have an important bearing on operating efficiency. Consideration should be given to space for audiences in event audience participating programs are planned. Proximity of high power AM stations and noise levels from street traffic will determine the amount of electrical and acoustic shielding required. The experience of a number of operating stations is that storage space for scenery and props in the ratio of two square feet of storage, or more, to each square foot of studio space is desirable. Rehearsal rooms are advantageous in most operations.

Networks

Program sources from networks will depend on the number of TV stations in the city and the availability of Telephone Company facilities for relaying the network programs to the television station. There are four major companies now supplying television programs for networks of stations. They are National Broadcasting Company, Columbia Broadcasting Company, American Broadcasting Company, and the Dumont network. The map of A T & T existing and proposed TV network facilities and the list of existing stations and their network affiliations, shown here, may be helpful in determining the availability of network facilities to the TV station. Although the map may show the Telephone Company network facilities as serving your city, it is advisable that the A T & T commercial office in your city be advised, at an early date, of your plans for a television station in order to establish availability of facilities to your station. In the event the Telephone Company’s facilities by-pass a city, it will be necessary to install microwave links to the nearest telephone company terminal. This has been done by a number of existing TV stations. If local facilities must be used in connection to the telephone company’s network facilities, the microwave stations will be a capital investment item and should be included in the estimated capital investment. Costs for microwave facilities vary greatly depending on terrain and distances and are available from manufacturers on request.

"Line Charges" for use of the telephone company’s network facilities are usually deducted by the network company from the compensation it receives from the advertiser for the TV station’s air time. The amount deducted is set forth in the network-station agreement, usually near two-thirds of the station’s card rate.

FIG. 12. Sources of program material include remotes, film, slides, network and live studio.

FIG. 13 (at right). Typical TV Studio floor plan.
Remote Pickup

Television stations in a great number of markets will find remotes a good source of program material. Remotes include all events picked up outside the studios. Remote pickup facilities could include equipment for either direct pickup for immediate rebroadcast or filming of the event for delayed broadcast, or both. Microwave transmitters and receivers are used, in the direct method, to relay images to the main transmitter over a narrow microwave beam. This method has the advantage of immediacy which adds considerably to the viewer's interest.

In film pickup, motion picture cameras (usually 16 millimeter) are used, either sound on film or silent, to record the images on motion picture film for rebroadcast at a later, "delayed" time. In this method, the exposed film is rushed to the studio (the amount of rush depending on time between filming of the event and the rebroadcast time) and is processed by automatic film processors. Film has the advantage of the possibility of editing and thereby deleting undesirable portions of the program and condensation to fit available time segments. Both methods are used in coverage of sporting events, such as baseball, football, basketball, hockey, boxing, and wrestling, in addition to special events, such as parades, meetings, and all events of newsworthy nature.

The planner should decide on whether facilities for remote programming are desirable, and, if so, estimate capital investment requirements.

For direct "live" pickups, a mobile unit, television cameras and microwave relay equipment will cost approximately $66,000. For film pickup, silent and sound on film cameras, processors, editors, screening equipment, etc., will cost about $12,500.

Film Department

Film facilities will be a capital investment item. The basic film department will be equipped to screen, time, edit, schedule, store, receive, and tranship film.

First step in film facilities expansion is the filming and processing of slides. In most stations, this is a necessary service facility with good income possibilities. Cost of equipment required for slides only is considerably less than that of motion pictures.

Second step in film department expansion is the filming and processing of motion picture film, silent, or sound on film. This step will require a fairly large investment in motion picture and processing equipment. However, depending on commercial services available locally, this can be a very profitable department. Filming of commercial announcements and auditions will assist greatly in sales and service to the advertiser. Also, addition of motion picture filming equipment will make possible the filming of special events, news, interviews, sporting events, and public service features.

According to the extent of activity in this field, film room facilities will include dark room, processing, storage, editing, screening, receiving and transhipment space.
Estimated Total Capital Investment (Step 4)

At this stage of the planning, decisions on factors already considered will permit an accurate estimate of the capital investment.

The applicant for a television station construction permit must include, in addition to other items, estimated costs of the following items, in the Form 301 application, which appear in the order shown.

A column for estimating capital investment is included for convenience.

Exact quotations of equipment costs can be obtained from manufacturers' representatives. Approximate cost tables follow, and are listed for convenience.

Transmitter Costs

Estimated transmitter costs representing various powers and including side band filter, one set of tubes, one set of FCC spare tubes. All amounts are in thousands of dollars:

<table>
<thead>
<tr>
<th>Transmitter Output</th>
<th>Channel</th>
<th>Power</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 Watts</td>
<td>2-6</td>
<td>500</td>
<td>$30.0</td>
</tr>
<tr>
<td>500 Watts</td>
<td>7-13</td>
<td>500</td>
<td>35.1</td>
</tr>
<tr>
<td>1 KW UHF</td>
<td>14-83</td>
<td>1</td>
<td>55.6</td>
</tr>
<tr>
<td>2 KW</td>
<td>2-6</td>
<td>2</td>
<td>44.6</td>
</tr>
</tbody>
</table>

2 KW 7-13 49.7
5 KW UHF 14-83 80.75
10 KW 2-6 85.0
10 KW 7-13 90.2
10 KW UHF 14-83 133.5
25 KW 2-6 149.9
20 KW 7-13 152.5
50 KW 7-13 212.7
50 KW UHF 14-83 216.0
50 KW UHF 14-83 250.0

Estimated Transmitter Cost...$---

Frequency and Modulation Monitors

Including standard monitoring and test equipment:

VHF ----------------------------- $2.6
UHF ----------------------------- 2.7
Miscellaneous Test Equipment 2.4

Estimated Frequency and Modulation Monitor Cost...$---

Antenna System, Including Transmission Line

Transmission line, 3 1/4", approximately $1.6 per 100 ft., dual run (Channels 2-13).

Transmission line, 3 1/4", approximately $0.8 per 100 ft., single run (UHF Channels 14-83).

Estimated Transmission Line Cost...$---

Antenna and Diplexer

<table>
<thead>
<tr>
<th>Antenna</th>
<th>Channels</th>
<th>Gain</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Section</td>
<td>2-3</td>
<td>3.3</td>
<td>$11.4</td>
</tr>
<tr>
<td>3-Section</td>
<td>4-5-7</td>
<td>4</td>
<td>9.8</td>
</tr>
<tr>
<td>6-Section</td>
<td>2-3</td>
<td>6</td>
<td>30.8</td>
</tr>
<tr>
<td>6-Section</td>
<td>4-6</td>
<td>7</td>
<td>27.5</td>
</tr>
<tr>
<td>6-Section</td>
<td>7-13</td>
<td>6.8</td>
<td>13.2</td>
</tr>
<tr>
<td>12-Section</td>
<td>2-3</td>
<td>12</td>
<td>89.5</td>
</tr>
<tr>
<td>12-Section</td>
<td>4-6</td>
<td>12</td>
<td>67.5</td>
</tr>
<tr>
<td>12-Section</td>
<td>7-13</td>
<td>13</td>
<td>38.5</td>
</tr>
<tr>
<td>Super Gain</td>
<td>2-3</td>
<td>11.5</td>
<td>120.0</td>
</tr>
<tr>
<td>Super Gain</td>
<td>4-5-6</td>
<td>11.5</td>
<td>90.0</td>
</tr>
<tr>
<td>Super Gain</td>
<td>7-13</td>
<td>11.5</td>
<td>57.5</td>
</tr>
<tr>
<td>UHF Antenna</td>
<td>14-40</td>
<td>24</td>
<td>10.0</td>
</tr>
<tr>
<td>UHF Antenna</td>
<td>40-60</td>
<td>26</td>
<td>10.0</td>
</tr>
<tr>
<td>UHF Antenna</td>
<td>60-83</td>
<td>28</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Estimated Antenna Cost...$---

Tower Costs

Approximate tower costs, including installation, in thousands of dollars (guyed, non-insulated towers):

<table>
<thead>
<tr>
<th>Tower Height</th>
<th>Antenna</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>200'</td>
<td>3-Sect., Chan. 2-13, and UHF</td>
<td>$7.9</td>
</tr>
<tr>
<td>400'</td>
<td>3-Sect., Chan. 2-13, and UHF</td>
<td>12.6</td>
</tr>
<tr>
<td>600'</td>
<td>3-Sect., Chan. 2-13, and UHF</td>
<td>15.5</td>
</tr>
<tr>
<td>1000'</td>
<td>3-Sect., Chan. 2-13, and UHF</td>
<td>16.0</td>
</tr>
<tr>
<td>200'</td>
<td>5-Sect., Chan. 2-6, 12-Sect., Chan. 7-13, and 6-Sect., Chan. 4-6</td>
<td>18.8</td>
</tr>
<tr>
<td>600'</td>
<td>6-Sect., Chan. 2-3</td>
<td>22.4</td>
</tr>
<tr>
<td>1000'</td>
<td>6-Sect., Chan. 2-3</td>
<td>34.4</td>
</tr>
<tr>
<td>500'</td>
<td>6-Sect., Chan. 2-3</td>
<td>41.0</td>
</tr>
<tr>
<td>600'</td>
<td>6-Sect., Chan. 2-3</td>
<td>53.6</td>
</tr>
<tr>
<td>800'</td>
<td>6-Sect., Chan. 2-3</td>
<td>107.9</td>
</tr>
<tr>
<td>1000'</td>
<td>6-Sect., Chan. 2-3</td>
<td>143.0</td>
</tr>
</tbody>
</table>

Estimated Tower Cost...$---

Antenna System, Including Transmission Line

(Add transmission line, antenna, and tower costs)...$---
**Estimated Yearly Operating Expense (Step 5)**

The next logical step in the early stages of planning (and an important one) is the careful prediction of operating expense. A detailed analysis of predicted operating costs appeared in the “March-April” issue of Broadcast News. Reprints giving full details are available from the nearest RCA Field Representative, or from RCA Broadcast Equipment Sales, Camden, New Jersey.

However, as a convenience, sufficient information is included here to arrive at predictions in early cost studies. Therefore, a table is included below which summarizes estimated overall operating costs included in the earlier detailed analysis. In this earlier analysis, careful thought was given to all facets of operations, such as (1) personnel, (2) technical expense, (3) tube costs, (4) space considerations, (5) programming, (6) sales staff, and (7) administrative.

All estimates below represent well-equipped and adequately staffed television stations. Station categories are broken into the following four groups, defined below.

- **A. GROUP “A” STATION:**
  - Program Sources: Networks, Film, and Slide. No Live Studio.
  - 2 KW Transmitter.

- **B. GROUP “B” STATION:**
  - Program Sources: Networks, Film, Slide, Single Live Studio.
  - 10 KW VHF Transmitter.

- **C. GROUP “C” STATION:**
  - Program Sources: Networks, Film, Slide, Live Studio and Remotes.
  - 20 KW Transmitter.

- **D. GROUP “D” STATION:**
  - Program Sources: Network, Film, Slide. Two or More Live Studios and Remotes. Master Control Room. Maximum ERP.

**Filing Application with FCC (Step 6)**

At this stage in the planning of a television station, FCC Form 301 Revised, an application for a television station construction permit, can be filled in, with the guidance and assistance of the legal and technical consultants in preparation of exhibits concerning legal qualifications, financing, programming, and engineering data.

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**Studio and Technical Equipment**

Studio equipment, for film and network facilities only, no live studio $34.3

Additional film camera .................. 10.6

Live studio programming, 2 cameras, lighting, audio equipment, video switcher .................. 50.4

Remote pickup, mobile unit, 2-camera field equipment, microwave, audio .................. 66.2

Additional live camera (each) ............ 15.4

Basic film accessories .................. 1.3

Complete film department. Sound on film camera, silent camera, film processor, storage facilities, etc. .......... 12.5

**Total Studio Technical Equipment** $50.7

**Cost of Acquiring Land** $50.7

**Acquiring or Constructing Buildings** $50.7

(An experienced architect will make tentative drawings and estimate building costs. (Varies from $10 to $20 per square foot.) Equipment manufacturers will assist in the development of floor plans and technical facilities).

**Other Items**

Installation costs (approximately 3% of Capital Investment for technical equipment). (Varies greatly with installation complications).

Scenery manufacturing equipment, art equipment.

Landscaping and miscellaneous.

**Total Estimated Cost** $177.1

For the purpose of illustration a sample estimate is shown below for a typical station, with figures obtained from the preceding tables. Thus, the estimated cost of the TV station can be determined.

For this example, the Group "A" class of station would total up about like this: A Group "A" station has a 2 KW Transmitter, network, film and slide facilities, with no facilities for live programming.

**TRANSMITTER, INCLUDING TUBES** (Channel 7-13) $49.7

**Antenna System, Including Transmission Line** $50.7

(6-Section, Channel 7-13, Antenna $13.2

500' Tower, installed $26.9

650' Dual Run, Transmission Line $10.6)

**Frequency and Modulation Monitors (VHF)** $2.6

**Studio Technical Equipment** $35.6

(For Film and Network only $34.3

Basic Film Accessories 1.3)

**Cost of Acquiring Land** (Example Only) $5.0

**Acquiring or Constructing Buildings** $25.0

(Cost listed for example only)

**Other Items** $8.5

(Installation $4.0. Attorney and Engineering Fees, $3.0. Misc. 1.5)

**Total Estimated Cost** $177.1

Estimated capital investment costs of Groups "B", "C", and "D" stations also can be derived from the preceding tables and will vary according to facilities desired.

---
A period of from three months on, depending on channel availabilities, conflicts with other applications, conflicts with FCC regulations, and CAA approval of antenna site and height, will be required before action is taken on the application.

During this period, basic planning should continue in preparation for the granting of a construction permit. The construction permit specifies a date for commencement and another for completion of construction.

**Project Probable Future Expansion (Step 7)**

Probably the first need for expansion will come in programming and program facilities. Therefore, it is of utmost importance that consideration be given in the basic plan, to the possibilities for such expansion.

The experience of existing stations has been that properties and scenery storage is the first to feel the pinch. Technical facilities will, of necessity, expand with program activities so this possibility should be included in the planning. Increases in transmitter power may require additional floor space. Increases in live studio origination may require construction of additional studios. Addition of remote pickup facilities will require garage space. An expanding office staff will require additional space.

It is important that the economics of expansion requirements be considered and a reserve fund planned accordingly.

Buildings are amortized on a 20-year basis. Therefore, planning should anticipate use of the basic building as a nucleus, as is, for a long time, with additions at later periods according to the rate of expansion. Whenever possible, expansion in the horizontal plane is most practical and least expensive.

**Personnel Requirements (Step 8)**

A detailed listing of personnel required for various classes of stations was shown in an article on "TV Station Operating Costs", Broadcast News No. 68, March-April issue.

The personnel problem for TV station is a serious one and will continue, for some time, to be the number one problem in planning a successful television station operation. The shortage of experienced personnel is quite acute and steps should be taken at an early date to train key personnel for television operations. Attendance of key personnel at television seminars, conventions, and inspection trips to existing TV stations are most helpful. The RCA Training Program for TV station technical personnel has been most successful in the technical field.

Whenever possible, it is good planning to provide cameras and equipment for preliminary training and experimental purposes considerably in advance of the "on-the-air" date. (See Broadcast News, May 1948 issue, for the description of such a program.) This equipment is most valuable in staff training, program experimentation, closed circuit demonstrations, etc.

It may be possible to utilize personnel from existing AM or FM stations. It is the general experience that AM and FM technical personnel can easily acquire knowledge of TV operating techniques and technical theory. Knowledge of AM scheduling and timing practices are essential and traffic and program personnel may be transferred to TV.

In production, it may be advisable to draw from other sources, with no previous prejudices or carry-over practices which might not be suited to the limitations and capabilities of the television system.

A good source of program and production personnel is from the various colleges and universities, including television training in their educational programs.

The station planner will find that existing TV station operators are willing to cooperate in development of television personnel. "Visits" can be easily arranged and advice and information is freely given.

**Building and Technical Installation (Step 9)**

If at all possible, an architect with experience in TV station design should be employed. If the architect does not have experience in TV building design, trips to existing stations should be included in his study of TV building requirements. Whenever possible, facilities layouts should be on a horizontal plane. Vertical layouts are the least efficient.

The architect will complete detailed drawings of all parts of the building, including electrical, plumbing, heating, and air conditioning facilities. It is important that a key member of the television station staff (usually the Chief Engineer) work closely with the architect during this stage of planning.

The Engineering Department will also prepare detailed layout and wiring drawings of the technical installation and will submit specifications to the architect for special construction required in connection with technical equipment installation.

Careful timing of building construction, scheduling delivery of building and technical equipment to match building progress, will reduce storage charges and delays in construction.

RCA has experienced personnel available to assist the station engineering staff or consultants in floor plans, technical layouts, systems layouts, etc.
USUAL TV STATION OPERATING PERSONNEL RESPONSIBILITIES

Chief Engineer
The duties of the Chief Engineer are similar to those commonly associated with the position in the AM field. In the Groups “A” and “B”, it may be necessary for the Chief Engineer to assume responsibility for working of relief shifts (regular operator’s days off), or maintenance schedules, in addition to his regular duties.

Program Director
The Program Director has full responsibility for programming (subject to management policies) and the program department personnel. In Groups “A” and “B” he may also be required to assume the duties of Production Manager. Responsibilities as Program Director will include scheduling of programs (program construction), evaluation of programs, employing talent, originating new program ideas, etc. In many instances the responsibility will include purchase of film for sustaining and commercial programming. The Program Director will cooperate very closely with the Sales Manager in development and sale of commercial programs. A continual analysis of program costs will be submitted to the Manager.

Traffic Manager
The Traffic Manager’s responsibilities will include all traffic in connection with program schedules, time availabilities, station program logs, and program copy. A regular listing of time availabilities will be maintained for the Sales Department and Management. This position is directly responsible to the Program Director.

Film Manager
The Film Manager will be responsible for the screening, editing, storage, receiving, and transhipment of film. Where film photographic and processing facilities exist, the Film Manager will assume responsibility for filming costs, and will submit a detailed cost accounting, in addition to the other responsibilities for such activities.

Production Manager
The Production Manager works closely with the Program Director in the actual production of TV programs. Supervision of production personnel, production techniques, program rehearsals, casting, announcing, audio effects, visual effects, titles, formats, staging, and commercial effects usually are the responsibility of this position.

Sales Manager
In the smaller Groups “A” and “B”, the Sales Manager is usually responsible only for local and regional time sales with the General Manager assuming responsibilities for national and network sales. Larger stations may add Commercial Managers, National and Local Sales Managers with division of sales responsibilities.

General Manager
The General Manager is responsible for the entire station operation, and duties are those commonly associated with the position in the AM field. Through detailed operating cost analysis of various departments, a close check is maintained on operating expenses. The General Manager works closely with the Sales Department, and, usually, assumes responsibility for national sales contacts in addition to certain local sales.

The General Manager, through department head meetings, supervises coordination between departments and general station planning.

PITFALLS TO AVOID IN TV STATION PLANNING

Dangers of Overplanning
Danger to the financial investment, station prestige, and staff morale are the result of too much optimism in planning. Failure to analyze properly the income potential, service, and facilities requirements of the various departments may force cutbacks in operations and personnel after a short period of operation. It is far better to build solidly, beginning with a sound basic operation and expanding slowly to meet expanded service requirements and commercial activities. Each step in the considered expansion should be analyzed for its long-term place in the operation.

Two departments frequently overplanned are the film and remote pickup departments. The planner should consider carefully the basic requirements for these departments and should include facilities which will continue to be useful in an expanded operation.

A sound basic TV station plan is one that matches the market, with an investment neither too high nor too low, planned to grow with the potential of the market.

Space Limitations
Probably the most costly error in planning is failure to take into consideration the requirements for expansion. The most practical and efficient plant is one that can expand horizontally with minimum of remodeling of existing facilities and structures. Errors in equipment and building layout can result in highly inefficient operations.

Programming
Program activities are frequently overplanned, with “island programming” complicated productions, costly scenic effects, talent, etc., the major items of expense.

Too often public service programs, such as educational, religious, and civic programs are neglected. Public Service is a must in the basic philosophy of television programming.

Rehearsals should be held without cameras up to final dress rehearsals. Excessive use of cameras in rehearsals will add considerably to program costs.

Scenery can be planned to fill basic requirements, with changes in minor units and properties to accommodate various programs. Permanent sets for use with regularly scheduled programs such as news, interviews, home demonstrations are of vital importance in reducing production costs. Rear screen projection of backgrounds is practical and this technique is coming into prominence as a staging aid.

Administrative
A detailed system of accounting for program and production costs, with all costs amortized and charged to the advertiser, should be inaugurated with the first day of operation. Detailed reports from Engineering, Arts, and Film Departments are very important in keeping a check on expenditures.

Overtime commitments above an average of 10-15% is considered the result of poor planning.

Coordination of staff activities and relaying program information is difficult without frequent staff meetings. Daily meetings of department heads for discussion of program, sales, and planning will assist in reducing confusion and failures.

Responsibilities of department heads should be clearly defined.

Rate Cards
The rate card of the TV station sets forth charges for air time, classification of time, details on sales policies, and charges for various services, and usually includes a list of facilities. Special deals and rate concessions are serious evils and should not be permitted. Adherence to rate cards may
be difficult at times, but it is of utmost importance. "Concessions" to one advertiser will lead to the necessity for like concessions for others.

When building an audience through increases in TV receiver circulation, long term sales contracts may be undesirable since rates are usually increased at six month intervals during the early, fast growing stages.

Caution in Combining AM and TV Personnel Functions

Combining of AM and TV station personnel functions should be avoided in the Sales and Production Departments. As an example, TV sales and AM sales may be, at times, competitive. Therefore, the salesman will promote sales of one medium to the disadvantage of the other. In production, AM and TV producers' responsibilities are not at all similar and practices and techniques of one medium may be harmful if carried over to the other. In other departments, responsibilities perhaps can be combined, and will reduce operating expenses. However, analysis of efficiency and productivity should be made at intervals to determine practicability and extent of such combinations.

VHF-UHF Considerations

With the FCC's Sixth Report, released April 14, 1952, seventy new channels were opened in the radio frequency spectrum for television stations. The new channels fall in the spectrum from 470 to 890 megacycles and are appropriately named Ultra High Frequency, or UHF, channels. The channels 2 to 13 allocated to television earlier are known as Very High Frequency, or VHF, channels since they are considerably lower in the radio frequency spectrum, channels 2 to 6 being from 54 to 88 megacycles and 7 to 13 from 174 to 216 megacycles.

The channels are identical in width in the spectrum and TV standards now in effect apply to all channels.

Differences in propagation characteristics exist for the channels. The FCC recognized this in permitting maximum powers of 100 kilowatts effective radiated powers for channels 2 to 6, 316 kilowatts for channels 7 to 13, and 1,000 kilowatts for channels 14 through 83. Reference to the coverage curves for various antenna height and effective radiated powers will demonstrate the differences in propagation. Although UHF channels will not equal VHF coverage when antenna height and effective radiated powers are equal, adjustments in planned antenna heights and power for UHF will place the new channels on good competitive basis with the lower VHF channels. Further, man-made interference and natural static are non-existent at the Ultra High Frequencies, which will allow excellent pictures, depending on receiver noise and sensitivity, under low signal levels. Your engineering consultant will assist you in planning a UHF station which will place you in a good competitive position with respect to the VHF stations in your area.

For Further Details in Planning

For further details in all phases of TV station planning, or for specific cost studies, the nearest RCA Broadcast Equipment Specialist is available to assist in your station planning.

| TRANSMITTER - INCLUDING TUBES | 55.6 |
| ANTENNA SYSTEM - INSTALLED, (500 FT TOWER) | 41.7 |
| FREQUENCY AND MODULATION MONITORS | 2.7 |
| STUDIO TECHNICAL EQUIPMENT, INCLUDING FILM PROJECTION EQUIPMENT, LIVE STUDIO CAMERAS, LIGHTING, AUDIO EQUIPMENT, FILM ACCESSORIES, SYNCH GENERATOR, MISC. | 51.0 |
| COST OF ACQUIRING LAND (ESTIMATE FOR EXAMPLE ONLY) | 5.0 |
| ACQUISITION OR CONSTRUCTION BUILDING (ESTIMATE FOR EXAMPLE ONLY) | 20.0 |
| OTHER ITEMS, INSTALLATION 2.0, ATTORNEY AND ENGINEERING 3.0, MISC. 1.5 | 6.5 |
| TOTAL ESTIMATED COST | 182.5 |

All values shown in thousands of dollars

FIG. 20. Estimated cost of the typical 1-kW UHF station shown in Fig. 21. This includes one live studio and a 500-foot tower with high-gain antenna which provides an ERP of approximately 20 kV.

FIG. 21. Typical floor layout of a 1-kW UHF station which represents a good "starting-point" for planning. Broadcasters planning to increase power later with RCA high-power UHF amplifiers should allow more space now or expand size later. Note that each square on floor plan equals one square foot.
Topics & Trends of TV Trade: Top executives of 17 Canadian TV-radio manufacturers, asked at their recent convention to "guestimate" TV set sales for all of 1952, came up with an average of 85,000 units, lowest being 65,000 and highest 110,000. So it looks like we were way out of line when we reported (Vol. 8:26) that the Dominion's manufacturers anticipate sale of as many as 200,000 TVs between now and Christmas, thanks to scheduled opening Sept. 1 of country's first stations in Toronto (Channel 9) and Montreal (Channel 2).

Actual total Canadian TV receiver sales for first 5 months of year was 25,016 units, says S. D. Brownlee, executive secy., RTMA of Canada—so that total now in use in the Dominion, mainly in border areas, is just over 100,000. While outgoing of govt-owned CBC's stations in Toronto & Montreal are hailed by receiver manufacturers, distributors and dealers—as is the $800,000 budgeted for another outlet in Ottawa by early 1953—there's lot of resentment against CBC for refusing to allow private enterprises to build stations also, thus hastening wider service and markets.

It's clear now that CBC intends to build its own before letting any private operators into the field, regardless of nice income to be expected from 25% sales & excise taxes. CBC plans outlets of own also in Winnipeg & Vancouver, and is talking about 3 others, so that every Province will have at least one govt-owned station.

* * *

Emerson adopts inboard pricing on all sets with introduction of new additions to line to distributors July 10 at New York's Waldorf-Astoria Hotel. Models introduced include 17-in. table at $129.95, combinations featuring built-in clock, and 17-in. table on which all controls are at side of cabinet, allowing face of picture tube to cover almost whole front of set. The new sets (prices rounded): Tables—17-in., $180; 17-in., side tuning, $250; same blonde, $250; 21-in., side tuning, unpriced. Consoles—21-in., doors, $390; same, French Provincial, $380; 21-in., doors, AM-phono, $450; 17-in., clock AM and clock AM-phonograph, unpriced. New radio line includes "miniature" at $30, clock at $35, portable at $37.

Brand preferences in TV, as reported in 56-p. "Detroit Means Business" issued by Detroit News on basis of more than 11,000 personal interviews: 15% said they preferred RCA, 14.7% Admiral, 11.3% Motorola, 7.9% Philco, 7.6% GE, 3.8% Muntz. In radio field, 19.3% like Philco best, 10.5% RCA, 10.2% Zenith, 8.9% GE, 5.7% Admiral, 5% Motorola, 5% Silvertone (Sears), 3.3% Emerson. Survey also showed: (1) 72% of radios purchased during first 4 months of 1951 went into homes that had TV. (2) Of TV sets in use, 57.9% are consoles, 34.7% table models, 7.4% combinations. (3) Most prevalent screen size is 16-in. (31.5% of all sets). Larger than 19-in. were 2.2%; 19-in., 5%; 17-in., 13.5%; 14-in., 43%; 12-in. 25.3%; 10-in., 13.1%; 9-in. 18.5%.

TV-radio-phonograph sales decline of 20% in 1951 is shown in survey of nation's dept. stores by Controllers' Congress of National Retail Dry Goods Assn., which reveals TV sets had 19% gross profit margin—smallest of any merchandise category. Canvas also disclosed 15% drop in number of TV-radio-phonograph transactions, which accounted for 1.9% of total store volume last year.

Philo has stopped producing TV sets at its Sandusky (O.) plant, converting it to home and auto radios; payroll will be increased by 500 next month to handle Signal Corps contract, reports div. mgr. Lionel Searle.

UHF, color, quality control & electronic devices will be discussed at 3 technical TV sessions of joint RTMA-RHE annual fall meeting at Syracuse (N. Y.) Hotel, Oct. 20-22.

"Rooms are getting smaller as building costs go up—meanwhile TV screens are getting larger, making it more and more difficult for the home viewer to back off to a comfortable viewing distance," observes July Tele-Tech. "Current TV models are invariably designed to be set against a wall. But since any room's diagonal is 30% to 40% longer than that room's width or length, why not design a line of TV sets to fit into the corner between two sidewalks. The shape of the CR tube, with its big face and long 'neck' is well adapted for this arrangement, and the cabinet could easily be modified into a truncated triangular form. For a 'second set' in kitchen, dining room or bedroom, such a triangular TV set would occupy unused space, be out of the way, and afford better viewing from a larger part of the room area."

Merchandising Notes: DuMont & RCA increase warranty period on replacement CR tubes from 6 months to 12, dated from installation in consumer's home. New RCA line (Vol. 8:25) being introduced in N. Y. area with 16-p. special section of July 13 New York Times, plus heavy use of TV-radio and newspaper pages... Philo to sponsor Edwin C. Hill, commentator, on ABC (AM) starting Sept. 1, Mon.-thru-Fri., 10:30-10:45 p.m. EDT... Arvin's new TV-radio lines will be first unveiled to some distributors July 21-23 in Murat Temple, Indianapolis, followed by further 3-day regional sessions in Indianapolis starting July 28 & Aug. 4... Conracs Inc., Los Angeles, out with new line of 21 & 24-in. sets listing at $350 to $550... RCA's 20-min. film, Success Hill, describing development of uhf, in great demand.

Distributor Notes: Capehart-Farnsworth plans factory branch distributing house in New York area under regional mgr. James Walker; Nash-Kelinator is ex-distributor... Southeast Audio Co., Jacksonville, named TV-radio distributor for Capehart-Farnsworth in northern Florida... Graybar Electric Co., Boston, appointed Raytheon TV-radio distributor for Mass., N. H., Vt. The 553 Inc., 711 W. Eighth St., Little Rock, Ark. (Roy E. Stueber, president), appointed Zenith distributor... E. A. Patterson new Los Angeles distributor for Packard-Bell at 1425 S. Flower St.

Search for new techniques to boost lagging TV sales will be keynote of July 17 meeting of 1000 key eastern wholesalers & retailers in Washington's U. S. Chamber of Commerce Bldg. Speakers include Sylvania market research director Frank W. Mansfield, on potentialities of TV in industry; NEDA v.p. L. B. Calamaras, on licensing of servicemen; electronics publisher John F. Rider, on "Making Money Ethically." Parley was called by group of Washington wholesalers headed by Leslie Rucker, parts distributor, 1312 14th St. NW.

"Reducing TV Receiver Oscillator Radiation," by E. W. Chapin and Willmar K. Roberts, respectively chief and asst. chief of FCC's Laboratory Div., is featured in July Electronics Magazine. Describing methods used to reduce radiation, to as little as .9 uv/m at 100 ft. for worst cases, authors say "only a small additional cost is required for a considerable degree of suppression.

May excise tax collections on TVs, radios, phonos were $10,704,725, virtually unchanged from April's $10,896,867, but considerably below May 1951's $17,327,885. On refrigerators, air conditioners, etc., Govt. collected $5,820,645 in May, compared with $3,546,217 in April and $3,150,772 in May 1951.

Little things like broken arm and shoulder aren't stopping Leroy Kilpatrick, chief engineer of WSAT-TV, Huntington, from directing preparations for installation of 25-kw amplifier—the first shipped by RCA (Vol. 8:27). He suffered injuries in Philadelphia taxi accident.
Telecasting Notes: Costs-per-thousand sets for placement of 20-second film spots are tabulated by Assn. of National Advertisers- 285 Madison Ave., N. Y., and copy is available for $1; table shows range from $775 per spot, or 28c per thousand, on New York's top-priced stations WCBS-TV & WNBT ($4500 per hour) down to $20 per spot, or $1.54 per thousand, on Albuquerque's KOB-TV. Note: You can make your own analysis of basic TV charges for all time segments from the digests of rate cards of all 109 stations which will be carried in our TV Factbook No. 15 of July 15, 1952, due off presses in about week... Daytime TV viewing by women in New York area now averages 13 hours a week per viewer, as against 10 hours year ago, according to WCBS-TV gen. mgr. Craig Lawrence; he says weekday daytime viewing by women totals nearly 15,000,000 hours a week, and number of N. Y. women viewers has increased from 928,250 year ago to 1,148,928... CBS-TV is segmenting its high-budgeted ($66,000 weekly for talent) hour-long Jackie Gleason show into thirds, rather than traditional 15 or 30-min., and offering it thus to sponsors with opening & closing credits for all 3... The Teleprompter, gadget that permits speakers to read their lines without seeming to do so, won its spurs in big way at GOP convention this week; no secret about how it operates; either, for TV viewers could occasionally see it in front of speakers' rostrum and were told about it several times by admiring commentators... As if GOP convention news weren't hot enough, NBC-TV cut into its Chicago telecasts at 1:55 p.m. July 10 for exclusive pickup of big blaze at Warner Bros. studios in Burbank, Cal.... Ethyl Corp. (gas & oil) can't get saturation coverage via TV of its marketing areas in midwest, south & California, because of paucity of stations, so it's placing its filmed commercials (sports shorts) in some 550 drive-in theatres in 14 states... 20th Century Fox Television Productions Inc., besides UP-Movietone daily newsreel and reissue of Crusade in Europe, indicates expansion in TV field by setting for fall production 15-min. weekly Children's Newscast and Fox Family Quiz and 5-min. daily Sport Show... Add radio programs going into TV versions: First Nighter half-hour film series to be made by Frank Cooper for NBC-TV.

Best-remembered TV film commercials in New York area, according to study by Advertest Research, are Tide, Philip Morris, Flamingo, Bulova, Muriel Cigars, Chevrolet, Piels Beer, Schaefer Beer, Clorets, Pall Mall, Castro, Ivory, Kools, Motts, Benrus, Raleigh, Hellman's, Rheingold, Pan-American Airlines, Ideal Dog Food, in that order. Most-liked commercials are Tide, Flamingo, Muriel, Schaefer, Ideal, Philip Morris, Hellman's, Bulova, Pall Mall, Chevrolet. Most disliked, Advertest says, are Philip Morris, Flamingo, Bulova, Clorets, Pall Mall, Schaefer, Raleigh, Parliament, Serratun, Piels.

First Paris-to-London TV program service (Vol. 8:20) began July 8, although opening ceremonies were delayed 20 minutes by thunderstorm over English Channel. While opening telecast of speeches by statesmen and diplomats was somewhat fuzzy and indistinct, observers said pictures of entertainers in cabaret high in Eiffel tower came through clearly and distinctly. Series of programs designed to give Britons picture of "French way of life" will be climaxd July 14 with celebration of Bastille Day.

Free films—2332 titles, what they're about, where and how to get them—are listed and cross-indexed in 12th annual edition of Educators Guide to Free Films, just published by Educators Progress Service, Randolph, Wis. ($6).


Five TV-less cities tapped AT&T relay circuits to watch GOP convention via closed-circuit hookups. Residents of Portland, Ore. flooded in endless stream through Armory to watch dozens of sets installed by local TV-radio distributors in cooperation with stations KEX, KGW, KOIN & KPOJ. Large crowds also watched sets in parking lot of Meier & Frank dept. store, and at Portland Public Auditorium where Seattle's KING-TV sponsored demonstration (Vol. 8:21). In Denver, KLZ & KOA, with 17 TV distributors, took over Empire Room of Shirley Savoy Hotel, installed 17 booths, each with different make TV set; "We couldn't have jammed in another person with a shoe horn," in words of KLZ gen. mgr. Hugh B. Terry. In addition, sets were installed in 50 private hotel rooms, rented by dealers, distributors, ad agencies, etc. Waco, Tex. got look at TV, too, when TV applicant KWTX set up 50 sets in front of its studios. Other closed-circuit demonstrations were held in Wichita, Kan, by KANS and others (Vol. 8:26) and Fresno, Cal. by KFRE (Vol. 8:21).

First RCA compatible color tests during regular telecasting hours were conducted over WNBT, New York, 9:45-10 a.m. June 9, under authorization granted by FCC. During tests, viewers were asked to report on quality of reception. Two shows are authorized in series: 9:45-10 a.m. July 11 & 15. Presumably permission for further tests will be requested. FCC's present willingness to permit such tests is regarded as indication that FCC-industry bitterness has been largely dissipated since height of the color war (Vol. 8:26).

TV station-dealer-serviceman liaison in Dallas is provided by WFAA-TV's TV service engineering consultant, Morris Barton. Appointed a month ago, he has been contacting distributors, retailers and servicemen to advise on questions such as antenna placement for best reception as well as customers' doubts about uhf and color. Mr. Barton found that some dealers and salesmen—as well as large segment of public—believed set attachments would be needed to receive interconnected network programs which began in Dallas July 1. WFAA-TV says Mr. Barton's liaison work has been instrumental in boosting TV sales in Dallas area.

Republic Pictures has abandoned TV film production, at least temporarily, and RKO has dropped plans to enter the field, according to reports this week from Hollywood and New York. Both reportedly balked at continued demands of James C. Petrillo's AFM for 5% of grosses realized from showing of films. Meanwhile, Screen Actors Guild (AFL) signed 3-year contract with 17 of biggest Hollywood TV film producers providing for additional payment to actors for re-television of TV films and higher salary minimums for actors who make more than one film in a week.

MGM president Nicholas M. Schenck, in announcing emergency slash of 25-50% for all executives earning more than $1000 a week, told mass meeting of employees this week: "We will examine and re-examine the field [of TV] as time goes on, but at the present time we have no present plans nor are we contemplating any plans for TV filming." As did 20th Century-Fox last summer, MGM also will reduce number of employees.

Mr. Sutro is envisioned as another "Empire State" and "Mt. Wilson" for common use of rival stations' antennas by ABC engineering v.p. Frank Marx, in announcing 10-year lease to San Francisco's KPIX for its re-located transmitter; ABC-TV's own KGO-TV has been using site for 3 years for 530-ft. tower looming 1360-ft. above sea level.

Charges against Robert L. Easley, consulting engineer who was indicted on charge of using mails to defraud (Vol. 8:3-4), were dismissed June 9 in U. S. Court for D. C.
NEW TV FACTBOOK JAM-PACKED WITH DATA: We think Television Factbook No. 15, latest of our semi-annual series of all-industry directories and reference books, is the best such job we’ve yet turned out -- and we think you’ll agree when it’s delivered to all full-service subscribers in next day or so.

Most important feature this year is the complete tabulation of data on all 547 applications for new TV stations pending before FCC as of July 12, with report on status of CPs. This will be kept up-to-date with our weekly Addenda (blue sheets) reporting all later applications, grants, changes, hearings, etc. First of the new series, Addenda 15-A, goes to all full-service subscribers with this Letter, reports on 63 new applications filed between July 12-19, Denver grant, various changes, etc.

The 136-page volume, carrying no ads, provides personnel and rate data about all 4 networks, all 109 operating stations; contains detailed data on all actual and projected TV stations in Canada, Mexico, Cuba & South America.

Among its departments are area estimates of sets-in-use with families and other market data; TV-radio receiver production figures by months and years; directories of TV receiver & tube manufacturers, telecasting equipment companies, technical consulting services, attorneys, engineers, unions, trade publications, trade associations, FCC, etc. New features are directory of community antenna systems, now operating or projected, and bibliography of literature pertaining to TV.

With each Factbook goes a new 34x22-in. wall map in color, showing present TV areas, cities over 10,000 population, present network interconnections by coaxial & microwave relays, and all presently planned additional coaxial-microwave routes. Extra copies of the Factbook cost subscribers $2.50; we suggest Newsletter-only subscribers use enclosed card to insure speedy delivery.

KFEL-TV TELECASTING; PLANS OF OTHERS: Incredibly -- Denver’s KFEL-TV is on the air! Granted CP for Channel 2 on July 11, owner Eugene P. O’Fallon on July 18 obtained special temporary authorization (STA) from FCC to begin telecasting immediately.

Station was to test over the week end, begin regular programming July 21 with dedicatory statement by Sen. Edwin Johnson (D-Colo.), who would appear on all or most of NBC-TV network, speaking from Chicago where he is managing presidential campaign of Sen. Russell.

Development is one of the most dramatic in TV’s recent history. O’Fallon had bought 500-watt RCA transmitter, cameras, etc. some time ago. After getting CP, he wired for STA immediately. FCC was almost too startled to act. It withheld action for couple days, waiting for sworn statement giving iron-clad assurance that low-power operation was indeed temporary. Station manager Frank Bishop flew in with statement, produced calculations showing Denver would get Grade A service.

Just at close of its Friday workday, Commission, convinced, granted the STA. Meanwhile, RCA flew in 25 servicemen to handle local receiver installations.

Temporary rig includes, in addition to 500-watt transmitter, horizontal
dipole antennas with reflectors (visual & aural), radiating directionally towards Denver from 25-ft. pole on Lookout Mt. A 3-bay superturnstile antenna is on hand, and RCA promises delivery of 2-kw amplifier by Aug. 1.

So much for Denver -- choicest new market in the country. How about other 17 granted last week? We queried all of them, already have replies from most.

None is in shape KFEL was, but most think they'll be telecasting by year's end. The 4 other vhf grantees (in Denver, Spokane & Austin) would have no trouble at all -- from equipment standpoint. And the 13 uhf permittees probably could make it -- if they and FCC will be satisfied with initial low-power operations.

But we expect some more prodigies, after seeing the KFEL-TV blitz -- particularly in vhf. Some CF-holders are in absolute stew to get going.

We have no word yet from KVOD, Denver, but from Spokane Chronicle's Dick Dunning we got report he feels there's "slight chance" to get his Channel 6 KHQ-TV on air by Jan. 1 -- "if everything breaks in our favor." But problems incident to 35-kw GE transmitter, 5-bay antenna, 826-ft. guyed tower, new building -- and the weather -- may force deferment of debut until spring. Channel 4 KXXL-TV, 50% owned by Bing Crosby, reports only that it will begin tower construction at once.

From Austin, Tex., where Mrs. Lyndon Johnson's KTBC (she's wife of the U.S. Senator) got Channel 7, we learn that construction will begin within 60 days, and station may be on air by year's end. Its counsel even predicts "90 days" from now.

Holding uhf CPS for Denver and Portland, Ore., Empire Coil Co.'s Herbert Mayer says stations will be built simultaneously, should debut by Thanksgiving or, at latest, Christmas. Engineering consultant Ben Adler, who is also building some of the components, echoes this optimism. Here's word from other uhf respondents:

Bridgeport, Conn. -- Target date of Jan. 1, 1953, is set by WICC's Phil Merryman, who is trying to buy or lease equipment of NBC's famed "guinea pig" experimental uhf station there. An engineer himself, he doesn't claim date is certain.

New Britain, Conn. -- "We hope to be on the air during December, 1952," reports Peter B. Kenny, mgr. of grantee WKNB. "We expect to start initial construction on the transmitter site this month."

Springfield, Mass. -- "We hope to be on the air in 6 months," writes WSBR's mgr. Alan C. Tindal, "but there's still some question as to transmitter." And Economic Stabilizer Roger Putnam, of Springfield, who heads grantee firm, told us: "This thing caught me by surprise. I had no idea the FCC would act so quickly. I can't give a definite date because we're just starting to order equipment."

York, Pa. -- WSBA mgr. Walter Rothensies wires: "We have had our equipment on order for over a year, and RCA has assured us of fall delivery. Since our tower is already constructed and part of our building completed, we hope to start telecasting before the end of this year." Second York grantee, WNOW, gives no date, says merely "as soon as possible."

Flint, Mich. -- James L. Rubenstein, of Philadelphia, head of grantee corporation, says "we hope to begin operation late this fall, but this of course depends on the delivery of equipment."

Youngstown, O. -- More cautious, perhaps more coldly realistic than other grantees, WKBN president Warren P. Williamson, a technical man, says his "best conservative judgment" is that "it will be the summer or fall of '53 before we get going." This is the way he looks at it:

"We have had equipment ordered from RCA since before the freeze; but about all they can deliver this fall is a 1-kw transmitter, and our CP calls for 10-kw. It looks to me like many stations may go into interim operation. We frown on this for fear such operation would not do justice to uhf and we might all wind up in the same situation as FM. Apparently RCA feels, however, that this is the way to best finance their transmitter development."

We'll report as soon as possible on Denver's other vhf, and the other uhf grantees in Holyoke and New Bedford, Mass., Youngstown, Austin.
Vhf grantees should have no trouble making real time — unless they happen to be awfully finicky about getting exactly the equipment they want before juice is turned on. The uhf situation is different, and Williamson hit it on the nose: high-powered uhf transmitters just aren't available.

RCA feels it can do good job of 1-kw deliveries this year, but chances for 10-kw seem very slim. And newly-announced 5-kw and 50-kw units, using klystron tube (Vol. 8:27), aren't promised before end of next year.

GE has promised its only 12-kw transmitter to WHUM, Reading, Pa. Company thinks it may get out another this year, but no more than that. It can, however, supply 100-watt units (which drive the 12-kw) right away. Its 1-kw transmitter and more 12-kw aren't expected before early 1953.

DuMont expects to deliver 1-kw units this year, but it doesn't promise its 5-kw and larger before next year.

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FCC is hesitant about low-power interim operations, probably even more than the grantees. Many at Commission vowed "never again" after seeing public get soured on FM because of pipsqueak signals. But FCC has a real dilemma. It doesn't want to repeat the FM experience, yet it is terribly anxious to get uhf going fast — particularly in new vhf-uhf markets. It would like to see uhf stations start at least as soon as vhf, to encourage purchase of vhf-uhf sets, give uhf station even break in capturing an audience. Getting on air too late may be even more dangerous for uhf station than a start with low power.

That 1-kw transmitter can give good service, with high-gain antenna, has been demonstrated at Bridgeport. Would that be adequate in other cities? Would even lower power be satisfactory? Those questions will have to be answered soon.

Another problem may become serious before long — steel. Strike has created uncertainties over deliveries of towers. If it continues much longer, it can jeopardize plans of grantees who have no substitutes for complete new towers — such as AM towers, mountain sites or tall buildings.

**NO CPs THIS WEEK, BUT MORE ARE ON TAP:** Jittery applicants and their quarterbacks — attorneys and engineers steering applications through FCC — waited tensely this week, but Commission didn't grant any CPs.

After burst of 18 grants last week, everyone feels anything can happen. But FCC's pace for next few weeks is extremely unpredictable — largely because of new McFarland Bill, which became law this week and affects certain granting procedures. Until FCC feels more comfortable about the new provisions, it may be inclined to move slowly. Some cautious FCC legalists felt Commission had moved too fast, even before McFarland Bill was signed by President Truman.

Though there's plenty of confusion, in and out of Commission, as to exact significance of new law, general feeling is that processing procedures won't be affected radically.

A big reason for lack of grants this week is quite simple: Staff hasn't had time to clear many applications. It worked night and day preparing those granted, set for hearing or dismissed last week, but couldn't keep up pace.

Applicants certainly caught on in a hurry, after last week's quick flurry. They filed 63 this week, most of them in cities next up in processing lines, bringing total to 610. [These are all digested in Addenda 15-A herewith. This is start of new series, supplementary to TV Factbook 15, giving you complete up-to-the-minute record of all applications, grants, amendments, etc.]

Applications which FCC didn't grant last week, though they were uncontested, provide interesting stories. Some contained faulty engineering by applicant, were dismissed. Others were stymied by FCC's own boners in allocating some uhf channels in violation of its own mileage minima. But Louis Wasmer's Channel 2 application for Spokane, still uncontested in fact, was bypassed because of some undisclosed reason dealing with his qualifications. There may be others like that.

We've analyzed top 25 cities in each processing line, considering all appli-
cations FCC License Division says it had received as of 5 p.m. July 18, find that 22 applications are still uncontested -- 6 of them vhf, no less:

Group A: Portland, K贡 No. 21; Youngstown, Polan Industries No. 33; Spokane, KSPO No. 2; Sacramento, John Poole No. 46; El Paso, KROD No. 4; KSTM No. 9; Mobile, WALA No. 8, WKAB No. 48; Scranton, WGBI No. 22 & Appalachian Co. No. 73; Knoxville, WROL No. 6; Savannah, WTOC No. 11; South Bend, WSBT No. 34; Peoria, Hilltop Bstg. Co. No. 19.

Group B: Bridgeport, Harry L. Liftig No. 49; Fall River, New England Tele- vision Co. No. 40; Harrisburg, WHP No. 33; New Castle, WKST No. 45; Battle Creek, WBCK No. 58 & W.S. Butterfield No. 64; Ft. Lauderdale, WBRD No. 17 & WFTL No. 23.

Some of these may be held up for various reasons, but from standpoint of competition they're free for FCC approval as of this writing.

A couple very handy documents, incidentally, as you try to keep track of applications, are our Supplements No. 81 & 81-A. First shows the order in which cities are being considered for grants. Second is our own rearrangement of those cities by States and alphabetically within States; it saves a lot of time when you want to find a particular city's position on processing lines.

**FCC CAUTIOUS ON SATELLITES & WIRED SYSTEMS:** FCC's first action on "satellites" and community antenna systems, taken this week after long study by staff, was to authorize very limited experimentation with satellites (and boosters) and to set the stage for exhaustive hearing on community systems.

Action on satellites comprised grant to Sylvania to rebroadcast signals of WJAC-TV, Johnstown, over experimental uhf station KG2XDU, Emporium, Pa. (Channel 22) -- midnight-7 a.m., one hour between 9 a.m.-noon and one hour between 1-6 p.m. Sylvania was also granted CP for new experimental uhf station on Channel 82, with 30 watts, in heart of Emporium. KG2XDU is on nearby hill. Sylvania's program is to determine coverage and interference factors (Vol. 8:25).

Booster authorization went to WSM-TV, Nashville, to build 5-watt station in Lawrenceburg, Tenn., rebroadcast WSM-TV's signals on same channel (No. 4), polarized to cut co-channel interference (Vol. 7:50). Hours are limited to midnight-7 a.m.

Reason for severely circumscribing hours of operation and specifying that operations are of "a non-continuing nature," is to avoid giving impression Commission has authorized such stations on regular commercial basis.

Commission also defined satellites and boosters. Former rebroadcasts signals of originating station on different frequency; booster uses same frequency.

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Community antenna action dealt with application of J.E. Belknap & Assoc- iates, Poplar Bluff, Mo., which proposes to build microwave system to feed signals of St. Louis' KSD-TV and Memphis' WMCT to number of prospective community systems in the area. Application was set for hearing, with date and subject matter to be specified in near future. Reasons for hearing, given in letter to Belknap:

(1) FCC isn't sure whether operation would be true common carrier.

(2) Availability of programs to Belknap isn't certain, particularly since KSD-TV and WMCT have objected to proposal, claiming property rights in signals.

(3) "Several important questions with respect to the status of community antenna TV systems under the Communications Act" must be resolved before FCC can determine whether Belknap's applications should be granted.

Comrs. Hyde and Jones dissented from action setting application for hearing; they would have granted it. Others (Walker, Hennock, Bartley) voted for hearing for various reasons: fear of infringing stations' property rights in programs; fear of fostering "monopolies," i.e., extending coverage of big-city stations and discouraging growth of local outlets, etc.

It was coincidence that brought both subjects before FCC the same day, but there's no question that they're related -- inasmuch as community antenna systems are bound to suffer if satellites and boosters are authorized ultimately.
THEATRE OWNERS AREN'T RUSHING INTO TV: Radio broadcasters continue dominant, newspaper interests prominent, among applicants for new TV stations -- but the expected avalanche of applications from local theatre interests hasn't materialized.

We count mere couple dozen theatre owners, as distinguished from film stars (Vol. 8:28), among the 610 applications thus far on file. There are probably others, minority interests, not readily identifiable.

On theory that you must join 'em if you can't lick 'em, as did newspapers when radio reared its competitive head, it was anticipated that hundreds of theatre owners would seek to get into telecasting to hedge against TV's impact on boxoffice.

Only a handful of theatremen, up to now, have become telecasters -- and all highly successful: United Paramount, which owns WBKB, Chicago, and proposes to buy ABC network with its 5 TV stations (Vol. 7:21 & 8:28); WKTV, Utica, N.Y., owned by Kallet chain; WTVJ, Miami, owned by Mitchell Wolfson's Wometco Theatres. Paramount Pictures, incidentally, is the only producer in telecasting, with KTLA, Los Angeles.

Of the 18 new-station grantees last week, none happens to be a theatremen, but that's just a happenstance for the FCC as now constituted isn't showing any more prejudice against theatre than against newspaper or absentee ownerships. Preliminary study of the lists of applicants to date, as published in TV Factbook No. 15 and Addenda 15-A, brings to light just 28 applications in which theatre exhibitors are identifiable -- though it's generally expected that others, like the Schine & Reade chains and Thalheimer in Richmond, will seek to get into the TV swim. [For list of theatre-owning interests identified in applications to date, see p. 10.]

DEMOCRATS TO PROFIT BY GOP'S TV MUFFS: The TV revolution in American life which is now reaching into the heart of nation's political party structure, appears destined to change not only campaign methods but format of nominating convention itself.

Republican convention of 1952 may go down in history as last such meeting held in traditional old-time style. By 1956 the quadrennial shindig may be more of a big political TV show than a nominating convention.

GOP was at definite disadvantage in being first party to hold convention -- and Democrats intend to profit by their mistakes. Televised Republican convention had plenty of exciting moments, dramatic moments, history-making moments -- and, of course, comic relief. But let's face the facts: Except to students of political science, much of it was pretty doggone dull.

This is borne out by ratings, which were far below expectations. GOP show drew nighttime Hooperating of 36 in New York, average daytime rating of 13.7. When Gen. Eisenhower was nominated on first ballot, Hooper was only 17 -- vs. rating of 34 for daytime Kefauver Crime Committee hearings last year. Trendex gave the night sessions rating of 45 -- only 10% higher than previous week of normal programming. Top winter shows get ratings in 50s & 60s.

Ratings varied little city-to-city. Night Hooperating of the convention was 35.4 in Philadelphia, 32.5 in Los Angeles.

What it adds up to is this: Much of the show just didn't have enough appeal to bring summer viewers off the porch and into the living room or make them stay up past bedtime. Certainly "history in the making" wasn't hot enough to hold interest of the large number of politically apathetic viewers, many of whom deluged local TV station switchboards with the demand: "Get those bums off the air!"

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Every move made by the Republicans on TV screens last week was observed by team of Democratic "scouts" who huddled up in Chicago's Conrad Hilton Hotel with 3 TV sets to monitor convention coverage on all networks. From the notes they took came carefully planned blueprint for putting more showmanship in the Democratic meeting -- and tailoring it specifically for TV.

"We certainly have to recognize that there are a lot of potential voters in the TV audience who may be swayed by what is said and done at this convention," said Democratic national TV-radio director Kenneth Fry. "You can be sure we aren't going to repeat some of the mistakes the Republicans made."

Master-minding the Democrats' "TV manners" is party's special TV consultant
J. Leonard Reinsch, director of Cox TV-radio stations (WSB-TV, Atlanta & WHIO-TV, Dayton) -- and there's no doubt his TV know-how will be used to advantage next week.

What the Democrats learned by watching GOP convention is best indicated by these announced plans for their own Chicago pow-wow:

Open all committee meetings to TV-radio. Some observers attributed last week's Eisenhower victory to Taft faction's stand against TV cameras in meetings of Republican National Committee and credentials committee (see Telecasting Notes).

Limit all nominating speeches to 15 minutes.

Set up TV camera directly in front of speaker's platform to provide variety of shots (which GOP refused to permit because it cut down seating space).

Cut out much of the singing and unnecessary preliminary oratory, getting down to business before bedtime.

Start day sessions at noon, evening sessions at 8 p.m. -- and keep to the announced schedules.

Restrict floor demonstrations to delegates and alternates, barring paid placard-wavers from convention hall.

Keep platform uncluttered by stragglers who divert attention from speaker; decorate hall & rostrum with vote-getting posters & banners (for maximum of free advertising); eliminate Teleprompter, which was picked up by camera at GOP convention.

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Electronic age's effect on conventions was summed up this week at press conference by Pennsylvania's Gov. Fine -- himself an unwitting star at one of the dramatic moments of GOP meeting. He predicted TV will "sound the death knell" of convention system of nominating candidates unless procedures are changed.

"The convention system must be overhauled, become more orderly and more responsive to the will of the people," said Fine, "or go the way of the dinosaur."

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**Personal Notes:**


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**INTEGRATION** OF RADIO with TV, adopted as basic policy by NBC last month with naming of Sylvester Weaver and Frank White to top v.p. posts (Vol. 8:25), this week took form of realignment of top executives and reassignments at lower levels—all looking to unification of departments.


Also reporting to White and serving both TV & radio henceforth are Sydney H. Eiges, press & information v.p.; Ruddick C. Lawrence, promoted from TV sales development mgr. to newly created post of director of promotion, planning & development; Charles J. Cresswell, network controller; Henry Sjogren, controller for o-o & o-o stations.

Operations v.p. Edward D. Madden becomes asst. to president Joseph H. McConnell. Executive v.p. Charles R. Denny takes charge of NBC's 5 TV and 6 radio stations, public relations, staff engineering. Reporting to Denny will be James M. Gaines, v.p. in charge of o-o & o-o stations; Wm. F. Brooks, public relations v.p.; O. B. Hanson, engineering v.p. Joseph Hefferman, financial v.p., continues in that capacity with added staff duties; he's currently in Hollywood negotiating for possible purchase of an AM station—expected to be either KFI or KMPC. NBC has TV outlet there, but no radio.

Guatemala City will have TV, if plans of local W. J. Dorion & Co. are carried through; it reports ordering equipment, makes unspecified, costing $450,000.
Telecasting Notes: "One of the more interesting if little-noticed consequences of the Republican National Convention," writes Jack Gould in July 14 New York Times, "is that the man who had appeared on TV the most went down to defeat and the man who had appeared the least won the nomination." He then goes on to relate how Senator Taft seldom missed a discussion program, forum or press conference, appearing several times weekly, while Gen. Eisenhower kept away from "live" studio shows, even resisted the persistent blandishments of Martha Roundtree (Meet the Press). It was planned that way, says Gould, because in the general in mutti stood out in contrast to the general in uniform and he wasn't yet ready for the rough-&-tumble of the "informal and deadly inquisition of the live studio show." Mr. Gould inferentially adds the point we raised in May (Vol. 8:21)—that there's such a thing as "overstaying your welcome" as a visitor into the home via the TV screen. He observes: "No doubt in future primary campaigns, all candidates will have some second thoughts on the question of how early and how often it is wise to appear on TV, [and] the matter of timing in primaries may assume new and added importance."

Then the egregious blunder of the Taft forces—the one that burned up not only the TV workers in Chicago, but the folks back home: "After assiduously courting the TV audience for months and months, it is disastrous then to turn around at the last moment and try to bar TV [during] the fight over credentials." That led to 50,000 letters and telegrams of protest, which some think may well have cooked Taft's goose with many delegates. Gould opines: "To Senator Taft goes the dubious distinction of being the first candidate to be hoist on his own TV petard"... Ziv TV Programs Inc., one of biggest TV film producers, apparently doesn't go along with idea that New York may become TV film capital, feels its future is on West Coast, for production v.p. Herbert Gordon has moved his headquarters from New York to Hollywood... Use of TV film by national sponsors has increased 50% in past year—from 12 hours a week in May 1951 to 18 hours in May 1952, reports July 16 Variety; 54% of film programming was placed on national spot basis in average May 1951 week, 74% were spot this year... NBC-TV film library, now containing 15,000,000 ft. of carefully-indexed footage, leasing films to ad agencies, package producers, et al. Bing Crosby, it now develops, will appear next season on CBS Radio, probably also CBS-TV, for GE and not for Coca-Cola, as previously reported; latter deal fell through... CBS-TV Film Sales to represent Bing Crosby Enterprises in sale of its TV films, with several new program series being offered... Largest contract ever made between TV network and a film processing laboratory signed by CBS-TV this week with DeLuxe Laboratories Inc. providing for minimum of 100,000,000 ft. of film processing... One of nearest coups of TV panel competition was Ted Granik's signing of President Truman for his 'Youth Wants to Know' on NBC-TV, July 20... Emilio Azcarraga's huge new Telecentro in Mexico City, home of his XEW-TV and his radio stations, will also be used by Romulo O'Farrill's XHTV under deal whereby they share audience entry fees, reports Variety... KDYL-TV, Salt Lake City, has begun construction of new transmitter on 8600-ft. mountain peak in Oquirrh Range 17 mi. west of city; when operating, it will add 200,000 homes to service area, covering 85% of population of Utah... KELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.) now represented by Adam J. Young Inc., replacing Blair TV.

Show which starts Sept. 20 on CBS-TV, Sat. 8-9; show needs one more sponsor to be completely sold... Hotpoint Div., GE, will sponsor filmed version of Adventures of Ozzie & Harriet on ABC-TV as well as radio on alternate weeks this fall, thru Maxon Inc.

Station Accounts: WCBS-TV, New York, reports these spot users have taken advantage of its new 45% discount for volume purchases of 12 or more daytime announcements per week: Best Foods, Hellman's Mayonnaise, Nucoa, Maxwell House Coffee, Rival Dog Food, Loew's Theatres... Emerson Drug Co. (Byrno Seltzer) names Lennen & Mitchell, New York, to handle account, including TV-radio... Procter & Gamble, for new home permanent called Pert, using TV spots starting in August, thru Biow Co. ... Piccadilly Tobacco Co. (cigarettes) to sponsor Maggie McNellie Show starting July 31, Thu. 9:30-10 p.m., on WJZ-TV... Lydia Pinkham TV-radio campaign starting in August, thru Harry B. Cohen Adv., N. Y. ... Other advertisers reported using or planning to use TV: American Tea & Coffee Co., thru Simon & Gwynn, Memphis (WSM-TV); Niagara Massage Co., thru Kamin Adv., Houston (WFAA-TV)... Bostwick Laboratories Inc. (Dynol moth proofing and Hero fire extinguisher), thru Marfree Adv., N. Y.; Harris Chemical Co. (Fly-Ban), thru Marfree Adv., N. Y.; Dr. Shor's Products Inc. (chlorophyll toothpaste), thru Herbert B. Shor Inc., Philadelphia; Globe Pharmaceutical Distributing Co. (Burn-Aid medicated bandage & ointment), thru Schwimmer & Scott, Chicago; Lurr Products Corp. (Lurr insecticide), thru Rand Adv., N. Y.

WJR, The Goodwill Station Inc., Detroit, reports net profit of $468,045 (44c a share) on sales of $1,670,366 for first 6 months of 1952, compared with $832,395 (56c) on $1,693,993 same 1951 period.

AT&T has produced 10-min. film on the workings of TV, with long lines dept.'s Dr. N. F. Strieby as commentator; to be released for theatrical & non-theatrical showings.
THE BUSINESS SCENE—NEW MARKETS & UHF: Wish we could tell you that the new stations being authorized by FCC will take the air in a hurry -- but there are still too many ifs-and-buts, particularly with respect to the new uhf outlets.

While Denver's first vhf actually started this week end, albeit with fairly low power, opening up that ripe new market for receivers, the 4 other vhf outlets thus far authorized (in Denver, Spokane & Austin, Tex.; see Vol. 8:28) will take some time to get going. Several may get on the air, though, by end of year.

But not many uhf stations are likely in the immediate future, due to the equipment problem (see p. 3). Only thing certain is that receiver manufacturers, with their new uhf tuners, are well ahead of the uhf transmitter manufacturers, with their multitudinous problems of high-powered tubes, antennas, etc.

The TV trade is doing nicely, meanwhile, in most existing markets -- particularly in the 10 newly interconnected cities which got network service for the first time with the GOP convention (Vol. 8:23). Retailing Daily surveyed those cities, found set sales up in all of them, starting as far back as May when New Orleans alone reported 4935 sets sold as compared with 1105 in May 1951.

In Phoenix, 3000 TVS were sold in 5-week campaign preceding extension of the coaxial. All Texas cities, normally good markets, reported sales increases and told of servicemen doing land-office business in preparation for conventions. Even Miami enjoyed huge April-May increases -- proving that market isn't just seasonal.

Seattle's KING-TV reported to us, at press time, that "coming of the cable" was preceded by sale of 6600 TV sets in June, compared with 1900 in June 1951.

"Just like Christmas," was report from Tulsa quoting local appliance dealer as saying, "It has been fantastic for July with sales equivalent to December."

Most TV-radio factories are on vacation now, and preparing for new lines and for what's expected to be a good fall-winter business.

Factory inventories, meanwhile, continue to go down nicely--fell to 357,356 as of July 11 from 388,957 July 4, according to RTMA. TV output in week ended July 11 was mere 31,510 sets (only 153 private label), reflecting plant shutdowns.

Radios are also down, seasonally. Week's output was 71,615 units (28,024 private label) vs. 65,911 week before. Factory inventories were 424,002, down from 459,190. Week's radios were 19,641 home, 11,681 portable, 16,722 clock, 23,569 auto.

WHAT FIRST GRANTS MEAN, MARKET-WISE: You get some idea of the new-market potential in FCC's new station grants when you look into latest Census Bureau figures covering the 11 cities for which construction permits were authorized last week (Vol. 8:28). They add up to well over 1,000,000 households -- and that's just the beginning.

In the metropolitan areas covered by the CPS, 1950 census shows 1,065,711 households, or separate dwelling units, for total population of 4,125,809. Actual market potential, of course, is considerably greater than this because normal 60-mi. coverage radius of a TV station would embrace many more families -- though a few get some fringe TV service already.

Thus the irreducible minimum of households that should be prospects for new TV sales, once telecasting begins, would be the Portland metropolitan area's 228,975 households, Denver's 171,963, Spokane's 69,030 -- beyond range of any TV up to now.

Breakdown further shows 145,967 households in Youngstown area, some of its homes already enjoying service from Cleveland, 52 mi. away; 113,730 in Springfield-Holyoke, 54 mi. from New Haven; 77,640 in Flint, 46 mi. from Detroit; 74,099 in Bridgeport, 18 mi. from New Haven; 58,935 in York, 21 mi. from Lancaster; 42,584 in Austin, 71 mi. from San Antonio; 41,530 in New Britain-Bristol, 21 mi. from New Haven; 41,258 in New Bedford-Fall River, 27 mi. from Providence.
Topics & Trends of TV Trade: Suspend or decontrol?
That question, as applied to TV price ceilings, split OPS down the middle this week. Harried by sharp cuts in funds & enforcement personnel, plus pressure for decontrol from organizations—latest being NARDA—weakened agency now has 3 alternatives: (1) To suspend controls with so-called “trigger” level, meaning that when prices reached an arbitrarily set point, controls would automatically be restored; (2) remove all ceilings; (3) continue present ceilings, which hamper few dealers or manufacturers of well-below-ceiling receivers.

Diehards in OPS who favor suspension feel their approach gives public safeguard against possible future price boosts. Decontrolers contend Congress in effect ordered outright removal of ceilings in provision of Defense Production Act stating “consideration” should be given to ending controls on commodities selling substantially below ceilings. If deadlock ensues, problem may be tossed into lap of Price Administrator Arnall, who once wrote Admiral’s Ross D. Siragusa that he favored “earliest possible” decontrol.

Trade Miscellany: Accent is on uhf in summer-fall “indoctrination” plans of some of big set makers; they’re demonstrating own uhf converters to distributors and dealers in upcoming uhf telecasting areas ... Portland’s uhf Channel 27, granted last week to Empire Coll Co. (Vol. 8:28), may make it city the prime “proving ground” for uhf since all vhf channels are in competition and will inevitably be delayed; president Herbert Mayer promises station on air by end of year ... “Convertik,” to convert small-screen sets to use picture tubes up to 21-in., announced this week by RCA tube dept.; containing RCA’s first “universal” horizontal-deflection-output and high-voltage transformer, it will be available to servicemen soon ... One-line-a-year merchandising program proposed by NARDA’s Mort Farr (Vol. 8:26) gets another staunch backer in Stromberg-Carlson’s Cliff Hunt, TV-radio gen. mgr.... 7500 retailers expected at NAMM convention and trade show in New York’s Hotel New Yorker, July 28-31.

Trade Personals: Dan D. Halpin, RCA Victor mgr. of TV receiver sales, has resigned to join DuMont as gen. sales mgr., receiver div. ... Richard A. Graver’s new post with Capchurt-Farnsworth (Vol. 8:28) is gen. mgr., commercial products div.; he resigned last week as Admiral v.p. ... Roger L. Brown, Emerson national sales mgr., returning to old job of regional sales mgr., Dallas ... Wm. A. Mara, Bendix Radio gen. mgr., has returned to Detroit as director of public relations, Bendix Aviation; new gen. mgr. Edward K. Foster has Arthur F. Welch as asst. gen. mgr. and has appointed Harold C. Harr, ex-Easy Washing Machine Co., as mgr. of operations ... R. L. Russell, in charge of Hallicrafters branches, has been designated as gen. mgr. of newly established Hallicrafters Canada Ltd., 51 Camden St., Toronto, with Fred Bardgett, ex-Canadian Radio Mfg. Co., as local distribution mgr., and R. Hedley Childerhose, local sales engineer ... Harry Jarvis succeeds Ken Kerr, now Dominion Electrohome, as gen. mgr. of Capitol Records of Canada Ltd. ... Dr. Ben Klevit, Sylvania eastern field engineer, named TV-radio picture tube sales engineer, mgr. ... Luther F. Cree heads Motorola defense div. personnel, replacing Walter Locke, on leave ... Albert Axelrod, CBS-Columbia senior engineer, is member of U.S. Olympic fencing team at Helsinki; at City College of New York he was captain and intercollegiate champion ... Alfred Shaffer, ex-Bendix & RCA Radiomarine, appointed CBS-Columbia govt. contract div. administrative engineer ... Carl D. Volpe, ex-Starrett quality control head, named plant manager, assisted by Leo Bernstein ... Wm. J. Alexander, ex-Montgomery Ward, new adv. mgr. of RCA Victor record div. ... John P. Finneran, ex-N. Y. Sound-scriber sales promotion mgr., appointed Westinghouse Supply ad mgr. ... George J. Zipf, ex-Raytheon N. Y. district sales engineer, now heads Chicago district sales & service ... Ralph G. Morel, ex-Zenith of N. Y., named Bendix Radio eastern seaboard sales mgr. ... Alois Konecny Jr. appointed treas., General Instrument Corp., Elizabeth, N. J. ... Julius A. Renhard, RCA broadcast equipment sales representative in District of Columbia, will head new RCA office in Seattle; David Bain, from Camden plant, succeeds him ... R. O. Rose, ex-Hoffman, Kansas City, named Raytheon district mgr. there, succeeded by Les McRoberts, ex-Jenkins ... John T. Bluercro, ex-Gleen O. Pippert Co., Cincinnati, named Sparton Ohio-Indiana district mgr. ... Paul E. Condon, ex-Mid-Continent Airlines, named adv. mgr., Collins Radio, succeeding Alfred K. Higgins, who is reducing activities for reasons of health ... J. W. Hone from Memphis to Norfolk as Graybar branch mgr., succeeded by W. J. Berry, St. Louis power apparatus sales mgr. ... S. Jay Gardiner, ex-v.p., elected pres. of Olympic Appliances Inc., N. Y., succeeding Percy L. Schoenen, new parent company head ... Ray E. Friedman elected president of Capitol Distributing Co., Providence, Emerson distributor for R. I. & southeast Mass., succeeding LeRoy L. Rosenfeld, resigned to form Emerson of Texas Inc. ... Stanley Kemper, ex-Queen Anne Aluminum Corp., one-time TV-radio editor of Retailing Daily, appointed Meck N. Y. area sales mgr.

Distributor Notes: Emerson-Long Island Inc., 465 Jericho Turnpike, Mineola, has been formed as new Emerson distributor for Nassau & Suffolk counties by Stanley M. Abrams, resigned as Emerson sales director ... Philco names H. T. Waller Co., Long Beach, Calif., for Long Beach area, succeeding Progress Co., resigned ... Sylvania appoints Western Empire Distributors, San Francisco, for northern California ... CBS-Columbia appoints Pacific Teleco, San Francisco, ex-Majestic, as distributor for northern California ... Arvin appoints Hughes-Peters Inc., Columbus (Wm. Wilson, president) for central-western Ohio ... Fada names Radio Electric Service Co., Philadelphia (Al Kass, gen. mgr.) for Philadelphia.

New community antenna systems, reported by Jerroll Electronics: Powell Electric Co., Raymond & South Bend, Wash. (Leroy Powell, owner, Raymond); Master TV Antenna Systems Inc., Seattle (L. M. Kelley, 203 White Bldg.), also operating in Centralia under name of Community Antenna of Centralia Inc.; Coburn TV Inc., Chehalis, Wash. (Alex Coburn, pres., Chehalis); unidentified group in Auburn, Tex. ... For complete Directory of Community Antenna Systems, actual and projected, see TV Factbook No. 15, pp. 130-131.

Dun & Bradstreet dealer TV sales and inventory reports will be discontinued after June report, due at end of this month; after that, RTMA will gather the figures itself, but first report won’t be out until September to cover July & August. New statistical plan was approved by RTMA board at recent Chicago meeting after “test run” in Maryland, Virginia & District of Columbia.

Order for 850 RCA receivers for Washington’s Hotel Statler, placed last week, is third such for that company; it also sold 1275 for Hotel Statler, Los Angeles, and 900 for Park Sheraton, New York.

State-by-state TV set shipments, with county-by-county breakdowns, for first 5 months of 1952 (1,299,977 units), are detailed in reports released this week by RTMA.

Muter Co. has purchased all stock of Enderes Co., Gutenberg, Ia., plans to expand its forged tool line along with increase in Muter TV-radio components production.
EFFORTS TO HASTEN quick decision on ABC-UPT merger, invited last week by FCC itself (Vol. 8:28), were attacked in scathing 35-p. opposition filed by Commission’s Broadcast Bureau.

If Commission were to throw out whole question of past anti-trust activities of officials of United Paramount Theatres and Paramount Pictures, Bureau’s attorneys state, FCC would be reversing its entire policy on the subject. Furthermore, if FCC bypassed customary procedure of requiring the examiner’s initial decision, it would be ignoring “a fundamental concept of its hearing procedures, that is, at least to consider the evidence and the record of the trial before determining the merits of a controversy” and “by an unprecedented procedural device [eliminate] that evidence no matter what its purport may be.” Bureau claimed there is serious question of credibility of witnesses involved, and that FCC must have benefit of fact that the examiner “has lived with the case.”

DuMont also filed a reply this week, also asked that examiner not be ignored. DuMont objects to merger, claiming that ABC-UPT tieup would give new firm enormous advantage in purchase of films for TV.

Despite its exhaustive opposition, Broadcast Bureau concludes that if FCC still intends to forget the whole anti-trust issue—and general opinion is that it does—some real speed can be achieved by disposing of case “administratively.” This means that parties wouldn’t even need to take time to file “findings of fact” before Commission can act. Such a procedure goes even further than the eager parties themselves ventured to suggest.

Ban on U. S. TV film coverage of Olympic Games beginning next week in Helsinki, in favor of a feature film to be produced and marketed in American theaters by a Finnish firm, drew strong protest this week by 3 TV newsreels. Ban followed report that Finnish Olympics committee demanded $250,000 for TV rights, which American newsreels turned down. Signing protesting cable to committee were NBC-TV news director Francis McCafl; UP-Movietone’s Jack Haney; Telenews editor L. P. Genoc.

Performer’s right to privacy is not violated by televising his show without his consent. That was ruling this week of N. Y. Court of Appeals in dismissing damages suit by Arsene Gautier of N. Y. against Washington Redskins pro football team, contending televising his halftime show, “Gautier’s Steepchase,” as part of Chesterfield commercial in Dec. 1948 without his consent broke his contract and violated his civil rights.

Senator Robert S. Kerr (D-Okla.) this week sold his KRGV, Tulsa, to group of local businessmen, including Ralph Taibot, former theatreman; C. B. Aker, ex-KRGV v.p.; P. C. Lauinger, publisher of Oil & Gas Journal. Block of stock also was issued as gift to Oklahoma A & M College. This week, KRGV applied for TV in Tulsa. Sen. Kerr still controls WEEK, Peoria, also TV applicant.

U. S.-Canadian border TV allocations are now official, State Dept. and FCC this week announcing formal “exchange of diplomatic notes.” Allocation is same as it was in Third Report of last year, except for couple minor uhf additions. Canadian and Mexican allocations are included in new TV Factbook 15.

Hazelton proposes 2-for-1 split of stock as of Sept. 3, with increase in authorized shares from 600,000 to 1,500,000, and has called special stockholders meeting Aug. 23 with holders of record July 31 eligible to vote. There are no present plans for any of the 800,000 authorized shares remaining after the 100% stock dividend.

Moviedon’s latest “answer to TV”: 78% of films now before Hollywood cameras are being photographed in color, more that twice as many as last year.

Theatre-owning interests are identifiable with the following applications for new TV stations thus far filed with FCC (see story, p. 5): Denver Television Co., seeking Channel No. 7 (John M. Wolfberg); Aladdin Radio & TV Inc., Denver, No. 7 (Harry Huffman & Frank H. Ricketson); Martin Theatres of Georgia Inc., Columbus, Ga., No. 28; Turner Farrar Assn., Harrisburg, Ill., No. 22; Greater Rockford TV Inc., Rockford, Ill., No. 13 (Roland Frederick Gran); Winnebago TV Corp., Rockford, Ill., No. 39 (Harry Balaban); Premier Television Inc., Evansville, Ind., No. 62 (Carlston-Carrol Corp.); Fort Wayne TV Corp., Fort Wayne, Ind., No. 33 (Alliance Theatres); Midcontinent TV Inc., Wichita, Kan., No. 3 (Sherrill C. Corwin); Columbia Amusement Co., Paducah, Ky., No. 6; WSMB Inc., New Orleans, No. 29 (Paramount Gulf Theatres) W. S. Butterfield Theatres Inc., Flint, No. 16 & Battle Creek, Mich., No. 64; Lakeland Telecasters Inc., Duluth, Minn., No. 6 (Rolando Frederick Gran); St. Louis Amusement Co., No. 11 (Fanchon & Marco); John & Saloma Greer, No. 7 in Albuquerque & No. 2 in Santa Fe, N. M.; Van Curler Broadcasting Corp., Schenectady, N. Y., No. 35 (Fabian Theatres); Fergum Theatres Inc., Mansfield, O., No. 36; Oklahoma TV Corp., Oklahoma City, No. 9 (Video Independent Theatres Inc.); Rivoli Realty Co., Johnstown, Pa., No. 56 (Walter M. Thomas); Southern TV Inc., Chattanooga, Tenn., No. 12 (Joel W. Solomon); Lufkin Amusement Co., Beaumont, Tex., No. 4; Lindsey TV Co., Lubbock, Tex., No. 5 (Lindsey Theatres Inc.); Valley Telecasting Co., Green Bay, Wis., No. 6 (Rolando Frederick Gran); Hawaiian Broadcasting System Ltd., Honolulu, No. 9 (Consolidated Amusement Co. Ltd.); Ohio Valley Television Co., Henderson, Ky., No. 50 (Malco Theatres); Milwaukee Area Telecasting Co., No. 12 (Rolando Frederick Gran). In addition, Wometto’s Mitchell Wolfson is identified with Orange TV Broadcasting Co., seeking No. 13 in Tampa, and is to be minority stockholder in other southern applications.

Add VIPs seeking new TV stations, in addition to those previously reported (Vol. 8:28)—these being among the 63 new-station applications filed this week and reported fully in TV Addenda 18-4: U. S. Senator Fred A. Seaton (R-Neb.), publisher of Hastings (Neb.) Tribune and various other newspapers, strong Eisenhowear backer, heads company applying for Channel 5 in Hastings. Wm. Connors III, publisher of Buffalo Courier-Express, seeks Channel 7 there; Erie Times, Channel 66; Scranton Times (WQAN), Channel 16; Honolulu Star-Bulletin, with Mormon Church (KGBM), Channel 9; Victor Knauth, half owner of Omnibook Magazine, Channel 59 in New Haven; Robert Choa, publisher of Boston Herald-Traveller, Channel 5 there; Ralph L. Richardson, Austin (Tex.) oilman, Channel 13 in El Paso.

Canada’s new TV stations, due on air on or about Sept. 1, will bear call letters CBFT, Toronto (Channel 9) and CBLT, Montreal (Channel 2) and Channel has been assigned to thirteenth channel for Ottawa. That’s official word from CBC, which will operate the stations. CBC also advises that Ottawa’s opening date is uncertain due to steel situation and other factors, but construction should be under way by next spring. Govt.-owned CBC has temporarily shelved plans for own stations in Winnipeg, Vancover, Windsor, London, Hamilton, awaiting public reaction to new Toronto and Montreal services. CBC, which is also the licensing authority, has made it clear it will not grant CPs for privately owned stations until its own stations get going.

We erred, apparently, in reporting that oilman Edwin K. Pauley “once dropped option to purchase KPIX for $450,000” (Vol. 8:27). Chief owner Wesley I. Dunn asserts: “Neither Edwin K. Pauley, nor anyone else, ever had an option to purchase KPIX for any figure, at any time.”
TV'S 1952 TIME SALES—$400 MILLION: This seventh year of commercial telecasting, with only 109 stations on the air as yet, will come fairly near to equalling radio broadcasting's best dollar sales volume. This despite fact that TV has grown slowly from mere 10 stations in 1946, is still an infant by comparison with its parent AM, which is some 25 years its senior and now has some 2350 stations on the air.

Here's how we figure telecasters will achieve time sales of $400,000,000 or more this year, as against last year's $239,500,000 ($132,200,000 for networks and their 15 stations, $107,300,000 for 93 other stations). And as against radio's 1951 total of $455,400,000, embracing all networks and 2265 AM & FM stations, according to FCC's preliminary 1951 audit (see p. 8, TV Factbook No. 15):

Network TV time billings for first 6 months of 1952 are close to $89,000,000 before frequency discounts (see latest PIB figures, p. 12). That presages reasonable certainty of $200,000,000 or more gross before end of year, for best revenue months by far are last half. That's for networks alone, doesn't include their own stations.

Since spot and local follow network trend, traditionally in radio at least, it's fair guess that last year's $107,300,000 volume for 93 TV stations will easily be doubled this year by the 109 operating stations -- especially in light of higher time rates and vastly greater volume of time sales.

So let's reckon $200,000,000 for spot & local, too. Add that to $200,000,000 for network -- and you have our $400,000,000 estimate.

That's time sales alone. Program-production-talent costs will probably run half again as much, possibly even higher. Hence you have an authority like Sponsor Magazine forecasting 1952 TV-advertiser expenditures at $600-700,000,000.

Not bad for an infant industry! Small wonder, then, that so many eager beavers are trying to get into telecasting, now that freeze has been lifted.

And if mere 109 stations can achieve this fantastic result, imagine what's in store when there are double, triple, even more stations. And draw your own conclusions about impacts on other media, including parent radio.

APPLICATIONS POUR IN DURING FCC HIATUS: By granting merely one CP this week, to WKAQ, San Juan, Puerto Rico (plus 4 educational grants), FCC found itself fast losing the advantages of channel-by-channel processing procedure upon which it counted so much to produce rapid expansion of TV.

With filing of 60 applications this week, after 63 last week, total is now 664 (plus 23 CPs) -- and possibility of quick uncontested grants in high priority cities is being drastically reduced. Even uhf channels are rapidly becoming "over-subscribed," forcing hearings and months of delays.

Among most exasperated applicants are those who have been in the clear, except that FCC made errors in allocating channels for which they applied. Trying its best to rectify situation, FCC this week announced new allocations for affected
cities. In Baltimore, Harrisburg, Reading, Youngstown, Warren, Commission was able to change channels outright, effective 30 days after publication in the Federal Register. In 9 others, rule-making is required. Among the 9 is Fall River, Mass., where WKNB's CP for Channel 30 is rendered ineffective pending completion of rule-making. All applications for channels involved are stymied until changes are made final. [For cities and channels involved, see p. 6. For this week's CPs, applications, etc., see TV Addenda 15-B herewith.]

Two other Puerto Rican applications, WAPA and WKVM, both asking for Channel 4, were notified that they have to go to hearing. New McFarland Act requires that they be notified before being actually set for hearing. Also notified were Honolulu's KPOA and KGU (seeking Channel 4), KULA and Royaltel (seeking Channel 2). KGBM's Channel 9 request and Radio Honolulu's bid for Channel 11 were held up for undisclosed reasons.

In efforts to pry CPs from Commission or reduce competition, applicants are exhausting every known technique. From cities where FCC made faulty allocation, there are petitions for "immediate grant" from applicants willing to condition CPs on channel changes to come. Steubenville's WTVJ petitioned Commission to force George Storer to choose which of his applications he wants to prosecute -- Wheeling or Miami (or pre-thaw Minneapolis) -- because grant of only one would give him full limit of 5 stations. Cedar Rapids' WMT asked FCC to throw out application of KSTT, Davenport, competing for Channel 2, claiming latter is "but one step ahead of insolvency" and therefore disqualified as an applicant.

Commission has had time to recover from "shock" of making 18 grants July 11, should be in position to produce some every week from now on. It is rapidly shifting employees to TV division, is even calling engineers in from field offices.

No new examiners have been appointed, nor have dates been set for hearings. Commission expects to add 7-8 examiners, is likely to appoint some from attorneys now on staff. Complicating examiner situation is fact that Federal examiners have taken Civil Service Commission to courts on matter on their hiring and firing. This could seriously delay appointment of additional examiners.

Educational grants went to Kansas State College, Manhattan, Kan., and to University of State of New York in Albany, Buffalo, Rochester. Grants were made by tenuous 3-2 vote, Comrs. Hyde and Jones dissenting. Their dissents were based on fact neither institution has money for construction. Both must await action by State legislatures. Had Comrs. Sterling and Webster been on hand, it's very likely grants wouldn't have been made. It's also likely that when they do return, no more such CPs will be handed out. There's additional possibility that the Commission will refuse to give this week's grantees extension of time to build stations, when they request such extensions, unless better financial showing is made.

Request for educational Channel 2 in Miami, by Lindsey Hopkins School, was passed over by Commission. WTVJ has offered to lease school its Channel 4 facilities for $1 a year when WTVJ is granted move to new site, higher power. FCC ruled school would have to wait until WTVJ is granted its change.

FCC also failed to grant New York City and Syracuse applications of U of State of New York because of faulty engineering in applications. University also applied this week for Binghamton, Ithaca, Utica, plans to ask for 2 more.

**STRIKE LEAVES TOWER MAKERS UP IN AIR:** Steel strike played hob with antenna tower manufacturers' plans to be ready to supply new TV stations as grants are handed out. Although strike is settled, it will be months before steel supply for civilian projects is back to "normal". Two months of production have been lost (see p. 11).

"Just as we were getting our heads above water, along came the strike and ruined the situation for TV towers. It will take us a long time to build up our inventories of the various types of steel needed for towers."

This comment from a leading maker of TV towers reflects view of majority of the top tower manufacturers we canvassed this week. Estimates of "lead time" for
delivery of 500-1000-ft. towers varied from as little as 6 months to more than year from time of ordering -- but all agreed it would have been much shorter had it not been for disruptions caused by strike.

Lead time on smaller towers -- about 12 weeks before the strike -- now is 20-30 weeks, one manufacturer estimated. Some makers still have stock of finished small towers, others have enough materials on hand to turn out few more. One large manufacturer expressed confidence he could turn out 7-9 500-ft. towers & half dozen 300-400-ft. ones before year's end -- and he ventured that for remainder of year the tower industry "can deliver towers faster than GE and RCA can deliver transmitters."

But tower bottleneck won't be enough to keep eager grantees off the air -- that's certain. As soon as they get their grants and their transmitters, many are expected to follow example of Denver's Eugene O'Fallon, whose KFEL-TV is on air now with 25-ft. pole as substitute for antenna tower. Similar make-shifts, you'll recall, were the rule in early days of FM.

Some grantees will use their AM or FM towers, many of which were built with TV in minds. Others will use high buildings or buy and relocate and rebuild used FM and communications towers.

Note: While tower manufacturing, like transmitter production, is dominated by handful of companies, quite a few smaller ones are also bidding for business -- and their inventories could conceivably help relieve possible bottlenecks. We've listed 19 tower manufacturing and erecting concerns in TV Factbook No. 15 (p. 123).

ON-AIR DATES ESTIMATED BY NEW GRANTEES: "When will new stations start telecasting?" continues to be the big all-industry question. "As quickly as possible," is refrain from grantees responding to our inquiries. That response may have a lot of different meanings, but enthusiasm appears to be far more genuine than it was among some 1947 & 1948 CP-holders who stalled because of TV's staggering losses in those days.

In vhf, CP-holders have situation in their own hands. If they're willing to put money and energy to work, they can get on air within weeks -- throwing up temporary rigs such as KFEL-TV's in Denver (Vol. 8:29). Fiercely competitive equipment manufacturers can provide entire "task forces" for individual jobs.

Story in uhf isn't so simple. Grantees can get reasonably good deliveries on 1-kw and 100-watt transmitters -- but most have yet to make up their minds on wisdom of starting with such low powers.

Some uhf CP-holders are satisfied with Bridgeport experience, have decided 1-kw can provide safe signal. None has yet indicated whether he considers 100-watt unit adequate, even with high-gain antenna.

There's also question of FCC policy. It hasn't yet ruled on matter. In KFEL-TV's case, it insisted that "principal city" get signal level provided for in rules. Chances are this will prove to be FCC's "floor."

Blunt fact of uhf situation is that manufacturers miscalculated. Great hopes for high-powered transmitters by last half of this year just haven't materialized. Not that such units won't be produced, or that manufacturers aren't straining every resource to make them. It's just a case of misjudging development required.

We know of only 2 uhf transmitters above 1 kw due for delivery this year -- GE's 12-kw units, one going to WHUM. Reading, other to unnamed July 11 grante -- though RCA feels it has chance of getting out a few 10-kw. Federal informs us it will have 1-kw transmitters this year, 10-kw early next year. FCC made its own survey of manufacturers last week, got same sizeup we did.

* * * * *

We now have estimates of on-air dates from virtually all of CP-holders. In addition to those reported last week (Vol. 8:29), we can report on following:

Denver -- W.D. Pyle (KVOD), Channel 2 grantees, wires: "We expect to be on the air in 6 weeks or much less if possible on an interim operation with reduced power." That means on or before Labor Day -- and we understand there's every likelihood RCA can complete 2-kw installation, already started, in less than 6 weeks. Pyle doesn't want Eugene O'Fallon's KFEL-TV to get too big a jump on him, though
O'Fallon's 500-watt installation is "burning up" the town with very good signal, thanks to mountain site equivalent to twice Empire State Bldg. height.

KFEL-TV got exceptional break, too, in that Chicago political convention was on the air, attracting enormous interest, and it forthwith joined NBC-TV for some 20 hours of network per week, agreed to take Studio One from CBS-TV. It will pick programs from all networks until KVOD-TV competition enters in. CBS-TV, which tried unavailingy to sign up KFEL-TV, is understood to have first option on KVOD-TV time.

Spokane -- Radio tycoon Ed Craney (KXLY), partner with Bing Crosby, et al., in Channel 4 grant, advises that by September he will have closed-circuit operation for dealers, by Dec. 1 test pattern on air, by Christmas Eve regular commercial schedule. Other grantee, Spokane Chronicle's KHQ, Channel 5, last week advised it hoped to begin telecasting by Jan. 1.

Austin -- KTBC mgr. J.C. Kellam reports that he has started construction of road to 925-ft. hill where tower will be located; that transmitter house will get under way next week; that Channel 7 equipment will be ordered by next week -- and no time will be lost in getting on air. Oilman Charles H. Coffield, with CP for Channel 18, says he can't begin by Christmas because of equipment problem.

Youngstown -- Vindicator publisher Will Maag, holding uhf Channel 73, last week ordered equipment from RCA, has had Cleveland's Austin Co. at work on plans for $500,000 building. "We plan to get on the air as soon as equipment is available and may use our present facilities (WFMJ) with temporary additions until we know better just what we want in a building." Last week, rival WXBN, granted Channel 27, predicted summer or fall of 1953, fearing to try low-power operation earlier.

ANTI-TRUST SUIT—FILMS TO TV, OR ELSE: As if film industry didn't have enough woes, mainly declining boxoffice attributed to TV, Dept. of Justice this week tossed bombshell in its lap by filing anti-trust suit against 12 movie makers & distributors -- charging conspiracy to keep 16mm films from TV and other non-theatrical outlets.

New Attorney General McGranery's first big anti-trust action, filed in Los Angeles Federal district court, was strangely reminiscent of FCC's ill-starred move to force movie producers to release their films and stars to TV if they wanted any consideration when it came to new-station grants (Vol. 7:13). That one proved to be a blooper, was quickly dropped by Commission's then rampant "trust-busters."

This suit has been in making since war years, not merely since postwar TV boom, we're told by Justice Dept. spokesman. Immediate reaction of exhibitors was bitter anger, directed not only at Govt. but against unnamed and unknown "TV power" that they said "must be behind this action." Hopping mad, they accused Govt. -- and TV industry -- of kicking them when they're down.

Reflecting that attitude, editorial "The Hands of Esau" in the authoritative Motion Picture Herald July 26 called suit "a piece of blatant and transparent injustice," but discounted charge that TV interests were responsible for it. "It would seem, offhand," the trade journal stated,"that the latter medium would have neither the money nor the influence to cause a national action."

* * * *

TV people were quietly jubilant but saw only faint possibility of earlier releases of Hollywood's better, more recent production. Telecasters understandably drool over prospect of opening up major producers' vaults, where run-out features are stored, to say nothing of getting relatively fresh features for TV showings.

But TV folk are realistic enough to realize that producers can't be blamed for hoarding their backlogs so long as there are mere 100-odd TV rental outlets, from which in nature of things only a pittance can be derived. (Average "oldie" is said to realize maximum of $20,000 from today's TV rentals.)

Major movie producers' attitude is that they won't release wares to their main competition. Not yet, anyhow -- not until there are enough TV outlets to bring in rentals comparable to those from the 20,000 or so movie houses of the land.

They aren't free agents, moreover. To release old films to TV, studios must meet Jimmy Petrillo's terms: Rescore all musical sound and pay 5% of gross to musicians union's royalty fund. At present, most consider these conditions ruinous.
Question thus raised in suit is whether Govt. can force employer, in guise of anti-trust action, to bow to union's demands.

While exhibitors sound off, the 12 defendant companies for most part maintained discreet silence -- possibly recalling earlier anti-trust brushes with Govt. Only producer to comment was Republic's president Herbert Yates, who said: "We do not know of and have never been party to any conspiracy not to serve TV stations. We now have 75 contracts with TV stations and are serving approximately 40 markets out of the existing 63."

Besides Republic Pictures and its Republic Productions, other defendants are 20th Century-Fox, Warner Bros. & its Warner Bros. Distributing Corp., Columbia & its TV subsidiary Screen Gems Inc., Universal & its United World Films, RKO and independent Films Inc. and Pictorial Films Inc. Big Theatre Owners of America was named as co-conspirator but wasn't made defendant. Though their vaults are locked as tightly as others, neither Paramount nor MGM was named.

Suit charges that defendants (1) withheld 16mm feature films from market to avoid competition with theatres "despite wide demand" by TV; (2) refused to allow exhibition of films within 10 mi. of theatres; (3) kept films from non-theatrical outlets until their value was diminished. Court is asked to give TV access to backlog after "reasonable clearance periods" between theatrical and TV showings.

Importance of suit was underscored by Attorney General's statement that it "was filed as part of the continuing program of the anti-trust division to prevent businessmen and others from combining to place restrictions upon what the public may see on their TV sets." Reference apparently was to govt.'s current suit against National Football League (Vol. 8:20) and proclaimed surveillance of NCAA college football restrictions (Vol. 8:23).

* * * *

Note: While the film industry buzzed about suit, Variety reported that RKO is on verge of signing over its entire pre-1949 backlog of 800 or more features to syndicate headed by Canadian financier Lou Chesler, who would give DuMont first call on the films. Transaction was said to require the payment by Chesler's syndicate of $14,000,000 over 4 years, of which $2,500,000 would be advanced by DuMont.

NO LETUP in rate of filing applications for new TV stations seems apparent, as 60 more went into FCC hopper this week—bringing total pending to 664 (249 of them uhf). These plus FCC's grant of Channel 2 to El Mundo's WKAQ, San Juan, Puerto Rico, and 4 educational grants, plus various amendments and changes, make this week's second TV Addenda 15-B as sizeable as its predecessor. The Addenda (blue sheet) contains details on all applications; with listings in TV Factbook No. 15 and Addenda 15-A, it should keep your records up to date.

Noteworthy among this week's applicants were 2 former TV station owners, who sold out but now seek new ones. Leonard Verulais, who last year sold his WLAV-TV, Grand Rapids (now WOOD-TV), for $1,400,000 (Vol. 7:19), now seeks uhf Channel 35 in Muskegon, Mich. Tom Potter, who sold KBTV, Dallas (now WFAA-TV) to Dallas News for $75,000 (Vol. 8:4), now seeks uhf No. 40 in Baton Rouge, as well as No. 24 in Austin, No. 31 in Beaumont, No. 43 in Chattanooga.

Present TV owners also are in for more. Edward Lamb (WICU, Erie, and WTIN, Columbus) filed this week for No. 9 in Orlando, Fla., where he owns WHOO, and uhf No. 21 in Massillon, O. Helen Maria Alvarez, co-owner and the manager of KOTV, Tulsa, has personally applied for No. 40 in Sacramento, Cal., is also part owner of companies seeking No. 10 in Corpus Christi and No. 11 in Little Rock.

Cleveland's WGAR, with new stockholder lineup headed by John Patt, applied for uhf No. 6 in there, while William O'Neil, owner of Cleveland's WJW, and member of the General Tire & Rubber Co. family, applied for uhf No. 19 there. Alf Landen applied for No. 42 in Topeka; Democratic National Chairman Frank McKinney's group for No. 21 in Fort Wayne; publisher D. C. Rowley for No. 15 in Ashtabula, O.; publisher William Loeb for No. 9 in Manchester, N. H.

Harry Butcher, ex-CBS v.p. wartime naval aide to Gen. Eisenhowuer, appears as chairman of new applicant company for Channel 3 in Santa Barbara, Cal., where he operates KIST. Among his stockholders are Colin Selph, ex-KPIX; Ronald Colman, the actor; Cecil Smith, head of Schwabacher & Co., bankers; C. H. Jackson, rancher; Arthur F. Marquette, Chicago adman.

And also indicating eagerness of AX operators to tie up with capital capable of swinging TV, was $115,000 sale this week of half interest in WHBG, Harrisburg, Pa., 250-watt ABC outlet on 1400 kc, to Philadelphia Inquirer (WFIL-TV). New parent company, with manager Herbert Kendrick and newspaper each owning 50%, has applied for uhf Channel 17 in Harrisburg.

Movie boxoffices took in 5.5% less money last year than in 1950, reports Commerce Dept. In 1951, Americans spent $1,166,000,000 for movie tickets, or $69,000,000 less than $1,235,000,000 in 1950. Other recreation expenditures by public in 1951, compared with 1950: Legitimate theatres and opera, unchanged; professional baseball, down 7.2%; professional football, up 12.5%; college football, unchanged; horse and dog race admissions, up 5.5%; pari-mutuel receipts, up 8.7%. Corporate income of motion picture producers, before taxes, increased from $125,000,000 in 1950 to $131,000,000 in 1951, Commerce Dept. report also showed, but income after taxes fell from $65,000,000 in 1950 to $54,000,000 last year.
FOLLOWING UHF channel changes, to correct its own errors in allocation plan (see story, p. 1), were announced by FCC this week, effective 30 days after publication in Federal Register (expected next week):

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<td>Warren, O.</td>
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<td>Youngstown, O.</td>
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<td>Harrisburg, Pa.</td>
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<td>Reading, Pa.</td>
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Following changes were made subject of proposed rulemaking, with comments due by Aug. 18, counter-comments 10 days later:

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<td>Fort Wayne, Ind.</td>
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<td>Fall River, Mass.</td>
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<td>North Adams, Mass.</td>
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<td>Allentown, Pa.</td>
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<td>Newberry, S. C.</td>
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<td>70</td>
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</table>

Pending completion of rule-making proceedings, applications for channels proposed to be deleted or for following channels will not be processed: Allentown, Pa., No. 39; Greenville, S. C., No. 23; Lima, O., No. 35; Winchester, Ky., No. 37; Cincinnati, O., No. 48; New London, Conn., No. 26; New Britain, Conn., No. 30; Ft. Wayne, Ind., No. 27; Wilmington, Del., No. 59.

Station Accounts: Independent Exhibitors Inc., New England theatre group affiliated with Allied States Assn., in current bulletin is urging movie producers to place trailers of current movie hits on TV before TV viewers "become a lost audience." It states: "The time to get our audience is before show time and TV is the best available medium to accomplish this; for reasons unknown we, as an industry, are passing it up" . . . RKO is plugging revival of film King Kong on New York TV stations, preliminary to Aug. 8 & 12 openings, plans saturation campaign of TV spots for Sudden Fear (with Joan Crawford) on New York & Cleveland stations before Aug. 7 openings . . . Added sponsors taking up WCBS-TV's 45% volume discount (Vol. 8:29): Lever Bros. (Breeze) and Hudson Pulp & Paper Co. (tissues) . . . Texagon Mills Inc. (lace & net products) used TV for first time during Democratic convention when it bought 30 ten-second spots on WJZ-TV, thru Posner-Zabin Adv., N. Y. . . . Serton planning half-hour films in selected markets in addition to its sponsorship of Life Begins at 80 on DuMont and Battle of the Ages on CBS-TV, thru Franklin Bruck Adv., N. Y. . . . Among other advertisers reported using or preparing to use TV: Miller Table Pad & Venetian Blind Mfg. Co. (combination storm windows & doors), thru Lloyd S. Howard Assoc., N. Y.; G. A. Goodrich Co. (Good-N-Rich cake mix), thru Buchanan & Co., Chicago; U. S. Bedding Co. (King Koil Springwall mattress), thru B. E. Fischbein & Assoc., Minneapolis; Knapp-Monarch Co. (home appliances), thru Olian Adv., St. Louis; Mrs. Chapman's Home Foods (Woodsy's Bar-B-Cue products), thru Ross Roy, Los Angeles; Blue Crown Spark Plug Co., thru Burlingame-Grossman, Chicago; Owen Nursery (mail order seeds & shrubs), thru MacFarland, Aveyard & Co., Chicago; Esquire Inc. (Esquire, Coronet & Apparel Arts Magazines), thru Grey Adv., N. Y.; Brown Brothers Inc. (Brownie Potato Chips), thru Morris Cavanaugh Adv., Pittsburgh . . . Owen Nursery, Bloomington, Ill. (new Bob Richards Enterprises div.), thru MacFarland, Aveyard & Co., Chicago.


HOURS OF VIEWING continue to lengthen even in so "mature" a TV city as New Brunswick, N. J., the "Videotown" of Cunningham & Walsh's continuing survey. Agency's fifth annual study (Vol. 5:28; 6:26; 7:35), covering all set owners in city and representative non-TV families, shows that older sets are in use for a "staggering" average of 5 hours during 5 p.m.-midnight.

Radio listening and movie-going remained hard hit, but "older" TV families do tend to increase listening somewhat after about a year of TV ownership. For example, listening dropped 85% among families who bought TV last year. But, among families owning sets 1-5 years, there was 50% increase in number of people who listened some time during the evening. "Daytime' listening remains little affected—in fact, is higher in TV homes than non-TV.

First-year impact of TV on other activities remains high: 77% drop in movie attendance, 53% decline in magazine reading, 87% drop in entertaining (complete reversal of early days of "TV parties" following purchase of set).

Newspaper reading is doing much better than holding its own. In 1-5 year TV families, it increased 40% in 1951 and "almost doubled" in 1955. The researchers say increase isn't necessarily associated with TV viewing, because non-TV families have also increased newspaper time.

Note: For set-owning and buying habits, as uncovered in latest "Videotown" survey, see Topics & Trends of TV Trade, p. 10.

AFM Czar Petrillo loosened angry blast at TV's use of canned music this week, announcing a union investigation with statement that "we cannot stand idly by and see the new television industry go the way of radio." He wrote recording companies and booking agents to warn that making cut-rate recordings abroad with non-union members violates agreements and the AFM members "place their membership in jeopardy" by such action. Trade speculated Petrillo's unannounced announcement foreshadowed possible trouble in local TV contract talks.
Telecasting Notes: Democrats voted in favor of the Teleprompter, just as Republicans did (Vol. 8:28), despite proposal to eliminate it. Electrical prompting device again got repeated radio and press mentions this week, mostly favorable, as it was used by speakers at Chicago convention. But it wasn’t so much in evidence, wasn’t seen by TV cameras so often, as at GOP shindig, because Democrats built it right into the rostrum so it wouldn’t be noticed. Keynoter Gov. Dever, however, used 2 extra Teleprompters so he could look around the room without faltering... Nearly 51,000,000 viewers saw GOP convention on TV—largest audience in TV history—according to American Research Bureau, which found TV sets turned on in 14,880,000 homes and average of 3.4 viewers per set. Peak viewing period was during Gen. MacArthur’s address. ARB found 69.3% of TV owners in Chicago saw convention; in New York figure was 50%, in Los Angeles 40%... 2% cash discount on national advertising, adopted by WHIO-TV, Dayton, said to be first by any TV station, evoked statement of commendation from BBD’s Frank Silvernail, as chairman of TV-radio committee of AAAA; WHIO and nearly score other radio stations, he noted, have adopted the discount in last 6 months... “Billboard spectacular,” like one it already has in Times Square, will be erected by WCBS-TV opposite Radio City Music Hall, visible from much of Rockefeller Center (where RCA-NBC have headquarters); “running sign” at bottom will carry changing copy about CBS key station’s shows... Children’s creative art instruction show, Through the Enchanted Gate, on New York’s WNBTV, Sun. 12:30-1, sponsored by Museum of Modern Art, has proved hit among youngsters and adults alike, with 2500 letters and samples of work received since show started May 11; program was planned by v.p. Ted Cott, has Ben Grauer as commentator... Yale Divinity School to offer experimental lecture-seminar course in religious TV this fall, headed by Rev. Everett C. Parker, in cooperation with New Haven’s WHCN-TV as lab... Outdoor TV studio of WTMJ-TV, Milwaukee, covering half city block adjacent to Radio City, was put to regular program use July 15—first of its kind... 1000-ft. tower of WBEN-TV, Buffalo, by Ideco, nearing completion, now slated to be finished by end of August... Radio Writers Guild strike against ABC, CBS & NBC TV-radio networks (Vol. 8:27) has been settled with agreement on $15 weekly pay raise... 90 stations now in NARTB-TV, with addition last week of San Francisco’s KRON-TV & Grand Rapids’ WOOD-TV.

Tinkering” with his set cost him view of Republican Convention, a Capital Heights (Md.) GOP politician charges in $5000 suit against TV repair firm filed in Maryland circuit court. Robert E. Ennis, attorney and unsuccessful candidate for GOP Congressional nomination, sued Royal Appliance Co., Washington, D.C. on grounds he was “greatly annoyed, inconvenienced and defrauded” as result of repair job company did on his set. Royal Appliance has also filed suit to collect $9629 repair bill from him.

Late hours of Democratic national convention night of nominations and demonstrations, July 24, were too much for Chicago Tribune’s WGN-TV management, so it pulled off the network and put on movie in response to telephoned pleas from audience.

Benton-Shine Corp., theatre operators, last week closed down last movie house in Ballston Spa, N. Y. (pop. 5000) with frank assertion that it has lost its clientele to TV and to the 4 drive-ins within 25-ml radius.

Voice of America’s new floating radio station, Coast Guard vessel Carrier, left New York July 17 for Mediterranean where she will relay State Dept. broadcasts to Soviet bloc nations for first time.

**Network TV-Radio Billings**

<table>
<thead>
<tr>
<th>Network TV-Radio Billings</th>
<th>June 1952 and June-1952</th>
<th>(For May report, see Television Digest, Vol. 8:25)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ZOOMING network TV time sales, despite falling off in June, are manifest in 6-month report by Publishers Information Bureau, showing time billings of $88,731,250 vs. $55,248,279 for same period 1951. June sales of $13,324,972 compared with $14,701,827 in May and $9,147,093 in June 1951 (Vol. 8:25).</strong></td>
<td></td>
<td></td>
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<tr>
<td>Nework radio fell to $83,451,825 in first 6 months from $95,405,279 same period last year. June fell to $12,332,941 from $13,928,619 in May and $14,853,115 in June 1951. CBS continues to maintain substantial lead in radio, is close runner-up to NBC in TV. But for the 6 months, NBC-TV’s $41,067,493 far surpasses its $24,183,934 from radio, whereas CBS-TV runs $32,451,904 vs. CBS Radio’s $29,601,495. The complete PIB tabulations:</td>
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<tr>
<td><strong>Network Television</strong></td>
<td></td>
<td><strong>Network Radio</strong></td>
</tr>
<tr>
<td><strong>June</strong></td>
<td><strong>June</strong></td>
<td><strong>Jan.-June</strong></td>
</tr>
<tr>
<td>1952</td>
<td>1951</td>
<td>1952</td>
</tr>
<tr>
<td>NCB</td>
<td>CBS</td>
<td>ABC</td>
</tr>
<tr>
<td>$5,300,546</td>
<td>$3,185,260</td>
<td>$1,276,260</td>
</tr>
<tr>
<td>$2,244,240</td>
<td>$2,900,782</td>
<td>$1,477,921</td>
</tr>
<tr>
<td>Total</td>
<td>$7,544,786</td>
<td>$5,116,242</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$20,567,208</td>
<td>$26,739,532</td>
</tr>
</tbody>
</table>

**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, this 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 and trends.

As against NBC Research’s estimate of 16,639,100 TV sets-in-use as of last April 1 (Vol. 8:17), Market Research Corp. of America (formerly Industrial Surveys Inc.) reported July 23 that its own survey shows 14,588,000 homes with sets in April—or one out of every 3 U. S. families. That’s gain of 2% over January 1952 and 28% over April 1951 when 26 out of every 100 families owned TV’s. Nearly 60% of TV-owning families live in large cities (more than 500,000 pop.), 25% in medium-sized markets (50,000-500,000), 11% in small towns (25,000), 4% on farms. “Viewed from almost any marketing angle,” stated MRCA president Samuel G. Barton, “the TV market is a concentrated market. More than 75% of all TV families are concentrated in northeast and north central part of the country [and] only about 10% are in the Pacific region.” Note: Differential of more than 2,000,000 in TV count, as between NBC and MRCA, presumably is accounted for by TV’s in public places and by multiple sets in some homes.
TV TRADE BOOMS, STOCKS MELTING AWAY: Business is booming in TV, along with other appliances like refrigerators and air-conditioners.

That's the word from the manufacturers generally -- the TV folk reporting that inventories at all levels are literally melting away with the summer heat. Main reasons for TV's extra-seasonal flurry aren't hard to discern:

(1) Political conventions created exceptional demand, stimulated by network TV-radio sponsorships by Admiral, Philco & Westinghouse. Those companies are jubilant, each reporting excellent reactions and better-than-expected movement of goods. And their enthusiasm is shared by most of rest of the industry.

(2) Opening up of Denver market last week, first and biggest new city to get post-freeze service, not only is taking lots of TV receivers but points way to similar boom demand in other cities now without TV as soon as new stations can get going. And Washington prospects are that enough non-competitive grants can be made in at least the medium-sized and small cities during ensuing months to add up to continued good total market for the industry's production.

Admiral's Ross Siragusa said convention telecasts-broadcasts "have cleaned us out to point where we haven't enough merchandise to back up our campaign." Philco spokesman said: "Business is marvelous. It's ahead even in New York. Our dealers and distributors are running out of merchandise." Westinghouse was similarly enthusiastic, took occasion of high demand to cut prices of its TVs for unusual reasons (see Topics & Trends). All of course referred to appliance as well as TV trade.

Talking to others -- topkicks of DuMont, Hallicrafters, Motorola, RCA -- we got same enthusiastic reaction to current upsurge. Some were worried lest production programs cannot keep up with expected demand rest of year. All reported that their TV business is good everywhere, including even steel-strike cities.

"Every market is wonderful," said one of biggest set makers. "Even New York is going to town, though it's supposed to be so well saturated. Our orders exceed our present and planned output rate by 25%. The net effect should be a shrinking of inventories and a healthy new norm for the whole industry this fall."

That the industry doesn't regard June-July increases as a temporary boom is evidenced by the tubemakers who say their sales are way up -- auguring increased production schedules as plants reopen after vacations.

Factory inventory shrinkage has been evident for some weeks -- but RTMA's July 18 figure bore out trend sharply. Total went down nearly 65,000 from week preceding -- to 293,804 -- and there's talk now that there won't be any inventory to speak of by autumn, and that the industry is trending back to halcyon days of 1950.

That was a $3 billion year -- and Dr. Allen B. DuMont is so enthused by the prospects of new markets that he told his distributor convention this week there's a potential $15 billion retail volume in prospect for TV in next 5 years. He reasoned:

"At present there are almost 18,000,000 sets in use. Until recently, it was thought that by the end of 1957 there would be 40,000,000. Now, additional surveys and information indicate the figure may easily top 50,000,000. On that basis...TV dealers from coast to coast will have increased their sales to $15 billion."

Dr. DuMont calculates that 32,000,000 more sets would mean retail sales of $10 billion, with an additional $5 billion in sales of picture and receiver tubes, plus components and "normal receiver maintenance."

The Denver story indicates the veritable hunger of folks for TV in so-called "teleblind" areas. As soon as KFEL-TV got on the air (Vol. 8:29), truckloads and carloads and even planeloads of receivers began to pour into the city. A few big
set makers anticipated broadcaster Gene O'Fallon's plans, had some sets on hand -- but not enough. Station from high mountain site is radiating **amazingly strong signal** on Channel 2 despite temporary low power; it's being seen over an unexpectedly wide radius, with rabbit-ear antennas fairly satisfactory in many locations.

McClellam-Law Corp.'s H.S. Law, chairman of Rocky Mountain Electrical League, wired us that dealers estimate 8000 sets will have been sold by this week-end, with 3000 delivered. By end of year, he forecast 50,000. Within 12 months, local forecasters think total should reach 90,000 -- meaning around 50% saturation!

Denver's second station is assured within matter of weeks (see p. 3), and competitive network and local programming is bound to keep interest high.

If Portland, next largest TV-less city, really gets a station before end of year -- even on uhf-only, that being first grant there -- it's reasonable to expect it will repeat the Denver story. And more towns like those granted last week could add up to continuing boom demand for the industry as a whole.

* * * *

With **summer vacation shutdowns** in effect in many factories, production for week ended July 18 was only 57,769 TV receivers (2836 private-label), compared with year's low of 31,510 week preceding (Vol. 8:29). At same time factory inventories fell to 293,804 -- down 64,552 from week before and back to level of last April 25.

Radio output totaled 127,170 units (61,616 private), up from 71,613 one week earlier. Radio inventory fell to 359,553. Radios turned out week ended July 18 consisted of 49,469 home sets, 25,692 portables, 11,399 clock, 40,610 auto.

RTMA also released official 6-month tally of TV and radio production, which shows 2,318,236 TVs vs. 3,457,519 in first half of 1951 and 1,927,279 in second half of 1951. **Six-month output of radios** was 4,838,343 vs. 7,865,330 same 1951 period. This is the month-by-month breakdown by RTMA:

<table>
<thead>
<tr>
<th></th>
<th>TVs</th>
<th>Home Radios</th>
<th>Portables</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>404,933</td>
<td>283,723</td>
<td>68,433</td>
<td>195,147</td>
<td>80,152</td>
<td>632,455</td>
</tr>
<tr>
<td>February</td>
<td>409,337</td>
<td>312,705</td>
<td>72,866</td>
<td>267,779</td>
<td>106,103</td>
<td>759,453</td>
</tr>
<tr>
<td>March (5 weeks)</td>
<td>510,561</td>
<td>357,689</td>
<td>99,720</td>
<td>343,314</td>
<td>175,169</td>
<td>797,892</td>
</tr>
<tr>
<td>April</td>
<td>322,878</td>
<td>286,164</td>
<td>110,529</td>
<td>275,250</td>
<td>176,003</td>
<td>684,946</td>
</tr>
<tr>
<td>May</td>
<td>309,375</td>
<td>288,927</td>
<td>128,351</td>
<td>215,478</td>
<td>115,588</td>
<td>748,344</td>
</tr>
<tr>
<td>June (5 weeks)</td>
<td>361,152</td>
<td>297,669</td>
<td>205,186</td>
<td>246,909</td>
<td>124,489</td>
<td>874,253</td>
</tr>
<tr>
<td>TOTAL...2,318,236</td>
<td>1,831,877</td>
<td>685,085</td>
<td>1,543,877</td>
<td>777,504</td>
<td>4,838,343</td>
<td></td>
</tr>
</tbody>
</table>

**Trade Personalities:** Bastian M. Stol, Philco International regional mgr. in Mexico, appointed regional mgr. for Europe; Robert C. Currie, ex-regional mgr. for Caribbean, now gen. mgr., distributor div., Philco Radio e Televido, Sao Paolo, Brazil; Alphonso J. Andrade promoted to mgr., Philco S.A. Inc., Bogota, Columbia; Victor Alin, ex-Europe, named sales promotion mgr. under v.p. Ovid Riso ... Elmer Crane, chief of components branch, NPA Electronics Div., ex-Cleveland DuMont distributor, forming Reliance Lumber Co. with 40 sq. mi. of timberland north of Sault Ste. Marie, Canada; for time being he'll divide his time between Washington and Canada ... Dr. Charles J. Burton, ex-Stanford Research Labs and American Optical Co., named v.p. of Olympic Radio's new lab at Stamford, Conn., under Dr. R. Bowling Barnes, president of Olympic Development Co. ... Walter C. Appleton named Crosley eastern regional mgr., with headquarters at 50 E. 42nd St., N. Y.; he will also cover Boston, Philadelphia areas ... Harold Christian, ex-RCA Service Co. Pittsburgh mg., heads new Denver office at 1275 Wazee St. ... Graham R. Treadway, ex-president, Horton-Bristol Mfg. Co., joins LaPointe-Plascemold as asst. to president ... Salvatore Silvestri, ex-Belmont, named factory supt., Hedco Mfg. Co., Chicago (record players) ... Robert B. Moon new gen. sales mgr., Hammerlund Mfg. Co. ... Ashton H. Hubert, ex-Detroit salesman, named Motorola northwest regional mgr. in Seattle ... Arthur E. Welch, Bendix Radio asst. gen. mgr., names 6 district mgrs.: Bartley Fury, ex-Nash-Kelvinator in Atlanta, to cover Seattle, Portland, Spokane; George Dyna, ex-Hoffman, for Los Angeles, San Diego, Denver, Phoenix; Charles Bock, ex-Zenith in N. Y. & Raytheon, for N. Y., Newark, Connecticut; Arthur E. Champagne, ex-National Television Co., for northern New York & New England; T. Goodwin Lyon, ex-Philco & Teeter Co., Kansas City, for Kansas City, St. Louis, Des Moines, Davenport, Oklahoma; James Mason Martin, ex-Bendix Houston distributor, for Texas ... Dr. Allen B. DuMont awarded title of cruiser champion of Long Island Sound for 1952 by winning 107-mi. race, sponsored by N. Y. Athletic Club, with his 54-ft. cruiser Hurricanite III ... V. S. Mameyeff, Raytheon mg. of export activities, named mgr. of its international div ... Sidney Vorzimer, ex-Emerson, joins Pacific Mercury ... R. G. Scott, head of CR commercial engineering section, promoted by DuMont to mgr., sales engineering ... J. P. Ryan promoted to operations mg., Albany branch, Crosley.

Youngest "ham" in history: 7-year-old Leonard Ross, Los Angeles, reported in AP dispatch from Los Angeles to have passed FCC test there with score of 85, also passed Morse code test.
Topics & Trends of TV Trade: Fifth year of annual "Video Town" studies conducted by Cunningham & Walsh ad agency (see p. 6) reveals that now "mature" TV guinea pig city (New Brunswick, N. J.) has more than 60% saturation; that 1951 sales were 32% less than 1950, are expected to decline additional 16% this year; that 85% of 1951 set sales went into new homes, only 15% for replacement; that prospect for this year is 78% new homes, 22% replacement. In addition, survey found:

(1) Only 2% of families own second set. About ¼% of TV families plan to buy another, keep old one. According to surveyors, "most owners are at a loss to decide in which room they would place a second set if they had one."

(2) Two major reasons for not buying are "not interested" (41%) and "can't afford" (28%). Of entire group, only one family has refrained from buying because TV is "bad for children" - a reason given frequently in previous surveys.

(3) Reason for buying replacement, as given by largest group (59%), is to get larger screen. Only 18% mentioned poor performance of present set.

New DuMont line - featuring $200 set for first time - was shown to distributors July 24 in New York. It includes 6 holdovers from old line plus 9 new models, 7 with blonde counterparts. Whole line is now divided into 2 price groups - "DeLuxe" group with 21 tubes & 4 rectifiers and the lower-priced sets with 18 tubes, 2 rectifiers & crystal detector. All sets feature Selfocus picture tube and provision for built-in uhf conversion. The 3 new sets in DeLuxe line contain roll-out drawer and phono switch for easy installation of record changer. The new DuMont models (all prices inboard and rounded out):

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-in., $280</td>
<td>$220</td>
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<tr>
<td>21-in., $280</td>
<td>$220</td>
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<td>21-in., $280</td>
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<td>$220</td>
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<tr>
<td>21-in., $280</td>
<td>$220</td>
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Distributor Notes: Admiral's new factory branch for southern California, Golden State Appliance Distributing Co., 242 S. Anderson St., Los Angeles (successor to Herbert H. Horn Inc.) is headed by Arthur J. McGee, ex-Memphis regional mgr., as v.p-gm.-mgr. Other executives are George A. Prendergast, ex-Appliance Distributors, Chicago, operations mgr.; J. R. Hill, service mgr.; George Gramlich, adv. mgr., latter two formerly with Horn...


Edward J. Kelsky, pres. Keps Electric Co., Pittsburgh, and Edmund Orgill, pres. Orgill Brothers & Co., Memphis, both Admiral distributors, were delegates to Democratic national convention.

Canadian subsidiary known as DuMont Television & Electronics Ltd., 901 Victoria Sq., Montreal, has been formed by DuMont, its first in foreign country, to effect licensing agreements for manufacture of DuMont sets and tubes. Dr. T. T. Goldsmith Jr., research chief, has been named president; Ernest A. Marx, director of international div., v.p.; Bert L. Graham, controller, secy-treas.

New immigration law passed by Congress gives preference under quotas to aliens with special abilities, including electronic engineers and technicians, on petition to the Attorney General.

I N MIDST of bountiful market, virtually out of inventory, enjoying fruits of huge TV-radio advertising campaign that included sponsorship of political conventions on CBS-TV and radio, Westinghouse has cut prices $10 to $50 on most of 19 new TV models it introduced only 6 weeks ago, or last June 9 (Vol. 8:24). Explanation of seeming paradox is that "Westinghouse is out to win the high place in TV market that its product and brand-name merit - and so is following the old Henry Ford theory of reducing prices as demand warrants and in anticipation of greater production to come," or as a top executive put it: "We're offering better values to dealers, who can thus feel freer to push our goods with the public - and we're doing this despite fact that we were competitively priced even before.

Low end of line's 16-in. plastic table stays at $190 and two 17-in. plastic tables at $200 & $230; high end, 21-in. combination console with doors, remains $595. But prices are reduced on 17-in. mahogany tables to $230 & $250 (down $20 & $10, respectively), blonde $240 & $260 (down $20 & $10); on 17-in. mahogany consoles to $270 & $290 (down $20 & $10), blonde $280 & $300 (down $20 each); on two 21-in. mahogany consoles to $370 (down $10 & $20), blonde $390 (down $10), full-door mahogany $425 (down $25), full-door blonde $425 (down 50). All prices are inboard; dealer-distributor price protection of June 9 extends to Sept. 1.

New technique for measuring TV and FM receiver transmission line attenuation has been developed by Bureau of Standards' R. C. Powell, is described in technical report 1699. Report says "results reproducible to better than 10% can be obtained" and that 1% is possible with more elaborate equipment. Advantage of system, Bureau says, is "simplicity and speed and the fact that only easily obtainable apparatus is needed."

First vhf-uhf antenna is claim of Ward Div. of Gabriel Co. for new high-gain "Trombone," containing 8 driven elements. Ward also announces "U-Vee" combination vhf-uhf antenna, with many features of Trombone but less gain.

New Kingston uhf tuner, extremely compact and said to be simple to produce and align, is described in detail by Kingston Products Corp. chief engineer H. F. Rieth in August Tele-Teck.

Roland Radio Co. has been formed by Steelman Phonograph & Radio Co., Mt. Vernon, N. Y., as subsidiary to manufacture table & portable radios and radio-phonographs.

RCA has licensed Hayakawa Electric Co. Ltd., Tokyo, to manufacture TV sets in Japan, where first stations in Tokyo & Osaka are due to begin operating in October.

Raytheon Mfg. Co. is subject of profile titled "Buck Rogers Inc." in July 7 Time Magazine.

RTMA educational TV committee, headed by Emerson's Benjamin Abrams, who was persuaded by FCC Comr. Hennock to put up $10,000 grant to each of first 10 educational TV stations to get on the air (Vol. 8:26), holds meeting Aug. 6 in New York offices of RCA president Frank Folsom. Purpose is to persuade other manufacturers to do likewise, thus help underwrite such stations. Invited to attend: Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; John W. Craig, Crosley; Dr. Allen E. DuMont; Frank Freiman, Magnavox; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Matt Little, Quam-Nichols; Glen McDaniel, RTMA president; E. F. McDonald, Zenith; Leslie F. Metter; Russ B. Siragusa, Admiral; Robert C. Tait, Stromberg-Carlson; A. D. Piamonond, Indiana Steel Products, RTMA chairman.
Financial & Trade Notes: Sylvania's sales in first half 1952 set new record of $104,256,623, compared with previous peak of $103,822,579 for the same period last year. Net income, however, dropped to $3,393,776 ($1.48 a share) from $5,680,670 ($2.95) because of higher costs and softer prices. For second quarter of 1952, net income was $1,445,005 (60¢) on sales of $48,289,162 vs. $2,165,515 (11¢) on $43,191,494 in last year's second quarter. President Don Mitchell said sales of TV sets were seasonally slow during second quarter, but orders for picture tubes had increased and "everywhere in the industry there is evidence of optimism over the fall and winter market."

RCA & subsidiaries (including NBC) hit all-time sales record of $305,388,000 in first 6 months of 1952, exceeding by more than $3,500,000 previous peak of $302,383,933 achieved same period last year. Net earnings after taxes of $12,037,000, however, declined to $11,300,000 (70¢ a share) from same 1951 period's $15,703,000 ($1.02) after $16,608,000 taxes. Second quarter 1952 sales totaled $141,966,000, profits $4,223,410 (25¢) after taxes of $4,272,000 vs. $116,742,178 and $3,801,819 (22¢) after $766,000 taxes for first quarter 1951.

Zenith Radio reports for first half 1952 net profit of $1,336,357 ($2.71 a share) on sales of $46,925,511, compared with $2,379,797 ($4.83) on $53,007,639 in first half 1951. For 3 months ended June 30 profit was $253,815 (51¢) vs. $151,088 (31¢) same 1951 period.

Raytheon reports sales of $111,000,000 and profit of $2,047,000 (84¢ a share) for fiscal year ended May 31. Taxes amounted to $3,900,000. For preceding year, sales were $89,662,122, net profit $2,179,063 ($1.12). Backlog of gov't orders exceeds $200,000,000.

Pacific Mercury Television Mfg., now part-owned by Sears Roebuck (Vol. 8:25-26), reports net income of $586 ($1 per share) on net sales of $6,513,284 for year ended March 31 vs. $72,135 (14¢) on $5,740,044 year preceding.

Standard Coil Products Co. and subsidiaries report first-half 1952 net income of $1,490,547 ($1.01 a share) on sales of $90,821,049, compared with $1,042,725 (71¢) on $19,651,584 same period last year.

Muter Co. earned net profit of $212,062 (32¢ a share) on sales of $5,288,453 for first 6 months of 1952 vs. $453,093 (76¢) on $7,879,678 same 1951 period.

Sentinel Radio earned $263,692 (69¢ a share) on sales of $10,126,175 during fiscal year ended March 31 vs. $706,252 ($1.96) on $20,900,708 for preceding year.

Motorola has asked SEC to register for sale 175,921 shares of $3 par common stock to increase working capital. After planned 2-for-1 stock split (Vol. 8:27), new stock will be offered to common stockholders at rate of one for each 10 shares held as of Aug. 11. Statement filed with SEC says that in 1950 & 1951, Motorola's "plant and equipment accounts, after depreciation, increased over $5,000,000, working capital requirements for receivables and inventories increased $18,000,000 and other assets (except cash) increased $1,000,000—a total of $24,000,000."

Dividends: Zenith Radio, 50¢ payable Sept. 10 to stockholders of record Sept. 12; Standard Coil Products Co., 25¢ Sept. 15 to holders Sept. 5; P. R. Mallory Co., 50¢ Sept. 10 to holders Aug. 30; Stewart-Warner, 35¢ Sept. 6 to holders Aug. 15; Westinghouse, 50¢ Aug. 30 to holders Aug. 4; Weston Instrument, 50¢ Sept. 10 to holders Aug. 25; Clarostat, 10¢ Aug. 15 to holders Aug. 4; Universal Pictures, 50¢ Aug. 6 to holders July 25; Arco, 15¢ Sept. 20 to holders Aug. 29; Servomechanisms, 10¢ Aug. 15 to holders Aug. 1.

Electronics Reports: Steel strike is over — but steel pinch isn't. Longest and costliest stoppage in history, it resulted in loss of about 17,000,000 tons of the basic metal. NPA estimates steel supply won't be back to normal until second quarter 1953. While no serious stoppages in TV-radio-electronics industry are now foreseen, several manufacturers have predicted forced slowdowns next month before steel starts flowing to them in quantity.

A GE spokesman said this week that his company "will face serious difficulties in our TV receiver operation shortly after Aug. 1 due to the time lag between commencement of steel production and delivery." And Arvin Industries reportedly has appealed to NPA for permission to divert 100 tons of steel, now earmarked for metal furniture, to the manufacture of TV-radio; it argued that amount of steel would last only 3-4 days in its furniture plant but would keep TV-radio division going 4-5 weeks.

Big slash in personnel of NPA Electronics Div. is anticipated as result of Congressional cut in NPA budget. Although NPA as whole is expected to lose about 20% of its employees, the Textile, Leather & Specialty Equipment Bureau — of which Electronics Div. is a part — is slated to dismiss one-third of its staff, and as a result Electronics Div. is expected to be cut same amount, although final decision hadn't been made at week's end. Division, headed by Richards W. Cotton, on leave from Philco, now has staff of 74, at peak had 89.

Among larger unclassified military contracts announced by Defense Dept.: Air Force-Magnavox, $15,230,008, radio components; Hewlett-Packard Co., $923,735, signal generators. Signal Corps—Admiral, $1,816,602, power supplies, and $486,082, radio spare parts; American Phenolic, $986,208, antenna parts; Sentinel Radio, $700,000, radio spare parts; Crosley, $616,251, radios; Machlett Laboratories, $421,845, facilities for production of thyratron tubes; Raytheon, $583,910, tubes; Supreme Inc., Greenwood, Miss., $304,158, tube testers. Western Electric, $5,989,404, transistors & varistors; Motorola, $1,832,781, radios (3 contracts); Tele King, $642,155, generators; Litton Industries, $623,400, tubes. Bureau of Ordnance—Sylvania, $5,659,225, acquisition of production equipment needed to make VT-23A tubes. Navy—Sounderbank Corp., New Haven, Conn., $407,288, recorder-reproducers; Hickok Electrical Instrument Co., Cleveland, $336,015, electronic multimeters; Remington-Rand, Univac digital computer system, value undetermined.


Daly-Arrow Ltd. has been set up in Canada by Daly Condensers Ltd., Ealing, England, following purchase of controlling interest in Arelco Ltd., Montreal. P. B. Renshaw is president, J. R. G. McVitty is mgr.
### Count of TV Sets-in-Use by Cities

**As of July 1, 1952**

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

<table>
<thead>
<tr>
<th>Area</th>
<th>No. of Stations Interconnected</th>
<th>No. of Stations Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amos (Des Moines)</td>
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<tr>
<td>Atlanta</td>
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<tr>
<td>Baltimore</td>
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</tr>
<tr>
<td>Birmingham</td>
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<tr>
<td>Bloomington</td>
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<td>2</td>
</tr>
<tr>
<td>Brownsville (see Indianapolis)</td>
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<td></td>
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<tr>
<td>Boston</td>
<td>374,000</td>
<td>1</td>
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<tr>
<td>Buffalo</td>
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<tr>
<td>Chicago</td>
<td>1,885,000</td>
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<tr>
<td>Cincinnati</td>
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<td>3</td>
</tr>
<tr>
<td>Cleveland</td>
<td>229,000</td>
<td>3</td>
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<td>Milwaukee</td>
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<th>Area</th>
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<th>No. of Stations Sets</th>
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<td>Minneapolis-St. Paul</td>
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<td>Norfolk</td>
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<td>Oklahoma City</td>
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<td>San Francisco</td>
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<td>Schenectady</td>
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<tr>
<td>Seattle</td>
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<td>St. Louis</td>
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<td>Syracuse</td>
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<td>Toledo</td>
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<td>4</td>
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<tr>
<td>Winton</td>
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<tr>
<td>Total Interconnected</td>
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<tr>
<td>Non-Interconnected</td>
<td>117,955,000</td>
<td>11</td>
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<th>Area</th>
<th>No. of Stations Interconnected</th>
<th>No. of Stations Sets</th>
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</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>17,300</td>
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<tr>
<td>Brownsville (Mexico)</td>
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<tr>
<td>Total Non-Interconnected</td>
<td>28,300</td>
<td>2</td>
</tr>
<tr>
<td>Total Interconnected and Non-Interconnected</td>
<td>17,932,300</td>
<td>11</td>
</tr>
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</table>

Unusual glimpse into financial condition of NBC, whose fiscal details are usually consolidated into parent RCA's reports, is afforded in data filed with the FCC in connection with network's proposed $2,225,000 sale of its KOA, Denver (AM) to comedian Bob Hope and associates and local business group (Vol. 8:26). As of last May 31, NBC's total asset are listed at $45,603,000, liabilities $18,465,000, earned surplus $19,851,000. Plant and equipment, including its 5 TV & 6 AM stations, are valued at $20,400,000 (KOA on books for $225,000, though originally costing network $412,000). KOA's net sales in 1951 were $1,112,000 vs. $983,000 in 1950, earnings before taxes $239,000 vs. $292,000. Bob Hope's assets, incidentally, are listed as $3,760,000, of which $2,000,000 is invested in oil leases, $612,000 securities, $659,000 gov't bonds, $500,000 cash and his income is stated as being "in excess of $100,000."

Ford Foundation, probing various aspects of TV, including proposals that it underwrite erection of non-commercial educational TV stations, has consulted ex-FCC chairman Wayne Coy at the instance of educator Robert Hutchins—but nature of his advice to them hasn't been disclosed. Coy met with Foundation executives in Pasadena in early July, traveling from his present headquarters in Albany, where he manages CFE (Time Inc.) own's half interest in KOB & KOB-TV. Ford Foundation board met last week in New York, but did not announce any action, though it's understood to have been urged to grant funds for educational stations and for investigation into TV and radio programming.

Start of theatre-TV hearing has been pushed up from Jan. 12, 1953 to Oct. 20, 1952 to let proponents get in about a week of testimony this fall. FCC granted petition of Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee for earlier date so they might present accounting and engineering aspects of their case (Vol. 8:26). Commission's order said that after this information is presented, hearing will be adjourned until Jan. 12.

Report on high TV tower problems is slated to be completed Aug. 4 by TV-aviation-Govt. working committee (Vol. 8:17, 19-20, 22). It then will be submitted to larger parent group, headed by FCC Comm. Webster and CAA deputy administrator F. B. Lee, for final approval. Report is expected to reject proposals for changes in FCC regulations on towers over 500 ft., and instead propose modifications in CAA's air navigation rules.

Remote-control TV cameras, said to be first of its kind, will be demonstrated to TV industry and armed forces engineers Aug. 4-8 in Washington's Hotel Statler by General Precision Laboratory Inc. New camera, with full-size 4-lens image orthicon unit, can be panned, tilted, focused, lens changed and iris controlled from distances up to 1,000 ft.

Uhf propagation experiments to determine effect of varying heights, proposed by RCA (Vol. 8:22), were given go-ahead by FCC this week in STA (special temporary authorization) covering 3 months. RCA is using 4 modified Signal Corps transmitters on 842-854 mc, radiating from antennas at 4 levels on WOR-TV tower.

Charlie Chaplin filed suit in New York Federal court this week against NBC and Hy Gardner, New York Herald Tribune columnist, asking $3,000,000 damages for libel in Gardner's broadcast and writings allegedly implying Chaplin was a Communist. July 4 broadcast included tape recording of phone conversation with Chaplin's butler.

New chairman of British Broadcasting Corp., govt. monopoly of TV-radio, is 78-year-old Sir Alexander Cadogan, veteran diplomat, quoted by AP as saying he has never seen BBC's TV and found the U. S. variety "too noisy for my taste."
UHF GRANTEES SCOURING FOR TRANSMITTERS: Prospects for some speedy construction by new-station grantees, vhf & uhf, appear to be improving. While there has been little doubt that vhf CP-holders can perform some remarkable feats of construction, approaching the incredible record of Gene O'Fallon's KFEL-TV, Denver (Vol. 8:29), there has been some uneasiness about time element for uhf stations.

But we now detect a new note of optimism among the uhf grantees. Most of them have dismissed fears about going on air with 1-kw transmitters radiating 15-20 kw, are now bedevilling transmitter makers to part with their experimental and prototype units. There are a very few such to be had, and we expect Herbert Mayer's Empire Coil Co., with CP for Channel 26 in Portland, Ore., to be among the first to capture one. It wouldn't be surprising to see him on air within 60 days.

Very few can make such speed in uhf, but prospects for a nice handful by year's end look extremely good. GE says it can deliver first 12-kw unit to WHUM, Reading, Pa., by December, if station gets grant for channel. GE's second 12-kw transmitter is going to Springfield TV Bostg. Co., uhf grantee in Springfield, Mass. GE will keep turning out 12-kw units from then on, expects to roll out 15-20 by mid-1953. RCA feels it can produce 12 or more 1-kw transmitters before end of 1952. These, plus 1-kw output of DuMont, Federal and GE, add up to fairly bright picture.

GE has announced availability of 15-kw klystron tubes (actually 12-kw when finally operating) to industry in general. However, it appears that few, if any, will be available before next year. Initial production will be by Varian Associates, San Carlos, Calif., developer of the tube. If demand warrants, GE itself will go into production. To its own transmitter customers, GE is planning to offer rental arrangement for klystrons because of their heavy initial cost.

FCC GRANTS 3 MORE CPs, PICKING UP SPEED: With grant of 3 CPs this week -- a vhf in El Paso, 2 uhf in Ft. Lauderdale -- FCC's processing pace quickened after 2 dullish weeks. Actually, Commission isn't doing too badly, considering fact it has actually disposed of about 125 of the 718 applications received since freeze ended, granting 26 and setting for hearing or dismissing about 100 more.

Commission also relieved a couple sore spots this week, when its engineers juggled allocation plan, came up with Channel 10 for Lafayette, La., Channel 6 for Temple, Tex. -- thereby avoiding court fights.

The week's CPs: El Paso, KROD, Channel 4; Ft. Lauderdale, WFTL, Channel 23 and WYATT, Channel 17. FCC notified 17 other applicants they'd have to go to hearing because of competition -- in Mobile, Evanvillle, Henderson, Chattanooga, Spokane. In addition, WMFS, Chattanooga, and WKST, New Castle, Pa., were notified that their financial uncertainties had to be resolved before they'd be clear for grants. FCC got to 17th city in Group A processing list, 20th in Group B.

Worth noting in this week's action is that FCC has developed a "lead time" in considering applications. The "burst" of 18 CPs on July 11, when Commission
granted applications which had been filed or amended few days before meeting day, is thing of the past -- unless there's sudden reversal of policy. Currently, Commission isn't granting applications unless they've mellowed in its files for week or 2. Last week and this, there have been applications free for grants except that Commission felt they should get more careful scrutiny.

FCC is now pondering problem of hearings. Answers on such questions as following are expected next week:

1. When can more examiners be added?
2. Which cities come first?
3. Where will hearings be held -- in Washington or cities involved?
4. Shall simultaneous hearings for all channels in each city be held, or should same examiner hear them sequentially?
5. How about problems of applicants' attorneys, who may find themselves understaffed to handle several simultaneous hearings, and request postponements?
6. How should staff be allocated between hearing and non-hearing cases?

Outlook for more examiners appears brighter. Some 4-5 of FCC's present 7 will be free for TV when hearings start -- probably early September. Addition of 7-8 more by September-October appears quite likely. Regardless of outcome of court case involving examiners and Civil Service Commission, FCC believes it will be able to start hiring examiners in a few weeks.

"Which cities come first?" is likely to provide good argument. Denverites will undoubtedly claim FCC should stick to its city-by-city priorities in hearings as well as in regular processing. Tampa-St. Petersburg applicants are certain to argue that they rate highest priority because area has neither stations nor CPs.

Channel-shifting, subject to rule-making proceedings, which added vhf channels to Temple and Lafayette, was achieved as follows:

Channel 3 was substituted for No. 6 in San Angelo, No. 2 for No. 10 in Baton Rouge, No. 8 for No. 2 in New Orleans, No. 10 for No. 8 in Mobile.

Commission is naturally delighted that it could effect the parlay without violating its mileage separations. Action made some applicants wish they'd squawked louder, perhaps forcing Commission to hunt up more vhf channels. Most ticklish case, Channel 4 situation in Pittsburgh, remains undecided -- and there's no indication whether Commission has found trick of making everyone happy there.

There were 2 educational applications in this week's filings -- from USC's Allan Hancock Foundation for Los Angeles, and State of New Jersey for New Brunswick -- bringing total educational to 4 CPs, 10 applications.

Educational CP-holders still don't have money to build, but they're confident of prospects nevertheless. Ralph Steetle, executive director of Joint Committee on Educational TV, is convinced educational TV won't follow pattern of educational radio -- initial burst of enthusiasm, quick fadeout. He points out that in old days radio was regarded as something for colleges' electrical engineering and speech departments to tinker with. Today, he claims, drive comes from top-level -- university presidents.

Big factors in current educational drive are the philanthropic foundations, such as Ford and Kellogg. In the last 2 years, they've poured over $1,500,000 into various phases of educational TV-radio. It will be many months, perhaps years, before anyone knows whether this pump-priming has worked.

There are high-placed skeptics at FCC who feel that every educational TV station that gets going is all to the good. However, they claim that channel reservation is really a blessing in disguise for commercial interests, if educators don't occupy channels -- because frequencies will then be available to commercial applicants who lose out in first round of processing now going on.
GOOD NETWORK PROSPECTS FOR NEW CITIES: AT&T remains optimistic about its ability to supply network service to new TV cities about as fast as new stations get on air. For cities on existing coaxial and microwave routes, such hookups present only minor problems. Denver, of course, had been ready long before KFEL-TV took to air. And it will be no great trick to splice in such cities as Portland and Austin, now on TV routes (see map with TV Factbook 15). Only possible delay, a slight one, is that demand may outrun supply of terminal equipment.

A tougher problem, but still not worrying AT&T too much, is job of tying in cities slightly off present routes -- such as Springfield, Flint, Youngstown, etc. Usually, a couple microwave hops or short coaxial run is enough, and AT&T spokesmen say they'll be able to take care of "reasonable number" of these.

Where time element becomes more speculative is for such cities as Spokane. AT&T has announced plans for running coaxial from Seattle to Yakima but has made no definite statement about extensions from there on. Approaching from other direction, phone company has fairly firm plans for microwave from Salt Lake City to Pocatello, Boise, Pasco -- branching at Pasco to Spokane, Yakima and Portland.

But completion of run from Salt Lake City isn't due until late 1953 or early 1954, and Spokane's 2 vhf grantees expect to be on air by end of 1952 (Vol. 8:30). AT&T engineers say that if Spokane stations want service by the end of this year, they'll probably get it via temporary microwave from Yakima.

AT&T's great southern coaxial is now equipped for TV except for Ft. Worth-Phoenix section. In this "blank" section are such cities as El Paso (which got vhf CP this week, see p. 1), Tucson, Abilene. Outlook here is good, since AT&T is now equipping section for TV, will have one circuit in each direction by spring.

Albuquerque's KOB-TV remains "stepsister" among operating stations, being only one in U.S. without network service. AT&T says prospects there are still unsettled, but that city will get service from El Paso or Denver. Probability is that microwave will start at Denver, picking up such cities as Colorado Springs, Pueblo and Santa Fe as it goes along -- ready to feed any station in those cities that may be constructed by that still undetermined time.

For Canada, AT&T is ready to feed CBLT, Toronto, whenever station wants service. Station is due to start tests Aug. 15, open formally Sept. 8, but AT&T understands station won't want U.S. network service immediately. Canadian Bell is said to be ready to open its Toronto-Ottawa-Montreal microwave to TV any time.

FCC ADDS COMPLEXITY TO PARAMOUNT CASE: A peculiar and confusing climax to Paramount hearing came this week, when FCC went part of the way towards approving ABC-UPT merger and at same time showed willingness to forget "ancient history" regarding Paramount Pictures Corp. anti-trust violations.

Though ABC and UPT may be pleased by FCC's demonstration of sympathy, they were disappointed by Commission's failure to carry through on its apparent promise to render quick decision on merger with minimum of legal foil-de-rol (Vol. 8:28).

Action came in form of decision Aug. 1 on the multitude of petitions filed. Here's what Commission said:

(1) "Old" anti-trust violations, i.e., more than 3 years old, should not be held against broadcast licensees -- unless violations involved radio communications.

(2) ABC's financial straits merit quick decision, but FCC needs benefit of examiner's experience with case, so he must render initial decision.

(3) All issues are so interwoven that none can be severed and decided now.

Tremendous confusion surrounds the first matter. Commission devoted long paragraph to discussion of anti-trust violations, concluded it would ignore musty cases cleared up by Supreme Court decisions -- except where radio communications were involved. Then, in "enacting clause" to button up the subject, it said: "It is ordered that...no consideration be given to evidence relating to any of the activities of the parties to this proceeding which occurred more than 3 years before Aug. 7, 1951, the date upon which the renewal licenses were [set for hearing]."

There was no mention of "radio communications." Does this mean FCC really
intended to ignore charges that Paramount Pictures suppressed TV patents of Scophony Corp. -- which is probably crux of whole hearing? Nobody knows. Comrs. Walker, Hyde and Bartley formed majority in the decision. Comr. Jones dissented from section which eliminated consideration of old anti-trust cases. Comrs. Sterling and Hennock didn't participate.

Meeting of examiner Leo Resnick with FCC's and parties' counsel Aug. 5 will kick the question around. Resnick's ruling will determine whether hearing is over, ready for decision, or due to resume interminable wrangle over Scophony case.

If Resnick's ruling favors parties, he could plunge immediately into preparing decision, parties could start working on findings of fact, and a final FCC decision could come as early as 6 weeks from now.

Most observers think FCC really intended to "wash out" the whole case or that it went as far as it thought it could towards washing it out, with hope that examiner and FCC prosecutory staff would finish the job.

Midst the confusion, one thing is clear: Paramount Pictures and industry, generally, are finally rid of long-dead and irrelevant anti-trust violations as deterrents to their holding station licenses.

FCC's action was actually a technical victory for FCC hearing div. chief Fred Ford and his staff, because Commission denied all parties' requests that FCC sever their particular problems from the hearing and give them quick decisions.

But in the long run, FCC's staff seems to have won the battle, lost the war.

THEATRE TV—is it the panacea that some movie industry leaders proclaim it to be? New York Times' veteran film critic Bosley Crowther has some strong ideas on subject, which he expounded July 6 in appraising Eidophor color theatre-TV demonstrations (Vol. 8:26). He called Eidophor "surprisingly good." But then he went on to ask: "What can eventually be done with large-screen color TV that can't be done now with large-screen color film—outside of transporting an image more quickly from its origin to the screen?"

Pointing out obvious advantages of theatre-TV's use in relaying such topical programs as sports and big news events, he added: "But what can be the advantage of transporting to theatres by TV such images of regular entertainment as can now be transported on film (probably a great deal better) is more than this observer can see." Crowther's reasoning:

"Spyros Skouras, the energetic president of 20th Century-Fox and apparently the most enthusiastic proponent of Eidophor, has painted a glowing picture of the fresh entertainment that might be brought into theatres all over the country through large-screen color TV. He has envisioned elaborate productions of such celebrated spectacles as Metropolitan operas, Broadway musicals, symphonic orchestra concerts, Radio City Music Hall stage shows and special programs created by such masters as Rodgers and Hammerstein and Irving Berlin.

"No doubt such lavish entertainment would have wide and stirring appeal and would do a great deal to bring customers back into theatres. No doubt, too, the realization that these programs were being brought in live, directly from their actual performance, would give an initial sense of novelty. But, allowing that such entertainments might be consistently obtained and that all of the difficult problems of concurrent broadcast to theatres across the country might be overcome, it is questionable how long the novelty of the transportation method would prevail. And it is certainly questionable whether such entertainments might not better be carried into the theatres on film.

"After all, there have been motion pictures, in color, of operas, of symphonic orchestras, of concerts, of musical comedies. There is no present reason for assuming that similar pictures transmitted by TV will be finer in photographic texture or superior cinema-wise. As a matter of fact, it is doubtful that they will even be as good, especially in the essential of expert cinema. Unless some entirely new technique of artistic presentation is devised, it appears that the producers of theatre-TV programs will have to follow the familiar syntax used in films.

"In short, it would seem to this observer that a great deal of hope is being placed in a piece of complex mechanism that adds no element of expression to the screen. The motion picture itself was a brand new medium. The addition of sound gave it much greater scope. The electronic camera-transmission system adds only the limited advantage of speed."

Mr. Skouras' rebuttal, published by the Times July 13, asserted critic Crowther "missed the point about what Eidophor entertainment will be." He wrote:

"Its strong appeal [will be] in its immediacy—its quick adaptability for presenting live shows of unmistakably popular appeal. For example, Judy Garland's appearance at the Palace Theatre was a great success. With Eidophor, a show built around her appearance and telecast to hundreds of theatres would certainly have enormous appeal elsewhere than in New York for the very reason that it would be a live presentation and not a film..."

"It is my opinion that in a short time the legitimate theatres will use this Eidophor system presenting plays to 200-250 theatres simultaneously at advance admissions, thus putting these theatres back on a prosperous footing. A year or so later these same plays will be presented at popular admissions in the motion picture theatres and these theatres will get a tremendous benefit... The elimination of the double feature bill will serve to do away with the so-called 'B' pictures, raising the standards of motion pictures to heights yet unrealized."

Strong swing to film by TV (Vol. 8:24, 26) was given further impetus this week as CBS-TV's Man Against Crime joined parade, raising to 27 total of network shows on film, or nearly double the 14 of last year. NBC now will have 13 shows on film, CBS 12, ABC 2. In addition, DuMont will air number of films on local or regional basis. July 28 Sponsor Magazine estimates film will enjoy 2-to-1 advantage over live shows this fall.

Belgium plans to start TV service early next year, with stations at Brussels, Ghent, Liege, Malines and Aalton. After long period of indecision regarding technical standards, country settled on both the 625-line system adopted by most European countries and French 819-line system. A strong reason for 2 systems is fast country is politically divided into Dutch-speaking and French-speaking groups. Even after adopting systems in January, Ministry of Communications was in doubt about workability of dual setup, called in as consultant Donald G. Fink, ex-editor of Electronics Magazine now with Philco. He determined that systems can work side by side, that dual-system sets can be built, came back with this comment: "Your correspondent returned with warm sympathy for Belgium, a country which has learned so well to deal with the toughest of all political barriers, language. And with equally warm appreciation of the blessings we enjoy in these United States."

Film industry, still incensed by anti-trust action filed against 12 movie makers and distributors last week in Los Angeles on charge of conspiracy to keep 16mm films from TV and other non-theatrical outlets (Vol. 8:30), carried fight to White House with telegram by Council of Motion Picture Organizations to President warning nation's screens may be used to defend industry against govt. action. Meanwhile, New York Times' Jack Gould criticized suit as follows: "The Washington agency seems infected with the fever that somehow TV has some preordained right to show on its screen anything that it wants without regard to the economic consequences."

Second TV station for Caracas, Venezuela will be designed, manufactured and installed by British Marconi for Television Venezolana S.A., a private firm. RCA is now installing Channel 5 transmitter for non-commercial operation by Venezuelan Govt., scheduled on air in November. Marconi contract provides for some $280,000 worth of equipment, including 5-kw transmitter and mobile equipment. Private station reportedly will be Channel 3 or 4 and is also expected to aim at November debut. Both stations will use 625 lines, 50 fields, 50-cycle current.

Dominican Republic's first TV station, La Voz Dominicana, began telecasting Aug. 1.
TRADE SEES 'NORMAL' PATTERN EVOLVING: Optimism for the future...the evolution of a "normal" market -- these are today's bywords in the TV trade.

Last of summer trade shows, the Music Show in Hotel New Yorker, saw brisk sale of sets to dealers by both large and small manufacturers (see Topics & Trends). Fresh in everyone's mind was tremendous lift given set sales by the convention telecasts, the land-office TV business in Denver -- due to be repeated in Portland and other areas now without TV (Vol. 8:30) -- and the extra-seasonal boom in the 10 cities newly added to AT&T's cable-microwave circuits (Vol. 8:29).

Industry leaders continued bullish in size-up of current market and of the prospects for fall and winter. Crosley's William A. Blees, returning from a nationwide business tour, talked of "phenomenal" upswing in all appliances -- notably TV. "Crosley has just passed through the biggest June that we have ever experienced," he told New York press conference. "Last month, sales of Crosley TV sets exceeded the previous June record by 370%.

TV price trend will soon be up, Mr. Blees feels, as result of higher wages and materials and end of distress selling. "The low prices consumers enjoyed in the immediate past on account of excessive inventories cannot be maintained," he added.

Industry is out of its "self-made depression of a year ago." Sylvania v.p. Arthur L. Chapman told New York distributor convention. "There never was a slump in consumer buying of TV sets since the Korean war, except for normal seasonal slowdowns," he stated. "The industry was producing at the rate of 10,000,000 sets a year and then cut to less than 2,000,000. Customers continued buying at 5-6,000,000 set rate and only now has the inventory situation leveled off."

He predicted output of 5-5,500,000 sets in 1953 "to meet actual consumer needs," and about 7,000,000 a year by 1957. There will be some 47,700,000 sets-in-use by 1961, he said.

Radio pioneer Frank A. D. Andrea told his TV distributors: "The upturn in sales has been very encouraging and gives substance to the optimistic forecasts from industry leaders across the nation."

*   *   *   *

With all major fall lines now introduced except Motorola (scheduled Aug. 8) and Admiral (Aug. 15), it's evident that list prices are substantially below those of last spring. Most lines start with 17-in. table model at $170-$200, and many manufacturers have adopted plan of a "standard" (lower price) and a "deluxe" line.

Will these prices stick? Most trade sources express certainty they won't go any lower. Firmness of prices was evident at Music Show where the usual repricing and undercutting by smaller manufacturers was noticeably absent. Couple of them, in fact, boosted prices after show's opening. And Muntz, whose principal pitch has always been on price basis, this week raised entire line $20-$30.

Clamor for decontrol of TV set prices increased this week as RTMA appealed to OPS to remove ceilings. The manufacturers' association argued that TVs now are selling at average of 15% below ceilings, and there are no price boosts in sight. Components are well below OPS lids, RTMA petition said, and there are no longer any production-retarding materials shortages. As for freeze-end, it will actually have "little effect" on TV market, price-wise, RTMA stated.

RTMA plea, added to pressure from NARDA and other organizations, drew no immediate response from OPS, which appears to be galloping off in 3 different directions. Some within that agency are determined to leave ceilings as they are; another faction wants to suspend lids temporarily; a third is for all-out decontrol.

As if to temper the current optimism -- and to emphasize that selling effort still will be needed in future months -- factory inventories of TVs went up by
52,685 last week, reversing trend of preceding 3 weeks. RTMA figures show inventory of 346,489 for week ended July 25 vs. 293,804 week before (Vol. 8:30).

With most factory vacation shutdowns over -- RCA and Sylvania were the only major plants closed -- production for week was 67,325 TVs (10,032 private label), up some 10,000 from preceding week's 57,769.

Radio output and inventories went up, too. Week's production was 136,673 (15,926 private label) vs. 127,170 week before. Inventories were 414,030, up from 359,553. Week's radio's: 59,278 home, 28,549 portable, 25,106 clock, 23,740 auto.

CR TUBE BUSINESS GOOD; 21-in. DOMINANT: Picture tube makers, their order books heavy, reflect optimism of setmakers for fall and winter market. Standardized now on the 17- & 21-in. rectangular tubes, from all quarters in that segment of TV industry come reports that business is on strong upgrade.

RCA reports capacity production, with both kinescope plants in Lancaster, Pa. and Marion, O. on 3-shift-plus-overtime basis. Story is similar, in varying degrees, with other major manufacturers.

The 21-in. is odds-on favorite in tube-size sweepstakes, but the 17-in. still shows surprising vitality. All tube makers say heaviest production is on the 21-in., but warn that 17-in. can't be counted out -- at least not yet. DuMont says its orders for 21-in. outnumber 17-in. by 4-1; GE says 21-in. is 65-75% of its output; at Sylvania the ratio is 52:48 in favor of 21-in.

Is 27-in. the next step? Is that size destined to become next "popular" big-volume item? Not for year or so, tube and glass blank makers agree. They see 27-in. confined to high-end luxury models, for while at least.

Those who make 27-in. report increasing interest by setmakers, but "not much real demand." GE, big maker of 27-in. tubes, says that size represents about 5% of its total picture tube output.

The 27-in. has revived talk of "implosion menace" -- as always when bigger sizes are being developed. Some in tube trade point out that large area of 27-in. tube face results in 3-4 tons pressure from outside (about 15 lbs. per sq. in.). And they worry lest one defective tube implose, giving industry black eye.

Others ridicule this talk -- point to groundless "implosion scares" when the 10, 12 & 16-in. tubes were introduced. And they also note that today's 27-in. glass tubes are spherical faced, providing greater structural strength than cylindrical faces used on 21-in. tubes.

Word of new "implosion-proof" tube bulb comes from Kimble Glass Co. (Owens-Illinois). Result of 3 yrs' development, it has metal bend around envelope where it joins face-plate. Banding process, say Kimble experts, is inexpensive and practical, and they hope to make banded 21-in. bulbs available to industry for experimentation in about 6 weeks. Kimble says all its 27-in., due for late fall production, will be banded.

Merchandising Notes. Stromberg-Carlson boosts dealer discounts by up to 5%; new line consists of eight 21-in. models ... New TV-radio winter lines will be introduced Jan. 5-16 at International Home Furnishings Market, Merchandise Mart, Chicago ... Sylvania appoints R. W. Neumeck Co. (L. R. Gardner, owner) distributor for Houston area ... Hallicrafters appoints Southern Radio Supply Co., New Orleans, for New Orleans area ... Muntz TV planning to enter air conditioning field with factory in New Orleans slated to produce 200,000 half-ton units a year ... Neek Television Inc., retail subsidiary of Scott Radio Laboratories, begins operations in Southwest with opening of 2 stores in Dallas ... Muntz TV opens 55th branch in Seattle, having expanded to Memphis, Dallas, Fort Worth, San Francisco in last 3 months ... National Electronics Mfg. Co. to introduce four 27-in. Natalie Kalms sets at $600, two 27-in. combinations at $800 in mid-August ... RCA's first clock radio due in autumn ... Bulova Watch Co. demonstrating new 5-tube clock radio, with own brand name, to sell at $49.95 thru jewelry stores only.

Exclusive license to manufacture DuMont sets in Canada was granted this week to Canadian Aviation Electronics Ltd., 5280 St. Lawrence Blvd., Montreal, by newly-formed DuMont Television & Electronics Ltd. subsidiary (Vol. 8:30). Company headed by R. K. Patrick, ex-RCA of Canada engineer mgr., also operates plant in Winnipeg, sales & TV service depot in Toronto & Montreal, will franchise independent Canadian organizations as distributors.

Stromberg-Carlson temporarily quit Canadian TV production this week after leasing its space and facilities to Motorola Ltd. Reasons given were limited market, company spokesman estimating peak of only 78,000 sets this year—most in Toronto within U. S. signal range—as well as abbreviated initial 3-hour-a-day CBC programming.

Newspaper ad lineage for TV sets decreased 17% in June from June, 1951, according to monthly Neustadt report on retail advertising based on 9 major U. S. markets. Total TV lineage for month was 667,349 vs. 804,369 lines in June, 1951.
Topics & Trends of TV Trade: Increased sales and hurry-up orders for more sets—that's story from TV manufacturers who exhibited at Musie Industry Trade Show this week at Hotel New Yorker. Dominated by smaller set makers, this last big show of season attracts many retailers looking for "secondary" TV line. Manufacturers showing their new wares hailed return of real buying— as distinguished from "sampling." Dumping of excess inventories was noticeably absent. New lines introduced at show by few larger manufacturers and many small ones indicate firming of prices—which, incidentally, are almost all inboard. In almost every case, low end is 17-in. table model at $200. Only other popular tube size is 21-in., generally starting about $250-$290 for table model—plus smat-tering of 27-in. sets. Tele King, which introduced line starting with 17-in. table at $170, promptly withdrew its list, announced it is hiking cost prices to dealers 5%-8%, will announce new list prices later. For new lines shown at Music Show, see below.

* * *

Twelve new GE receivers plus 3 holders constitute new line shown at Music Show. GE line is divided into 3 groups—low-end "Standard" series, "Stratopower" series and "Ultra Vision" series. Latter 2 series use "Stratopower chassis," with new interference suppression circuit and sensitivity claimed to be 267% greater than any previous GE receiver. The 4 Ultra Vision sets combine black face aluminized picture tube with darkened safety glass said to double picture contrast and tone range. All new GE sets have uhf plug for external tuner, can be adapted inter- nationally with GE 3-station translator. New models, priced inboard (prices rounded out):

\[
\text{Standard series, all table models—17-in. striped mahogany finish $200, mahogany veneer $240; 21-in. striped mahogany finish $290.}
\]

\[
\text{Stratopower series—17-in. console, print mahogany $290, 20-in. console, print mahogany $350, 21-in. table, print mahogany, $350; 21-in. console, mahogany veneer $390, 21-in. half-door console, mahogany veneer $430.}
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\text{Ultra Vision series, all 21-in. consoles—mahogany veneer $420, blonde $440, mahogany, half doors $450, American Provincial, half doors $450. Holdover models are 21-in. table, mahogany $320, limed oak $340, 21-in. console $370.}
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Raytheon changes name of Belmont Radio subsidiary to Raytheon Television and Radio Corp. "to identify the company name more closely with the Raytheon trademark."

Sparton’s new 14-set line features "Equasonne" audio system for high fidelity sound reproduction and "Ultra Range tuner," said to increase sensitivity. Priced inboard, table models are 17-in. mahogany at $200 & $260, 21-in. mahogany $280 & $330, 21-in. blonde $290 & $340. Consoles begin with 17-in. mahogany at $320 and include 21-in. mahogany at $340, $380 & $440. Corresponding models in blonde are $360, $390 & $460. Top of line is 21-in. combination at $590 in mahogany, $600 blonde.

Arvin brought out 19 new sets, 9 of them 82-channel vhf-uhf with single-knob tuning (Vol. 8:19). Priced inboard, tables are 17-in. mahogany $200 & $240, 21-in. mahogany $250. Consoles, all 21-in.: mahogany at $300, $360 (same, vhf-uhf $400), $400 (vhf-uhf $450), $450 (vhf-uhf $500), $550 (vhf-uhf); blonde sets at $320, $380 (vhf-uhf $420), $420 (vhf-uhf $470), $530 (vhf-uhf); maple or French Provincial vhf-uhf $550.

Three new Magnavox models introduced at Music Show are highlighted by unusually compact 27-in. set mounted on base which serves as acoustical baffle, listing at $594 in oak with wrought iron legs or in mahogany with wooden legs. As TV-AM-phono combination, with addition of matching cabinet which sits on top of TV cabinet, list is $750. Other new sets are 21-in. table, mahogany $290, oak $300, and 21-in. open console, mahogany $340, oak $360.

* * *

Sylvania introduced 18 new TV sets to distributors at New York convention July 26, in addition to 14 carried over from previous line. Sixteen of the new receivers feature "Ultrapower tuner," with provision for built-in uhf conversion and one-knob tuning for all 82 channels. These may be purchased already converted for uhf at additional cost. Sylvania’s external converter, in mahogany cabinet, is priced at $42.50. Scheduled for October production is 27-in. console with remote control, to be priced around $700. New Sylvania sets, priced inboard:

Table models—17-in. mahogany $240 & $270, blonde $250 & $280; 21-in. mahogany $330, blonde $340, with HaloLight $390 in mahogany, $400 in blonde.

Open-face consoles, all 21-in.—mahogany $370, blonde $380, mahogany with HaloLight $450, blonde with HaloLight $470. The 21-in. consoles with doors & HaloLight—mahogany $480 & $500, two blonde models at $500. The $500 consoles may be converted into corner units with addition of corner book cases, available in mahogany or maple at $50 a pair. Topping line is 21-in. combination with HaloLight, mahogany $630, blonde $680. Holdover models range from 17-in. table at $200 to 20-in. HaloLight console at $420.

Packard-Bell showed new sets to 3000 West Coast retailers in Los Angeles July 30. Company is carrying over its 17-in. mahogany table model at $250. New models include: 21-in. plastic table $290, mahogany $330, maple & blonde $345; 21-in. console, doors, mahogany $370, Ameri-can Colonial & blonde $400, French Provincial $420; 24-in. console, doors, mahogany $500, blonde, Colonial & Pro vincial $525. TV-AM-phono combinations are: 21-in. mahogany $500, blonde, Colonial & Provincial $525, 24-in. with dual speakers, mahogany $650, blonde, Colonial & Provincial $675. All prices are inboard.

* * *

First mechanically mass-produced radio, using plated circuits in place of wiring, is being made and sold by Motorola. Die-stamping process, given trade name of PLAcir, is used in one of Motorola’s home radio models which has been sold for field testing in consumers’ homes, according to v.p. Elmer H. Waverling. Process will be adapted to other Motorola radios, and eventually to TV sets, he said.

J. Lester Gasser, 43, Stromberg-Carlson controller & asst. treas., died of heart attack July 22 in Hammond, N. Y., while on a Lake Ontario vacation fishing trip.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for May: Frank H. Sparks sold 100 Arvin, holds 7650; Jack Cohn sold 300 Columbia Pictures held through trust, holds 69,263 directly and through trusts; Abraham Schneider gave 600 Columbia Pictures as gift, holds 7462 plus 12,812 warrants for common; William C. Decker gave 14 Corning Glass as gift, holds 5265; Walter B. Smith sold 50 Corning Glass, holds none; William H. Osborne Jr. bought 100 Driver-Harris, holds 310; R. B. LaRue bought 100 General Precision Equipment, holds 600; Kenneth C. Prince bought 100 Hallcrafters through Prince & Schoenberg (March), holds 100; Wm. H. Harrison bought 100 IT&T, holds 2185; Edward D. Phinney bought 300 IT&T, holds 405 directly, 630 through joint tenancy; Richard A. O'Connor sold 2000 Magnavox, holds 55,412; W. Ray Johnston sold 8300 Monogram Pictures (March & April), holds 4517; Stanley M. McGiveron bought 100 Owens-Illinois, holds 100; Joseph H. Gillies sold 1000 Philo, holds 8407; Thomas A. Kennelly gave 35 Philco as gift, holds 18,062; Noah Dietrich bought 1000 RKO Pictures (Nov. 1951), holds 1000; David J. Greene bought 4500 RKO Theatres through trust, holds 48,850 directly and through partnership, trust and members of family; A. Louis Oрешman bought 4000 RKO Theatres, holds 22,100; E. Finley Carter sold 228 Sylvania, holds 700; Don G. Mitchell sold 100 Sylvania (April), gave 50 as gift, holds 3392; Walter R. Selbert bought 191 Sylvania (Feb. 1951 & Feb. 1952), holds 191; A. H. Blank sold 500 United Paramount Theatres held through trusts, held 12,232 directly and through trusts; William T. Kilborn bought 200 United Paramount (Aug. 1951), holds 200; Simon B. Siegel bought 100 United Paramount, holds 100; Harry M. Warner sold 1900 Warner Bros. Pictures, holds 261,400 directly and through trusts; W. S. Woodfill bought 100 Zenith, holds 100.

United Paramount Theatres reports consolidated earnings for first 6 months of this year of $3,669,000 ($1.11 on 3,300,838 shares), including $1,165,000 capital gains, after taxes of $2,518,000. In same period last year, earnings were $4,855,000 ($1.49 on 3,260,227 shares), including $1,186,000 capital gains. In second quarter of this year, UPT's earnings were $1,481,000 (45c), including $921,000 capital gains, vs. $2,081,000 (64c) including $854,000 capital gains, in second quarter 1951.

Motorola stockholders voted to triple present authorized shares to 3,000,000, declared 100% stock dividend on $87,605 shares outstanding July 15. Company also plans to offer 175,921 additional shares of $3 par common stock (Vol. 8:27:30). Motorola reported first-half 1952 net sales of $69,793,000, earnings $3,129,704 ($3.56 a share) vs. $73,449,000 & $7,356,863 ($4.27) same period last year.

Scott Radio Laboratories, in first report since merger with Meck November 19, 1951, reports net profit of $189,902 (18c) on sales of $3,614,837 between merger date and May 31, 1952. Because of merger no comparable figures for previous year are available.

Hoffman reports first-half 1952 net income of $980,692 ($1.05 a share) on sales of $15,195,363 vs. net loss of $347,345 on $7,703,942 same 1951 period, with TV sales up 38% over first-half 1951 volume. Backlog of govt. orders is estimated at $75,000,000.

General Electric shows net profit of $57,119,000 ($1.98 a share) on sales of $1,171,205,000 for first 6 months of 1952 vs. $70,526,000 ($2.44) on peak $1,184,755,000 same period last year.

Stromberg-Carlson reports net income of $580,342 ($1.56 a share) on sales of $19,861,125 for first 6 months of 1952 vs. $169,444 (31c) on $14,959,710 last year.
Telecasting Notes: Canada's CBF1, Montreal, is now operating experimentally from temporary tower atop Mt. Royal (because of steel shortage), carrying International League baseball games sponsored by Canadian RTMA, as well as test programs. CBC director general of engineering Gordon L. Olive reports good reception in such U. S. cities as Plattsburg, N. Y., and Burlington, Vt. Formal opening is set for Sept. 6. CBLT, Toronto, begins tests Aug. 15, is due for formal opening Sept. 8. Old films' value to TV indicated by Variety report that Edward Small's Peerless Television, formed last November to market 26 movies, has contracts totaling $500,000 or about $30,000 a film—and that's only in 26 markets. Schedule of feature film fare on ABC's WJZ-TV, New York, has reached total of 35 pictures per week, 10 hours on Saturdays alone. Convention foresight paid off for Paramount's KTLM, Los Angeles, which carried pooled political telecasts sponsored by Richfield Oil; station had policy with Lloyd's of London indemnifying it against loss of sponsored programs after 6:30 p.m. Friday for each convention. Cuba's RHC Cadena Azul radio network reportedly sold to Ben Marden, formerly a bigtime New York nightclub operator; network holds CPs for TV in Havana, Matanzas, Santa Clara, Ciego de Avila, Camaguey, Santiago (see p. 36, TV Factbook 15) . . . College football TV schedule, to be announced soon by NBC, will include 11 Saturdays of nationwide telecasts plus one day devoted to regional and local games. Sneer at TV by Hollywood is 20th Century-Fox's Dreamboat, Clifton Webb film which satirizes TV's use of retreaded former movie idols. Flying saucer story: WPIX, New York, offering $500 to first of its camera crews at Yankee Stadium and Polo Grounds to catch the discs with TV camera, and $100 to first cameraman who records them on film. . . . State Dept. preparing report on U. S. TV for its overseas information program. . . . ASCAP won a point last week in its battle with TV stations over music fees, when N. Y. District Court Judge Henry W. Goddard ruled that stations must supply ASCAP, on confidential basis, detailed data on income and programming for 8 representative weeks for one past year. . . . Sale of KOTV, Tulsa, to Jack D. Weather Jr., his mother, Mrs. Mazie Weather, and mgr. Helen M. Alvarez (Vol. 8:19) was approved by FCC this week; also approved was swap whereby CBS acquired 47% of WTCN-TV, Minneapolis, in exchange for 53% of its WCCO there (Vol. 8:10) . . . Mexican Ministry of Communications censoring TV films, restricting those deemed "unsuitable for children" to showings after 9:30 p.m. . . . TV films and kinescopes of live programs, as well as theatrical films, will be exhibited at International Cinema Art Exhibition in Venice Aug. 20-Sept. 6.

Most ambitious project of National Assn. of Educational Broadcasters in programming field, and generally regarded as precursor of similar efforts in TV, is newly announced 13-week radio dramatization, The Jeffersonian Heritage. Financed by $300,000 Ford Foundation grant, recorded series will be aired this fall by NAEB tape network, and made available to commercial stations on sustaining basis as well as to foreign radio networks.

Subscription-TV proponent International Telemeter Corp. seizes upon disappointing returns of Crosby-Hope Olympic "telethon" (Vol. 8:26), which finally produced only some $200,000 out of $1,000,000 pledged, to claim that its pay-as-you-look system could have collected immediately from all viewers watching show.

Democratic presidential nominee Adlai Stevenson is selling his 2.5% interest in Sangamon Valley Television Corp., applicant for Channel 2 in Springfield, Ill., because, a spokesman said, he wants no connection with an application before Federal agency during campaign.

"Communication Sets Its Sights Ahead," by Harold S. Osborne, retiring AT&T chief engineer, in summer issue of Bell Telephone Magazine, includes this novel prediction: "Let us say that in the ultimate, whenever a baby is born anywhere in the world, he is given at birth a number which will be his telephone number for life. As soon as he can talk, he is given a watch-like device with 10 little buttons on one side and a screen on the other. Thus equipped, at any time when he wishes to talk with anyone in the world, he will pull out the device and punch on the keys the number of his friend. Then, turning the device over, he will see his face on the screen in color and in 3 dimensions. If he does not see him and hear him, he will know that the friend is dead."

NBC-TV ranks 2nd, CBS-TV 4th, CBS-Radio 5th, NBC-Radio 6th, ABC-Radio 7th, ABC-TV 11th, MBS 12th among national media in total investments by advertisers for first 6 months of this year, according to Life Magazine newspaper advertisement which ranks Life as first. TV-radio rankings are based on Publishers Information Bureau gross figures for network time only. The top 12: Life, $48,573,615; NBC-TV, $41,067,493; Saturday Evening Post, $39,055,384; CBS-TV, $32,461,094; CBS-Radio, $29,601,495; NBC-Radio, $24,183,934; ABC-Radio, $19,403,716; Time, $16,888,193; Better Homes & Gardens, $11,661,333; This Week, $10,959,044; ABC-TV, $10,714,033; MBS, $10,262,680.

TV is available to 80% or more of population, rather than 60-65% commonly assumed, according to American Research Bureau director James Seiler. Acknowledging that set distribution may be quite sparse 100-150 miles from stations, he says that ARB gets so many hundreds of reports of consistent reception at those distances in its program-rating diaries that signals should be classified as "available." ARB is increasing its coverage to 13 cities, adding Cincinnati, Dayton and Columbus, starting with August report. Aiming for total of about 20 cities, ARB will probably add Dallas-Ft. Worth, St. Louis and Minneapolis this fall.

In precedent-setting decision which held radio network cannot be held responsible for slanderous remarks made by guest on ad lib show unless plaintiff can prove malice or negligence by networks, NBC was cleared of libel charge this week in Chicago by Federal Judge William J. Campbell, who dismissed $2,000,000 suit filed by Al Wagner of Mobile, Ala., owner of Cavalcade of Amusement show. Wagner testified dancer Sally Rand remarked on interview over WMAQ, NBC Chicago outlet, that she had judgment against him for $23,000 for debt. Judge ruled, however, that Miss Rand must stand trial.

Demanding larger share of network revenues from time sales, NBC-TV affiliates will meet Aug. 27 with president Joseph H. McConnell in New York to discuss new formula for network payments to stations. Some 38 of NBC-TV's 44 primary affiliates meeting in Cleveland July 26 heard recommendations for new standard affiliation contract by 7-man compensation committee headed by Walter Damm (WTMJ-TV, Milwaukee). Affiliates generally expressed enthusiasm over proposals, details of which were withheld pending negotiations with network.

Radio market researchers were taken to task this week for underestimating automobile market potential. BAB v.p. Kevin B. Sweeney, revealing results of Pulse spring survey of 250 locations to Illinois Broadcasters Assn. in Peoria, said 92.4% of all postwar autos—or total of 27,500,000 (70.4% of U. S. total autos)—are radio-equipped, with over third of auto sets in use all day. Other market facts: about 25% of all radios are in autos; 8 of 10 autos in large cities are radio-equipped, with northeast states' 75.1% ownership leading nation.
TOP-PRIORITY CITIES GET OCT. 1 HEARINGS: FCC set first hearings this week for competing TV applicants -- those for Denver, Canton, Portland and Waterbury -- for Oct. 1 in Washington. At the same time it revealed some of the policies it will follow in regard to hearings in general.

Commission will stick to city-by-city priority list -- "for the time being" -- in scheduling order of hearings. Comr. Hennock dissented from decision on hearing procedures without stating her objections, and Comr. Bartley dissented in part.

"The use of the temporary processing procedure as a guide for hearings will depart from the policy which the Commission established of making grants first where the greatest need exists," he argued. "For example, Denver, having received three grants, stands to end up with possibly 6 grants before we can schedule hearings looking toward a second grant for St. Louis, a city twice the size of Denver, and 8 other single-station cities larger than Denver."

All hearings are to be scheduled for Washington, though Commissioners say that under "unusual conditions" they'll consider application to hold them elsewhere.

Same examiner will conduct hearings for all channels in each city, rather than separate examiners hearing cases simultaneously. But all hearings involving a particular city will be scheduled to begin same day, to prevent applicants' amending their applications while hearing for different channel in same city is in progress. Applicants aren't permitted to amend within 20 days of hearing date.

FCC hopes to have 7 new examiners on staff by Oct. 1 hearing date -- plus the 4-5 of its present 7 expected to be free for TV cases.

2 CPs, 2 RULE-CHANGES TURNED OUT BY FCC: Commission ground out 2 CPs this week -- uhf in Mobile and vhf in Honolulu -- for total of 28 grants to date.

It also modified its rules on location of stations and studios outside the cities to which channels are assigned, and tentatively squeezed a brand new uhf channel into Fremont, Ohio.

CPs went to WKAB, Mobile, Channel 48, and KGMB, Honolulu, Channel 9. FCC set aside 9 other applications for hearings because of competition -- in Portland, Beaumont-Port Arthur, Shreveport. This week Commission progressed but one notch on priority list, got to 18th city in Group A, took no action of Group B applications.

FCC notified Tom Potter, Texas oilman who founded and sold WF AA-TV, Dallas, that his application for Channel 43 in Chattanooga "involves financial and past operation questions which indicate the necessity of a hearing." Application by Mr. Potter for Channel 31 in Beaumont was also thrown into hearing hopper -- this one because of competition for same channel.

Fact that Potter sold WF AA-TV (then KBT V) to Dallas News in 1950 when the station was losing money (Vol. 6:4,11) is what worries Commission. They argue that when he applied for permission to sell that station he said his other interests
left him little time to give to its operation, and Commission wants to determine whether his new application is "speculative venture."

The "financial questions" mentioned by FCC are something of a mystery. At week's end, Potter's attorney hadn't received FCC notification and Commission didn't make its text public. Potter is known to be worth about $4,000,000, is said to have lost some $40,000 in sale of WFAA-TV to Dallas News for $575,000.

New applications slowed down to comparative trickle this week. Only 20 were filed -- smallest amount for any week since June 1-7. Applications pending Commission action now total 710. [For details of this week's applications, together with CPs, applications scheduled for hearing, etc., see this week's Addenda 15-D.]

Commission amended 2 of its Rules Governing TV Stations this week. In response to petition of South Jersey Broadcasting Co. (WKDN), Camden, owned by Major Ranulf Compton, ex-Conn. Congressman, it liberalized provision which permits station in a small community or suburb to utilize frequencies assigned to larger community less than 15 miles away.

This practice previously was permitted only where smaller community had no channel assigned to it. WKDN's petition noted that Camden is assigned Channel 80 for non-commercial educational use, but requested permission to apply for a channel assigned to Philadelphia nevertheless. New amendment which resulted permits applicant for smaller city to seek channel assigned to larger city within 15 miles so long as no commercial channel is assigned to smaller city.

Stations were promised "breathing space" in suburbs for their studios, in the other rule-change of the week. While refusing to repeal its rules relating to location of main studios as requested by WSIX, Nashville, Commission relaxed section so that studios may be located outside main community on showing of "good cause."

A uhf channel was "found" for Fremont, O., at request of WFRO which showed that Channel 59 could be assigned there without upsetting any other allocations.

FCC inserted channel there this week, subject to rule-making proceedings.

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Legal challenge of some basic allocation procedures was flung at FCC this week by KROW, Oakland, Cal., in filing suit in California Federal Court charging that Commission acted illegally by refusing to give preference to applicants who went through hearings before freeze.

Though KROW states it doesn't ask "review of entire allocations report, particularly in view of the fact that TV grants throughout the country were frozen for a 4-year period" -- case's precedent could affect applicants from many sections of country other than San Francisco-Oakland area.

Petition points out that KROW went through competitive hearing in 1948 and charges Commission's final allocations report is "invalid, arbitrary, capricious and contrary to the Commission's own established rules in that it removes the petitioner's application for a new TV station from the hearing docket, thereby destroys the previously accrued procedural rights of petitioner, and opens up this application to comparative consideration with new applications not entitled to comparative consideration under the Commission's rules."

KROW also charges FCC reduced number of commercial uhf channels assigned to San Francisco-Oakland area from 6 to 4 "in absence of any engineering necessity."

Court is asked to compel FCC to give preferred status to applicants who went through hearing before freeze. "The Commission should continue the San Francisco-Oakland applicants in hearing status," says suit, and "no other parties filing applications subsequent to the hearing should be allowed comparative consideration."

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Add grantees' plans for getting on air: President L. Coleman Judd of WBRD, which last week was granted uhf Channel 17 in Ft. Lauderdale (Vol. 8:51), tells us he plans to begin construction as soon as possible, but earliest verbal commitment he could get for delivery of equipment was "sometime after January 1953."
NEW NPA RULES AID TV STATION BUILDERS: There’s less red tape, less waiting in store for new TV grantees anxious to get started on studio and transmitter buildings, as result of liberalization of NPA construction regulations on use of copper and aluminum. But steel for towers will be hard to get for some time.

New amendment to CMP Regulation 6, out this week, permits builders of TV-radio stations, and other projects classified as "industrial," to write their own priority tickets for up to 5000 lbs. of copper products, 4000 lbs. of aluminum per quarter per project. Previous limits were 2000 lbs. each of copper and aluminum.

This substantial increase in copper availability may be enough to permit some grantees to get on air weeks -- even months -- earlier than they had anticipated, since they may now "self-authorize" their copper, instead of applying to NPA and waiting for approval. "Copper products," in NPA's definition, include wiring and cable installed in TV-radio station buildings. Self-authorization procedures apply to both new building and remodeling projects.

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Tower outlook continues dim because of steel strike, and it's evident many grantees will be forced to rely on makeshifts and temporary arrangements to get on air. Builders are still permitted to self-authorize 25 tons of steel per project per quarter -- but that's not enough to build a TV tower, let alone a studio building plus a transmitter building and a tower.

A 500-foot self-supporting tower requires about 115 tons of steel, a guyed structure some 60 tons. Over a 9-month period, a builder could, of course, self-authorize enough structural steel to put up a good guyed tower.

The only other possible way to get enough steel for big new tower is to apply to NPA for allotment. But in fourth quarter, steel will be extremely tight.

NPA's construction allotment criteria for fourth quarter, issued this week, place "new starts" on civilian building in rather low priority position -- but officials say it will be several weeks before they'll know just how much steel they can allocate for TV station construction applications.

One drawback in applying to NPA for steel: Applicant loses his self-authorization privileges for copper and aluminum, must also apply for rations of those metals. NPA says there have been no new applications so far from TV grantees for metals for fourth quarter, indicating heavy use of self-authorization procedures.

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Cheery note for grantees: NPA looks with favor on the idea of building temporary installations in order to get on air quickly. Officials say they won't discriminate against those telecasters when they apply again for materials to build new, permanent station projects. In fact, there's every indication that telecasters who build temporary quarters for their stations will have the inside track when it comes to getting materials for more elaborate buildings.

Their applications for new or enlarged buildings go in same file as their previous applications for temporary installations, and are considered as continuation of the same project. "Continued" projects get higher priority for materials allocations than do "new starts."

QUICK BUILDUP OF UHF AUDIENCE PROBABLE: Set and tuner makers are rarin' to go with uhf receivers, converters and adapting gadgets the minute the first uhf station goes on air -- and it's good bet that telecasters in uhf-only markets will build up their audiences just about as fast as their vhf counterparts.

Single-channel tuning strips are now being produced by Standard Coil for its turret tuners, and Zenith is ready to turn out strips Sept. 1. RCA is now producing 1-&-2-channel selectors and all-channel tuners. Philco is tooled up and ready to begin output of converters. Other tuner and receiver makers are in similar stages of readiness -- some already building all-channel sets -- waiting only for the word that there's a market.

No market exists now, for all practical purposes, not even in cities with uhf grants. Most manufacturers report very few queries from public, save in Portland
and Springfield, biggest markets with uhf grants only. In Denver, only new post-freeze TV market, consumer interest in uhf is scant, distributors report. Although Empire Coil Co.'s Channel 26 outlet will be on air there this year, Denverites are understandably reluctant to pay extra money for something they can't see.

Customers are more interested in the picture than in the mechanics of its transmission. Most prospective set buyers, manufacturers say, appear to be as unaware of uhf- & vhf as they are of the piston displacement of their automobiles.

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In letter to all major TV manufacturers, Empire Coil president Herbert Mayer this week reminded them his uhf stations in Denver and Portland (Channel 27) will be on air before Christmas and asked "what provision your company is making for reception of uhf transmission...in these areas." His letter advised:

"This problem is of considerable importance to us in Denver, where sales of vhf sets are currently being made in large numbers. We feel that installation of a suitable uhf receiving device should be made when the set is originally installed, rather than later, as servicemen will be very busy installing new sets in December."

Denverites are being urged to insist on uhf adaptability when they buy TV sets. Better Business Bureau has issued booklet giving facts about uhf as well as "dumping" of questionable sets in a new TV market. Denver's Rocky Mountain News ran this headline: "Obsolete TV Sets on Way to Denver."

A few vhf-uhf receivers are coming into Denver and being sold, but they're the exception. Most of them are turret-tuner sets with Standard Coil uhf strips installed, costing only few dollars more than vhf-only sets. Standard Coil says it's shipping "quite a few" uhf strips to setmakers, now has strips for all uhf channels and is waiting for the deluge -- "all we need is stations."

Zenith says its long-standing uhf promotion campaign is paying off. Even in Portland, which has no station as yet, v.p. L. C. Truesdell says, "we're selling sets now with the guarantee that customers will have the uhf strips by the time the station goes on the air." Zenith's uhf strips will begin going to dealers Sept. 1. Admiral, too, reports readiness to supply strips as soon as stations are ready.

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But it won't be all clear sailing for uhf. Availability of receiving sets and adapters may well be the least of its problems. As Mr. Mayer indicated in his letter, there may be real bottleneck in servicemen when uhf station goes on air. And many technicians must yet learn the peculiarities of uhf installation.

Uhf antennas will be readily available, but nevertheless they'll pose another problem. Public isn't aware that in many cases -- if not most -- separate antenna element is required when uhf station comes on air in area already served by vhf. And in words of one major manufacturer: "One big problem that's not generally understood is that satisfactory signals may be hard to get in some locations. Uhf is new and untested in mass use. There has to be a 'break-in' period in uhf, just as there was in vhf, before we have all the answers."

Notes on foreign TV as reported through diplomatic dispatches to Commerce Dept.'s Foreign Commerce Weekly: William M. O'Neil, owner of WJW, Cleveland, and TV applicant for that city, reported planning to build TV stations in Caracas and Maracaibo, Venezuela... 5-kw TV transmitter being installed on Mt. Portofino, Italy, 15 miles from center of Genoa, to rebroadcast programs from other stations in northern Italy; scheduled on air in first half 1953... Bangkok, Siam to get closed-circuit TV demonstrations by Pye Co., Cambridge, England... Phillips of Eindhoven now has TV factory in Krefeld, Germany, capable of turning out 800 sets a day.

TV antenna permit costing $1 per installation is required in Denver under measure passed Aug. 4 by city council. TV distributors, up in arms, Aug. 7 filed proposal to exempt all antennas less than 18 ft. high. Council is due to consider this proposal Aug. 11.

Regular production of TV transmitters is now under way at Gates Radio Co., company officials say. Gates has 500-watt transmitter, priced at $22,000, for Channels 2-6 and $24,000 for 7-13, and 5-kw at $48,500 for 2-6 and $52,500 for 7-13. Company has shipped only 2 since last May. A 500-watt job went to KUTA (AM), Salt Lake City, in May.

Permission to rebroadcast programs of WJAC-TV, Johnstown, Aug. 13-17, was granted by FCC to Sylvia's experimental station KG2XDU (Channel 22), Emporium, Pa. Occasion for special temporary authority is uhf demonstration to summer seminar of Emporium section, IRE, "and for incidental tests and adjustments."

Handy reference for writers seeking to enter TV is TV Writer's Guide (224 pp.) by Margaret R. Weiss, published by Pellegrini & Cudahy ($3.95).
Joseph J. John Richard Joseph Harold Rear to Harold W. Frank J. Thompson, replaced TV v.p. dept. New Bruce mgr., appointed attorney, v.p. in charge of legal and business affairs....Leonard H. Hole, NBC-TV production mgr., appointed network production director in continuing TV-radio unification; John B. Cron, ex-film syndication sales mgr., named TV film sales mgr., Stanton Osgood, former executive asst. to TV operations director, named film production mgr., both reporting to v.p. Robert W. Sarnoff...Bill Brooks, NBC public relations v.p., to resign Oct. 1 to form own public relations company with NBC itself as one of his clients...William H. Davidson, ex-Free & Peters and ABC, appointed NBC radio spot sales mgr....Harold L. Morgan Jr. becomes ABC-TV services dept. v.p. in charge of production & finances, Charles M. Underhill program dept. national director as network TV operations into 2 branches; both report to TV network v.p. Alexander Stronach Jr....Richard K. Doan, WCBS-TV program director, named v.p. of C. E. Hoover Inc. handling service to TV stations; also named v.p. were W. Bruce McEwen, account exec. in charge of TV-radio service to advertisers and agencies, and Nadine E. Miller, press and public relations director, heading subscriber relations on time buying....Dave Driscoll, ex-news and special events director, WOR, named to similar post at WOR-TV, replaced by Milborne Burgh, MBS news head; Robert J. Sullivan appointed WOR promotion mgr., succeeding Joseph Creamer....John Patterson, asst. sales director WPXI, New York, promoted to sales director, succeeding John F. Noone, resigned....Richard B. Sarke, ex-Katz TV-radio account executive, joins DuMont in similar capacity....Paul F. Biklen, ex-Fuller & Smith & Ross, and Joseph Thompson, ex-associate producer of NBC's Today, join N. W. Ayer & Son, former as New York service representative, latter handling Hollywood TV production....Warren F. Warner, program dept. mgr., WKRC, Cincinnati, named program mgr. WTVN, Columbus....Frank J. Howard, WJAR-TV's local time sales representative, named head of new promotion dept....Edward Barrett, ex-Voice of America chief and Newsweek editorial board member, now NBC consultant studying new approaches to news telecasting....Harold D. Cohen, OPS associate chief counsel and prewar FCC special counsel, resigns to Washington law firm of Pierson & Ball.

TV-Democratic Party "deal" was charged by True- man Rembusch, Allied Theatre Owners of Indiana pres., in telegrams to Attorney General McGranery and Sen. Sparkman (D-Ala.) protesting anti-trust suit filed against 12 movie makers and distributors (Vol. 8:30, 31). Mr. Rembusch charged telecasters, seeking political favors, put candidates at Democratic convention in more favorable light than Republicans. Meanwhile, New York Times editorially joined fight against suit, declaring "in our opinion it is a suit born of fuzzy bureaucratic thinking that clearly flouts economic reality...It is in the public interest that both TV and the motion picture industry should flourish and they must have time to learn to live together. The Department of Justice is ill-advised in prematurely trying to tip the scales to one side's advantage."

Paul A. Porter, ex-FCC chairman, underwent emergency appendectomy this week in Paris, where he is Mutual Security Agency's economic affairs director.

Fordham University's FM station WFUV suspends operations 5 weeks beginning Aug. 15 as economy measure.

Financial & Trade Notes: CBS's net income showed increase for 6 months ended June 28 over corresponding period last year, reaching $2,551,415 ($1.22 a share) on $105,584,488 gross, compared with 1951's $2,471,317 ($1.44) on $77,516,205. This year's figure was based on 2,377,886 shares outstanding, with acquisition of Hytron Radio & Electronic Corp. accounting for increase over 1,717,322 shares last year. Earnings before taxes of $4,300,000 were $7,151,415 in 1952 against $6,346,317 for 26 weeks in 1951.

Admiral's sales and earnings declined for first 6 months of 1952 despite 17% increase in second-quarter sales--same 1951 period. Company reports first half $195,300 income of $5,302,000 ($1.31 a share) on $83,015,391 vs. $4,003,421 ($2.12) on $105,587,355 same 1951 period. Substantial gain was made in second quarter, with earnings of $1,007,849 (52c a share) on sales of $30,045,035 vs. $1,090,077 (88c) on $33,265,807, with re-adjustment of tax reserves reflected in higher earnings on lower sales volume. President Ross D. Siragusa attributed June TV sales boost to pre-convention promotions. He said TV inventories were nearly depleted, predicted industry-wide TV sales of 2,750,000 in 2nd half of 1952.

Dividends: Tung-Sol Electric Inc., 25c Sept. 2 to holders Aug. 13; Oak Mfg. Co., 35c Sept. 15 to holders Sept. 1; Standard Coil Products Co., 25c Aug. 15 to holders Aug. 5 (not Sept. 15 for Sept. 5, as reported in Vol. 8:30); Cornell-Dubilier, 30c payable Sept. 25 to holders Sept. 10; General Precision, 25c Sept. 15 to holders Aug. 25; CBS, 40c Sept. 5 to holders Aug. 22; Paramount Pictures, 50c Sept. 26 to holders Sept. 12; Television Electronics Fund, 11c Aug. 29 to holders Aug. 15; Magnavox, 371/2c Sept. 15 to holders Aug. 25.

Ken Rad Tube & Lamp Corp. directors have authorized additional liquidating dividend of $2.50 a share to stockholders of record Aug. 11. Previous liquidating dividends by company total $27.50 a share, plus one-fifth share of Westinghouse stock. Company began liquidation in 1945 following sale of its tube plant to GE and its lamp plant to Westinghouse.

HOPES HIGH FOR TV PRICE LID REMOVAL: Suspension of controls on TV receiver prices looms as distinct possibility in near future, with OPS now taking belated cognizence of industry's depressed price structure.

High-level meeting of OPS officials was held this week to determine whether TV industry meets standards for suspension -- and advocates of suspension in OPS came out of parley feeling victory was in sight.

Credit RTMA decontrol petition (Vol. 8:31) with bringing the pot to a boil. Although suspension or decontrol of TV had been in back of OPS minds for some weeks (Vol. 8:29), it took RTMA with its 340 members to bring matter to head. This on top of similar request from NARDA week earlier was enough to start wheels turning.

If suspension is adopted -- we emphasize it's still in "if" stage -- the OPS will establish a "trigger" price level. When prices reach that point, controls will be restored automatically. In this respect, suspension differs from outright decontrol, for which there is now very little support at OPS.

One major obstacle to suspension remains. That's President Truman's threat to call Congress back in special session to enact stronger price control law -- as he was urged to do by price administrator Ellis Arnall this week. If he carries out his threat, the temptation to retain status quo until Congress acts might be strong enough to keep suspension from going on the books now.

* * *

Meanwhile, TV trade continues to bubble with enthusiasm over fast pace of summer sales, and optimistic predictions for fall and winter still are order of day.

"Terrific" is adjective most commonly employed to describe today's business and tomorrow's prospects. It was used by a Zenith executive who told us this week that production and sales are at highest level in company's history. And Philco v.p. John Kuneau used same word, adding his company has less than week's inventory.

"Dealers are buying more liberally and there's a better feeling about the public's interest in buying," said Emerson's Ben Abrams; "it's a considerable improvement over the past 2-3 months." RCA calls business "very good, better than we expected." CBS-Columbia says orders from dealers and distributors are so heavy it has had to establish allocation system on all factory shipments.

Note of caution was injected by one of largest TV manufacturers, expressing minority view. While echoing that business is now remarkably good, he told us: "The industry may be too optimistic -- it's too early to tell whether there's been a post-convention letdown, and overconfidence now might be dangerous."

Echo of this warning was to be found in TV factory inventory figures as reported by RTMA for week ended Aug. 1 -- showing another 24,000-set increase on top of preceding week's climb of nearly 53,000 (Vol. 8:31). This brings inventories at factory level to 370,539 -- still not an unduly high figure for this time of year.

Week's TV production was 69,962 (9091 private label), up some 2600 from the 67,325 reported for week ended July 25.

Radio output and inventories dropped. Week's production was 118,573 (54,092 private label) vs. 136,673 week before. Inventories dipped to 366,361 from 414,030. Week's radios were 51,285 home, 22,878 portable, 23,831 clock, 20,579 auto.

British TV-radio-electronics production for 1951 set new record: TV sets, 711,000; radios, 2,087,000; receiving tubes, 39,661,876; picture tubes, 748,604; industrial tubes, 28,952. As of April 1, 1952, there were 1,480,144 licensed TV sets in Britain, plus an estimated 100,000-200,000 unlicensed sets, and 11,263,327 licensed radios. British TV-radio-electronics exports in 1951 totaled about $62,000,000 ($22,000,000), some 25% higher than 1950.

Inadequate TV markups proved unanimous chief complaint of member dealers surveyed by NARDA, with 70% reporting they could sell at higher prices if allowed greater markup, 76% declaring low margins caused them to shift emphasis from TV to white goods.

UHF takes spotlight at NEDA Atlantic City conference Sept. 22-25, with full day devoted to it, including panel discussions led by RCA tube renewal sales mgr. H. F. Bersche.
Topics & Trends of TV Trade: Motorola's 33-model line features 17-in. plastic table model at $180, a $20 reduction from price of corresponding model in old line. At top end is 27-in. mahogany console at $695. Line introduced at distributors' meeting in Chicago's Conrad Hilton Hotel features cascode-type shielded tuner, "average increase of 1000 volts per set" for brighter picture and shielded light on channel selector for easy tuning in darkened room. Priced inboard, line includes: Tables—17-in. mahogany plastic $180, ebony plastic $190 & $200, walnut $220, mahogany $230, limed oak $240; 21-in. mahogany plastic $230 & $260, ebony $250, mahogany $280, limed oak $290. Consoles—17-in. walnut $260, mahogany $270 & $300, limed oak $280 & $310, birch $320, mahogany combination $450, limed oak $470; 21-in. mahogany console $290, limed oak or walnut $300; 21-in. mahogany $320, $370 & $400, limed oak $330 & $390, fruitwood $430, combination mahogany $575 & $650, limed oak $600, avodire $675; 27-in. mahogany console $695.

Hoffman inaugurated one-line-a-year policy with introduction of 26 new models at wholesalers' meeting in Pasadena. Line features 2 chassis: Mark V, for fringe areas, and QXP, containing cascode long range standard tuner. Line also features twin 12-in. and 5-in. speakers with push-pull sound switch that can eliminate one of the speakers. Company also presents for first time 3 "leader" models to sell at one price throughout nation: 17-in. table model mahogany at $200, 21-in. table model mahogany $280, 21-in. open face mahogany console $320. Other new models (prices inboard and rounded out): Tables—17-in. mahogany $230, blonde $240; 21-in. mahogany $320, blonde $290 & $330. Consoles—21-in. open face blonde or maple $330 & $380, mahogany $380; half-door mahogany $380, blonde or cherrywood $390; full-door mahogany $450, blonde or cherrywood $460; combination mahogany $485 & $775, blonde or cherrywood $495 & $795; 27-in. full-door mahogany $775.

Canadian Admiral presented 21 new receivers in Montreal, along with prediction by president Vincent Barreca that over 1,500,000 sets will be sold in Canada by 1957. All models have built-in radios and antennas. New line, timed to permit dealer tie-ins with CBC telecasts of running serials "Man at the Top," has 6 models, including 2 small table models—four 17-in. & four 20-in., ranging from $370 to $510. Consoles—six 17-in. & two 21-in., ranging from $470 to $590. Remaining 5 are combinations, including 17-in. "3-foot home theatre" model at $580. Top of line is 21-in. half-door limed oak combination at $720.

Stromberg-Carlson's new line, introduced at western distributors' meeting in Chicago's Palmer House, comprises 8 sets (including 3 carryovers), all 21-in. tubes. Advertising mgr. Stanley H. Hanson announced company would concentrate on local, rather than national advertising in fall and that 27-in. set is not planned at present. Following prices of 5 new models include excise tax but not warranty: table model, plextone cabinet $295; curved door console mahogany $480; full-door Chinese classic mahogany $485, oak $495, ivory-red or ebony $545. Carryovers include mahogany table model at $330, open console $395, ¾ curved door console $465.

Capheart-Farnsworth unveiled new 10-model line at distributors' meeting in Chicago's Conrad Hilton Hotel, and announced $20-$40 reductions on 4 carryovers. Models reduced (all prices rounded and inboard, including tax and warranty): 17-in. mahogany table model, $230 from $270; 21-in. mahogany console, $280 & $350 from $300 & $380, blonde $370 from $390. New models (all 21-in. consoles): half-door mahogany $400, blonde $430; full-door mahogany $430 & $475, blonde $450 & $475, redwood burl $475; AM-phono mahogany combination $600, twin 12-in. speakers $795; 27-in. mahogany full doors, price undetermined.

Electronics Reports: Goal of $396,000,000 in gov't-assisted expansion for electronics industry was set this week by Defense Production Administration. Target covers gov't tax amortization aid for added defense electronic production facilities approved from Jan. 1, 1950-Dec. 31, 1951. As of July 31, DPA and NSRB had issued certificates of necessity covering some $289,000,000, or about 73% of goal. In terming $396,000,000 target an "interim" goal, DPA intimates it may well raise its sights on electronics expansion at later date. Principal items involved in gov't's electronics expansion program are end equipment, power and receiving tubes, transformers, coils, capacitors, resistors, crystal and relays. The expansion figures do not include gov't-owned facilities.

The $289,000,000 expansion approved to date is divided among 593 separate projects. Of these, 224 involved expansion of end equipment production facilities valued at $151,000,000; tubes, 129 projects, $94,000,000; components, 199 projects $26,000,000; miscellaneous electronics items, 41 projects, $18,000,000.

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It will probably be well into 1953 before steel will be as plentiful as it was before strike began in June, says NPA chief Henry Fowler. But there are differences of opinion within that agency as to whether or how much the shortage would plague consumer durable goods manufacturers. If steel shortage does cut into TV production, it is expected that transformer laminations may be biggest bottleneck. Fourth-quarter steel allotments to TV-radio and other consumer goods makers are pegged at 90% of third-quarter allotments, or 50% of manufacturers' rate of use during first half 1950. Other manufacturers of electronic products and parts will be limited during fourth quarter to 70% of their third-quarter share. Third-quarter orders may be placed through Nov. 30 and fourth-quarter orders through Feb. 28. NPA also reduced manufacturers' maximum permissible inventories of steel from 45 to 30-day supply. GE is laying off 3650 workers at its Pittsfield, Mass. transformer plant because of strike-induced steel shortage.

Certificates of necessity for rapid tax write-off of expanded electronics plants issued by DPA July 11-24: Westinghouse, Victory, Pa., $212,089 (65% amortization); RCA, Los Angeles, $10,700 & Camden, N. J., $32,904 (65%); Sonotone Corp., Elmsford, N. Y., $45,887 (65%); Tung-Sol, Bloomfield, N. J., $45,000 (65%); Applied Science Corp. of Princeton, Princeton Junction, N. J., $40,000 (45%); J. P. Seeburg Corp., Chicago, $38,101 (50%); Co-Operative Industries Inc., Chester, N. J., $33,901 (70%); Lennox Mfg. Co., Cook County, Ill., $16,027 (70%); Sylvania, Woburn, Mass., $811,566 (60% amortization); Weston Electrical Instrument, Newark, $229,750 (65%); RCA, Camden, $135,271 (2 certificates, both 65%); Instrument Co., Bluffton, Va., $135,155 (50%); Sprague Electric Co., Burlington, Vt. (magnet wire), $70,222 (40%); Western Electric, Burlington, N. C., $50,594 (65%).

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Merchandising Notes: TV trade-in guide, giving estimated values of used sets, due to be published by National Appliance Trade-In Guide Co., Madison, Wis. as companion volume to appliance trade-in guide ... Dept. store sales in New York were off 4.5% in July, chiefly due to hot weather, reports Herald Tribune survey, with only 2 stores reporting TV-radio sales increases; declines in other stores ranged from 7 to 80% despite political conventions.

Combination uhf converter and vhf booster has been announced by Sutton Electronic Co., 426 W. Short St., Lexington, Ky., for fall production. Unit has own power supply, crystal mixer and 2 tubes, will list at $59.50.
Jump of 93.3% in 1951 TV advertising over 1950 topped all media in estimate of Printers' Ink Magazine, compiled by McCann-Erickson Inc. Of nation's record $6,496,500,000 advertising volume, TV reached $388,400,000, or 6% of total, including $296,700,000 for national advertising, $91,700,000 for local. Figures are based on talent and production costs as well as time charges. Radio benefited by $712,300,000, increase of 6.7% over 1950 and representing 10.9% of national volume. Of radio total, $406,400,000 was national, $306,500,000 local.

Figures for June 1952 show TV national advertising expenditures of $21,283,000 (time charges only), down 9% from May, but up 48% from June 1951. Radio, only medium to drop below June 1951 figure, showed 15% decrease, but registered 2% increase over May 1952.

All-time U.S. high advertising volume was gain of almost $800,000,000, nearly 14%, over 1950. Of total, $3,736,300,000 was spent nationally and $2,760,200,000 locally. Following is breakdown of dollars spent in all media, other than TV-radio, percentage of total, and increase over 1950: Newspapers, $2,257,700,000, 34.7% of total, 8.8% increase; magazines, $575,700,000, 8.9% & 11.4%; farm papers, $25,700,000, 4.4% & 21.2%; direct mail, $923,700,000, 14.2% & 15%; business papers, $292,100,000, 4.5% & 16.3%; outdoor, $149,200,000, 2.4% & 4.7%; miscellaneous, $1,173,700,000, 18% & 13.6%.

Paramount hearing stalled temporarily again this week, after end appeared to be nearly in sight. Examiner Leo Resnick met with FCC's and parties' counsel Aug. 5 to rule on Commission's Aug. 1 decision that "old" anti-trust charges be dropped and ABC-APT merger be tabbed for quick action by examiner (Vol. 8:31). But parley concluded FCC's decision left 2 questions unanswered and Resnick requested Commission to clarify whether more evidence should be taken on (1) charges that Paramount suppressed TV patents of Scophony Corp. and (2) recent anti-trust activities, i.e., within past 3 years. If Commission's answer—expected next week—is "yes," hearing could drag on for several more months with continued cross-examination by Paramount on Scophony issue, and almost completely new case by Broadcast Bureau on recent anti-trust activities. Meanwhile, Resnick ordered resumption of hearing Aug. 12 to clean up "loose ends," such as correction of certain exhibits, offering of more depositions, etc.

Entire educational TV picture will come under scrutiny of fact-finding subcommittee named at Aug. 6 New York meeting of RTMA committee. Meeting was called by Emerson's Benjamin Abrams "to explore possibilities of how RTMA may aid and assist development of educational TV." He said subcommittee was appointed "to develop a concrete program of how the industry can help." Research agency probably will be hired to conduct survey. Subcommitte members: Max F. Balcom, Sylvania; Robert C. Tait, Stromberg-Carlson; Larry F. Hardy, Philco; Keeten Arnett, DuMont.

"Most powerful TV station in world" is how WSAS-TV, Huntington, W. Va. describes itself since Aug. 4 power increase and switch from Channel 5 to 3. It enjoys this distinction only temporarily, of course, since it is first of 30 existing stations to shift channels as required by FCC (for complete list of required channel shifts, see p. 81, TV Factbook No. 15). Station's ERP jumped from 16.7-kw to 84-kw with installation of RCA's first 25-kw amplifier.

Dept. of sheer coincidence: Publisher Martin Codel and associate editor Albert Weinstein of Television Digest both hospitalized with same ailment—kidney stones—the former in Beebe Hospital, Lewes, Del., latter in George Washington University Hospital, Washington.
SPURT IN TV PROCESSING BRINGS 8 CPs: With granting of 8 CPs this week, FCC again hit its stride -- making total of 36 stations authorized since processing began July 1. Box score now stands at 30 commercial CPs, 6 educational. Two of this week's were educational grants. Of total, 10 are vhf, 26 uhf.

The week's authorizations: El Paso, KTSM, No. 9; Ashland, Ky., Polan Industries, No. 59; Bridgeport, Harry L. Liftig, No. 49; Scranton, Appalachian Co., No. 73, and WGBI, No. 22; Baton Rouge, WAFB, No. 28. Educational grants went to University of the State of New York -- No. 25 in New York City, No. 46 in Binghamton.

Seven more applications were disposed of -- competitive requests in Portland, Sacramento and Scranton -- and were notified that they have to go to hearings (see TV Addenda 15-E herewith for details, plus this week's 14 new applicants).

There's still no telling how fast FCC will continue to move in processing. It all depends on way applications run. You'll note that while FCC inched down its priority lists a few more cities this week, it also harked back to Bridgeport, at top of Group B, and Portland, second city in Group A.

But processing staff has been beefed up considerably, should get through substantial number of applications every week, though some new staff recruits need more seasoning before they'll be much help. List of TV Division personnel, most of whom are now working on applications, is carried on p. 5.

Touchiest spot in FCC's whole allocation plan -- Pittsburgh -- looks as if it will finally be eased. Curiously, the solution proposed has been widely known for many months:

FCC had failed to put Channel 4 in Pittsburgh or suburban Braddock, as the parties had requested, because co-channel spacing would have been fraction of a mile under 170-mile minimum established in rules. Both WWSW, Pittsburgh, and WLOA, Braddock, have appealed to courts to get channel into area.

It has long been known that Channel 4 could be placed in an area (nicknamed the "Golden Triangle," after Pittsburgh's famed business district) slightly over 15 miles from downtown Pittsburgh -- from which excellent signal could be radiated into city (Vol. 8:17). But, for unknown reason, nobody had asked FCC to do it.

Ice was broken this week, however, by Pittsburgh's Mayor David Lawrence, who petitioned Commission to place the channel in Irwin, Pa., 17 miles away. He produced affidavit by Everard N. Williams, head of Carnegie Tech's electrical engineering dept., who showed that Irwin is 170 miles from Buffalo's WBEN-TV, 171 from Washington's WNNB, 177 from Columbus' WLWC.

If channel is finally allocated to Irwin, applicant from any town within 15 miles could apply for it under FCC rules -- including Braddock, McKeesport and Duquesne. It's assumed number of Pittsburgh applicants would go for channel, and there's rumor that group in Irwin itself (pop. 4228) may apply.
Assignment would give Pittsburgh area 4 vhf channels -- one of them already occupied by WDTV, another reserved for educators. Allocation would probably wipe out WWSW and WLOA court appeals (Vol. 8:19).

Comr. Webster dissented from educational grants, saying action renders channels idle while state-supported institution awaits funds to build. He feels channels would be used more quickly if given only to financially prepared schools. In making first educational grants (Vol. 8:30), Comrs. Hyde and Jones both dissented, using arguments similar to Webster's. If Webster had been present then, FCC would have been deadlocked, 3-3. This week, however, Hyde didn't dissent and Jones was absent. Also absent was Comr. Sterling, who probably would have dissented.

Of 6 educational grants to date, State of New York has received 5 -- others being in Albany, Buffalo, Rochester (Vol. 8:30). It has applications pending for Ithaca, Syracuse, Utica, plans to file in Malone and Poughkeepsie. Kansas State College, Manhattan, Kan., holds other educational CP.

FCC announced appointment of 2 new examiners this week, is expected to add 5-6 more in next couple months. New examiners are Wm. G. Butts, who comes from Common Carrier Bureau, and Herbert Sharfman, from Office of Opinions & Review. Another probable addition is Benito Guagine, legal assistant to Comr. Rosel Hyde.

Examiners have been assigned to hearings starting Oct. 1 in Washington for 4 cities: Denver, James D. Cunningham; Portland, Elizabeth C. Smith; Canton, Fanny N. Litvin; Waterbury, Herbert Sharfman.

Some applicants preparing for hearings are beginning to kick about the issues to be considered, as FCC has drawn them up. Main fear is that they won't be given adequate opportunity to show superiority of technical facilities -- ability to serve more people, provide stronger signal. Number of petitions to "enlarge the issues" have been filed by applicants who are naturally eager to demonstrate capacity to serve greater areas than opponents.

TV CITIES UP SOON ON PRIORITY LIST: FCC may act very soon on applications from the cities which already have TV stations -- if it continues at rate it's going.

Commission now has reached city No. 26 in Group B (cities within 40 mi. of TV stations), No. 20 in Group A (cities 40 or more miles from stations). Analysis of FCC's City-by-City Priority List for Processing of TV Applications (pp. 98-103, TV Factbook No. 15) shows that while "A" list is almost solid with applications down to 175th city, "B" list already is beginning to thin out.

FCC has only 12 more cities to go in Group B before it reaches Schenectady, first city which already has TV station. Even sooner, it will get to some relatively large cities on "B" list. There now are but 5 more "B" cities for which applications have been filed before Akron and Worcester come up on priority list.

And it's very likely that FCC will soon reach such big cities as New York and Los Angeles -- before it's even halfway through 1013-city "A" list.

There's no intention of changing processing procedure to give super-priority to cities with no TV service -- at least, not at present. But same effect could be achieved without any change in rules. At present Commission has about same number of staff processing Group A & B applications. By shifting more of these to Group A, it could move more swiftly through applications from non-TV cities, slow down its processing of cities which have TV service.

Commission hasn't indicated whether it will do this, but there are plenty of arguments for continuing at present pace. Simultaneous processing lines were set up in the Allocations Report for purpose of encouraging early start of uhf stations especially in areas now served by vhf -- as well as hastening end of "TV monopolies" in present TV cities. These purposes would be served by acting on applications from TV cities as soon as possible.

Argument on other side is Commission's stated goal of making TV service "available to the greatest number of people in the shortest period of time" -- which might be better attained by concentrating on Group A.
NEXT STATION DUE & OTHERS UPCOMING: Looks like the next new station on the air will be Denver's second, KWOD-TV, which this week announced Sept. 29 as definite starting date as well as appointment of Joe Herold as its general manager.

Joe Herold resigns as RCA consultant on station planning to go to Denver.

He's an engineer, builder and original manager of Omaha's WOW-TV and builder of two stations in Havana and one in Brazil. Reprints of his studies on "Early Planning of TV Stations" (July 12) and on "TV Station Operating Costs" (April 19), which we published as Special Reports, are still among our most demanded items.

No CP grantee has yet taken actual delivery of a transmitter, so far as we've been able to learn after contacting the major transmitter manufacturers and all grantees or their engineering or legal counsel. Some have placed firm orders, others are shopping around for deals with the highly competitive transmitter makers.

That augurs more delays in getting new stations on the air, though it's fair to assume that some of the 36 CPs (including 6 educational) can make it on the air by promised time of Christmas or Jan. 1. In several cases, notably northern climes, quick construction is doubtful due to hazards of weather.

Though quite a few applicants have bought and warehoused equipment, some several years ago, none of these appears to be included among CPs granted so far.

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Since FCC's first post-freeze grants of July 11, we've reported on all who responded to our routine inquiries about equipment and starting times. This week, we've had a few more replies:

New El Paso grantee KTSW-TV (Karl O. Wyler) on Channel 9 tells us he has ordered RCA equipment, chosen site for transmitter, has new studio structure already in use that was built with TV in mind, thinks he can make it "shortly after Jan. 1." Other El Paso grantee KROD-TV (Dorrence D. Roderick—El Paso Times) on Channel 4 says RCA equipment ordered, construction begun, starting date March 1, 1953.

Mobile (Ala.) grantee WKAB-TV on Channel 48 reports GE equipment ordered, construction starting at once, hopes to get on air "sometime before Christmas."

York (Pa.) grantee WSBA-TV on Channel 43 has set Nov. 1 as on-air date, according to ABC-TV, with which it will affiliate—first uhf grantee known to have signed network affiliation contract as yet. Station previously said Dec. 1.

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Most of this week's grants were uhf (see p. 1), so their hopes of getting on the air quickly aren't too high. Polan Industries, awarded No. 59 in Ashland, Ky., is certain to move fast as possible; it makes TV tube bulbs, knows field extremely well, is applicant also for Roanoke, Youngstown, Wheeling & Parkersburg.

Scranton's 2 uhf grantees are contemplating using same tower with whoever gets town's third uhf; both have ordered GE equipment, and Appalachian group already has a camera chain. Baton Rouge grantee WAFB has GE 12-kw job on order, but is said to be switching to RCA 1-kw in zeal to get going quickly. And Bridgeport grantee Harry Liftig proposes to use same tower as WICC-TV (Phil Merryman) who has abandoned efforts to get RCA's Bridgeport plant and is said to have ordered Federal equipment.

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First educational station on air may be Kansas State College's KSAC-TV, Manhattan, granted Channel 8 July 24. It has asked FCC for STA to begin operating with 1.6-kw within 3-6 months, advising Commission it has 500-watt transmitter and 3-bay antenna with 160-ft. tower available -- all of own make.

Just about every other uhf grantee has tried to acquire RCA-NBC's famed uhf "guinea pig" station at Bridgeport, Conn., for the equipment, and it's possible it will eventually be sold. However, RCA technical v.p. Dr. C. B. Jolliffe announces that the station, on regular schedule since Dec. 30, 1949, will continue to operate under present experimental license.

It's devoting part time to color tests, but it has served mainly for uhf propagation observations and as test location for manufacturers checking performance of their uhf receivers and converters.
Printed Circuits to Bring Better TV Sets: Little-publicized "industrial revolution" in TV-radio industry has reached something of a landmark -- with quantity production and marketing of first completely mechanically-produced radio.

Laboratories of industry and Govt. for many years have developed and experimented with "printed-circuit techniques" to introduce optimum reliability, standardization and economy into electronics production. Printed circuit's value was proven in World War II, and since then has been used extensively in subassemblies for military and industrial electronic devices and to lesser extent in circuitry of home TV and radio receivers.

But TV-radio manufacture today is still largely a "hand labor" operation. The intricate process of wiring and soldering is still done by hand, albeit on assembly-line basis. That's why it's news when Motorola reveals it has turned out nearly 20,000 mechanically mass-produced radios in recent months -- with all circuits die-stamped and plated instead of wired (Vol. 8:31).

Motorola chose its low-end 5-tube table radios ($17 & $18) as guinea pigs for mechanization. Experimentally, it marketed them first in big cities, then in areas of high humidity where radio wiring is put to severest test. Then Motorola surveyed distributors and dealers for reports from customers.

There were no complaints, say company's delighted executives -- and that, they point out, is unusual for any run of new radios. Motorola calls circuit the "Pla-Cir," will soon embark on campaign to promote it. It's now adapting process to bigger radios, and predicts its plated-circuit TV set will be out in 2-3 years.

Most other manufacturers don't want to be pinned down on how soon the public will be able to buy mechanically-wired TV sets. Off-the-cuff opinions vary, but they're generally in range of 3-6 years.

No one in industry will deny that hand wiring and soldering are out of place in a business which produces 14-27,000,000 finished units a year. All agree that the future lies in printed-circuit techniques (a term which is loosely used to include die-stamping, plating, solder-dipping and other processes which replace hand wiring with mechanized operation).

But industry scientists and engineers differ among themselves on the proper approach. Many feel there are weighty problems to be licked before techniques can be established and the necessary expensive machinery built. Nevertheless, most big TV-radio makers have assembled sample printed-circuit home radios in their labs.

Sylvania has turned out experimental sets in which many of the components -- as well as the wiring -- were machine-stamped. But its engineers see no quantity production for at least a year. GE has made trial runs of similar sets; while it has used printed-circuit subassemblies in its home radios for the past year or so, there's no indication when it intends to mass-produce printed-circuit radios.

While full mechanization of TV-radio industry inevitably will result in lower priced receivers, cost isn't most important factor in the coming changeover. Principal advantages of printed circuitry:

1. Better performance and reliability -- elimination of "human element" in production, insuring good connections, lack of errors and trouble-free operation. This is particularly important in product as complicated as a TV set.

2. Complete standardization -- all receivers of any particular model having exactly the same performance characteristics.

3. Miniaturization -- hand-in-hand with development of transistor, printed circuits will make possible compact chassis, paving way for wrist-watch radios, etc.

4. Speed and economy of assembly -- but savings will come only when production of any particular model is enough to amortize cost of expensive machinery.

Though printed-circuit sets will need fewer repairs than their hand-wired predecessors, servicing may pose problem. One solution is plug-in subcircuits, with repairman replacing entire stage of circuitry when any part of it goes bad.
Telecasting Notes: In constructing a typical American village in NBC-TV's Brooklyn studio as permanent set, v.p. Pat Weaver contemplates selling low-cost daytime TV serials—in hour-long block of four 15-min. shows to be titled Hometown, dramatizing life in small town, planned sometime between 10 a.m. and noon 5 days week this fall; by using single set and same characters for all 4 serials, advertisers' normal single-show cost of $45,000 a week can be cut some 80% . . . Who-gives-a-damn-dept.: NBC-TV grants Progressive Party's nominees (can you name 'em?) 1:30-2 p.m., Sept. 2, for acceptance speeches—after declining to carry nominating convention July 4-6; it's hailed as "major victory [in our] fight to break through the radio-TV blackout against the party by the major networks" by national secretary C. B. (Beanie) Baldwin, who also mastered Henley Wallace's campaign of 1948 . . . More than 13,000,000 homes looked in on GOP convention at some time on July 10, peak viewing day, says A. C. Nielsen Co.; Gen. MacArthur's keynote address reached 8,285,000 TV homes. Gen. Eisenhower's acceptance speech 7,668,000 . . . Denver's new KFEL-TV, granted CP for Channel 2 July 11 and on with regular schedules 10 days later (Vol. 8:29), has published Katz Card No. 1 fixing Class A base hour rate at $250, spots $60, begins telecasting day at noon weekdays, 5 p.m. Sat., 4 p.m. Sun., operates mainly network (CBS, DuMont, NBC) until signoffs at 10 p.m., has appointed Blair-TV Inc. as national rep . . . NARTR and AAAA shortly to release proposed new standard order-form for spot TV . . . AAAA hands out same kudos to KFEL-TV, Denver, that it gave WHIO-TV, Dayton (Vol. 8:30), for adopting 2% cash discount; Ted Bates & Co.'s Edgar Small, chairman of committee on cash discount, expressed determination that "case for the 2% cash discount is put before all TV broadcasters and station representatives" so that "TV gets off on a sound financial footing" . . . Klieg Bros., 321 W. 50th St., N. Y., out with new manual of TV studio lighting and associated equipment, including tested sample studio plans, available on request from company or from broadcast equipment sales dept. of DuMont, GE, General Precision Labs or RCA . . . Television Snapshots Inc., 50 Park Ave., New York, new film production firm formed by Babette Doniger, ex-Kathi Norris Inc. and WPIX, and John McGowan, veteran producer . . . Clifton Utley, ace NBC Chicago TV-radio commentator, off Aug. 9 on 3-week flying trip around world, including visit to Korean battlefields . . . Cab drivers star in new Free Ride program on WNBW, Washington, with 3 cabbies interviewed each week on topics of day . . . New WHYN-TV, Holyoke-Springfield, Mass., Channel No. 55, authorized in July (Vol. 8:29), has named Brannham Co. as national rep . . . Petry rep firm's TV div. out with new market study titled New Style and Power for Men's Wear Promotion . . . KTV, Los Angeles, raises Class A hour Sept. 1 from $1000 to $1200 . . . DuMont-owned stations, at N.Y. management meeting this week, agreed to offer all 3 stations as package to sponsors . . . New $1,750,000 five-story building will be built by WTOP Inc., Washington, to house all TV-radio personnel and facilities, except Wheaton (Md.) radio transmitter, at present 40th & Brandywine NW studio site for next summer occupancy.


Two conflicting viewpoints on Eidosophor color TV projection (Vol. 8:26, 31) are presented in August issues of Tele-Tech Magazine and Radio & Television News. Former praises system on five counts: (1) "Splendid" overall quality: "approached that of best motion picture projection," (2) brightness equal to movies, (3) definition, (4) color fidelity, (5) "quite adequate" contrast ratio of 1:200. Latter ripped into system as "far inferior to that seen at the RCA [color theatre-TV] demonstration" (Vol. 7:42), concluded system "would in no way compare favorably with our accepted standards for Technicolor movies and as far as the TV medium is concerned, we are more convinced than ever before that the public, if given the opportunity, would certainly choose the system which the FCC did not see fit to wait for."

Degree in TV-radio will be offered by New York's Columbia U for first time with 1952-53 academic year. TV-radio majors will be eligible for B.S. degree based on 14 courses offered in cooperation with NBC, most of them taught by NBC executives. Coming school session will begin ninth consecutive year of NBC-Columbia broadcasting courses under supervision of University's Eric Barnouw.


Strike of 5000 members of Screen Writers Guild and Authors League of America began Aug. 11 in Hollywood against Alliance of TV Film Producers. Alliance's 13 member companies promised no interruption to programming, claimed they have year's backlog of scripts and 6-8 weeks of completed films on hand.
Flako period, not separate burgh, Aug. many them is Auto Los Angeles; & Workers, & Bulova Mon.-Wed.-Fri., 7:25-7:30 p.m., thru Biow Co., and Armour & Co. buying nightly 10-min. show on WBNQ, Chicago, Mon.-Tue.-Thu., thru Foote, Cone & Belding ... Red Line Commercial Co., U. S. sales agent for England's famed Bvrrl Beef Extract, buying time on N. Y. stations for fall-winter campaign exclusively on TV, thru Hilton & Riggio ... Flako Products Co. (pie crust & cookie mix) seventh sponsor to buy 12 daytime ann. per week on WCBS-TV; others are Best Foods, Maxwell House Coffee, Rival Dog Food, Lever Bros., Hudson Pulp & Paper Co. and Loew's Theaters ... Brewing Corp. of America (Carling's beer & ale) and Atlantic Refining Co. will again sponsor all Cleveland Browns pro football games; BCA last week signed with WABD, New York, for 2 to 5 news & weather spots nightly between 8 & 11 p.m., thru Benton & Bowles, in deal involving about $200,000 outlay ... Miller Brewing Co. (Hi-Life Beer) has far seen the sponsor new March of Time series starting in Oct. on 45 stations, thru Mathisson & Assoc., Milwaukee ... Hoffman Radio Co.'s 4 bay area distributors co-sponsoring San Francisco at Night, roving TV camera visiting night clubs, hotels, other romantic city spots every Fri. 9:30-10 p.m.; show also features “set of the week” giveaway ... Illinois Bell Telephone Co. buys onetime Little League baseball championship Aug. 16 on WBNQ, thru N. W. Ayer ... Pacific Sportsfishing Assn. sponsors Les McMurphy's Fishing Facts on KTTV, Los Angeles, Thu. 10:20-10:30 p.m., thru Uhl Service Adv. ... Among other advertisers reported using or preparing to use TV: Brooklyn Paint & Varnish Mfg. Co. (Dreem interior paints), thru Anderson & Cairns, N. Y.; Vick Chemical Co. (Cetamin cough syrup), thru BBDO, N. Y.; National Water Softener Co., thru Ad Vision Associates, Los Angeles; CIO (national labor union), thru Henry J. Kaufman & Associates, Washington; A. C. Gilbert Co. (American Flyer electric trains), thru Charles W. Hoyt, N. Y.; International Salt Co. (Red Cross & Sterling salt), thru Scheideler, Beck & Werner, N. Y.; National Carbon Div., Union Carbide & Carbon Corp. (Prestone anti-freeze), thru Wm. Esty, N. Y.; Landers, Frary & Clark (Jet 99 vacuum cleaner), thru Goold & Tierney, N. Y.; Simmonds Upholstery Co., thru Lloyd S. Howard Associates, N. Y.

Unions, too, seek TV's selling power, according to Aug. 11 Wall Street Journal. CIO publicity director Henry C. Fleisher says TV is perfect for “selling” labor’s views to public because: (1) It’s “more neutral medium” than daily newspaper or radio. (2) “People don’t go to meetings any more—union meetings or any other kind.” Single-shots were used 2-3 years ago, but this year labor is putting its programs on continuous basis, chief among them CIO’s 13-part series Issues of the Day which originated on Washington’s WMAL-TV and spread to Pittsburgh, Dayton, Indianapolis, Cincinnati, Minneapolis, Columbus & Chicago via films sponsored by its locals. Some others: With Fear, AFL Machinists Union, on KTTV, Los Angeles; 770 on TV, AFL Retail Clerks Union. KTTV, Los Angeles; Meet the UAW-CIO, CIO United Auto Workers, WWJ-TV, Detroit.

Britain's fifth TV station went into operation this week at Wenvoc, near Cardiff, making country's fifth—others being at Alexandria Palace, London; Sutton Coldfield, Birmingham; Holme Moss, Yorkshire; Kirk o’ Shotts, Scotland. Thus nearly 80% of nation's population is within TV range, which British say is even better than U. S. percentage, albeit country's total TV sets-in-use is not much more than 1,000,000.

SECOND WAVE of network radio rate cuts was well under way this week as majority of CBS-Radio affiliates approved new discount plan which in effect slashes night rates 25%, boosts daytime 5%. Proposal overwhelmingly endorsed by 120 affiliates in Chicago Aug. 12 was “compromise formula” recommended 6-0 (4 abjections) by 10-man affiliates committee headed by George Storer—as alternative to even bigger cuts proposed by CBS. New rates become effective Aug. 25 if formally approved by 85% of the 209 CBS-Radio affiliates by Aug. 20.

That NBC-Radio will now be forced to institute similar cut, is foregone conclusion. NBC spokesmen wouldn’t comment on CBS affiliates’ action except to say study of rate situation is now going on and “NBC will always remain competitive with other networks.” It’s also certain that ABC & MBS must follow suit.

Meanwhile, nighttime radio ratings hit all-time low for June 29-July 5 period, as reported in latest Nielsen survey. Highest-rated nighttime show (Groucho Marx) got 5.5 rating, compared with 9.1 for nighttime leader (Lux Theatre) same period year ago. Paradoxically, 2 Southwestern NBC-Radio affiliates—WOAI, San Antonio & KPRC, Houston—have received network rate increases of 10%, restoring their rates to where they were before NBC’s 10% cut last summer (Vol. 7:17).

Network radio as sales tool is as effective as ever and delivers customers at lowest cost of any major advertising medium. That’s conclusion reached in new research study which NBC calls “first exploration of the qualitative aspects of radio listening in 12 years.” Study was conducted by W. R. Simmons & Associates under direction of Dr. Thomas E. Coffin, patterned along lines of NBC’s Hofstra College studies. Using Davenport (TV market) and Fort Wayne (no TV) as guinea pig cities—together they have 45% TV saturation—surveyors compared radio’s selling ability with and without TV. Study showed gain in sales among radio listeners over non-listeners ranging from 11%-111%. “Typical” programs showed gains of 20, 24, 30, 61 & 64%. Survey also found that people spend more time with radio than with 3 competing media, even in area of 45% TV saturation. Results: radio averaged 124 minutes daily, TV 83 minutes, newspapers 38, magazines 16. Total of 1,284,000 questions were asked in interviews in more than 11,000 households. Results of survey are available from NBC in booklet titled Measuring Radio’s Sales Effectiveness.

Ford Foundation is underwriting, to amount of $2,000,000, a new 90-min. show titled Omnibus, starting Nov. 9 on CBS-TV, Sun. 4:30-6 p.m. for 26 weeks, to be offered to 5 advertisers for multiple sponsorship. Product of Foundation’s TV-Radio Workshop, it’s designed “to enlighten as well as entertain,” is supposed to point way to “mature, adult TV entertainment.” It ignores usual “time packages” of 15 minutes, proposes to include in each show 5 separate features—ranging to arts, industry, comedy, science, drama—no matter how long each runs and none interrupted by commercials.

Contending TV portrayal of him on Lucky Strike’s Big Story last Jan. 18 on NBC-TV caused “grievous mental and physical suffering,” Charles Bernstein last week sued NBC-TV and Washington Daily News reporter Martha Strayer for $100,000 in District of Columbia court. Bernstein was once convicted of murder but subsequently pardoned, contends telecast invaded his privacy because it was carried against his wishes 7 years after pardon. His counsel are Segal, Smith & Hennessey, Washington radio attorneys.

NARTB 1953 convention will be held in Los Angeles Biltmore Hotel, April 28-May 1 inclusive.
ADMIRAL POPS SURPRISE: TRADE WELL UP: Fast-moving Admiral took its good time about bringing out new "1953 line" -- and, latest to do so, it pulled big surprise at convention of 400 distributors-dealers in Chicago's Drake Hotel Aug. 15. It brought out as leader item a 21-in. plastic table model at $199.95, including tax & warranty.

Anomaly of booming market, in which talk has been of higher prices, set is about 40% lower in price than its own low-end 21-in. table of last January. Cabinet is said to be "only slightly larger than comparable 17-in. sets" -- actually measuring 21¼-in. wide, 21-in. high, 20 3/16-in. deep. Mask is molded into cabinet, tube is 21-in. glass, spherical-faced, which Admiral says no other manufacturer will have available for at least 6 months.

Short line was stressed this time, reduced to 11 basic models, by onetime arch proponent of big line -- purpose being, as v.p. Wallace Johnson told meeting, to make it easier for dealers to sample and display. Also stressed was policy of "full discounts" on all but 5 models.

One-line-a-year henceforth was promised, too -- clearcut victory for NARDA efforts to that end, now certain to be followed by other leaders.

Convinced that trend is to 21-in. as basic size, Admiral retained only two 17-in. in line -- though also offered two 27-in. (For details of line and prices, see Topics & Trends column, p. 9.)

Admiral president Ross Siragusa observed that the TV trade is now in healthy state, with inventories at lowest in 18 months. The market is "no longer plagued by surpluses and distress merchandise," he said. Inventory of all Admiral distributors, he reported, is only one-sixth of year ago, or "equal to less than one unit per dealer." (Admiral claims 30,000 dealers.)

Siragusa foresaw many new "virgin markets" as result of lifting of freeze, forecast 30,000,000 TV set sales in next 5 years and an average of 7,000,000 sets per year thereafter. Replacement market, he maintains, will always be good. He noted that, though radio has long been called "saturated," the industry will sell 10,000,000 sets this year for total of $250,000,000.

As if to emphasize booming nature of TV, particularly when new market opens up, Wall Street Journal sent reporter to Denver this week. He reported Aug. 15 that "mile-high city has gone stark, raving TV crazy." In 3 weeks, number of TV dealers jumped from 150 to 300, may go to 500 in another month, he reported. "There's even a mortuary retailing sets," manager Dan Bell of Denver's Better Business Bureau is quoted. And reporter Ray Vicker observes: "Denver is almost as glutted with grinning TV vice presidents...as Chicago was with political bosses last month."

But all isn't beer and skittles, for a lot of "junk" is being unloaded on area's eager customers -- and Better Business Bureau is stepping in. Important lesson of Denver, where 50,000 sets will be sold before year's end, was well stated by DuMont's new sales chief Dan Halpin:

"Denver is setting the pattern for new TV cities across nation. The tremendous enthusiasm for TV shown here will be repeated in retail sales everywhere."

Another healthy index is this week's RTMA report on TV production and inventory. In week ending Aug. 8, production jumped to 94,271 sets (7332 private label) from 69,962 week before -- evidencing quickened pace as factories reopened after summer vacations. Same week factory inventories plopped to 304,672 from 370,539.

Radios moved well, too. Week's output was 124,243 (51,460 private), up from 118,573. Factory inventories were 369,674, little changed from preceding week. The week's radios were: 48,694 home, 29,362 portable, 25,096 clock, 21,091 auto.
There are quite a few subtractions from previous listings, not many added, in the main directory. It embraces all major producers, representing 98% or more of total production. List still includes such firms as Freed, Tele-tone, Starrett; they are in receiverships, but are still reported turning out private-label orders.

The additional list of 20 companies embraces addresses and such other information as could be obtained. They're relatively obscure firms, for most part, which failed to respond to questionnaires. Examples: Mars, Mitchell, Multiple, Pathe, Shaw, Cascade, Kay, Teldustries.

There are also 20 Canadian TV-radio manufacturers, according to our survey -- and they're listed in similar detail. Canadian list compares with 19 as of 6 months ago. And our Directory of Tube Manufacturers lists 37 companies, same as 6 months ago; of the CR tube makers, 11 also manufacture receiving tubes.

Note: TV Factbook No. 15 also tabulates TV set production by months & types, 1947-52; factory sales & inventories by months, 1950-52; distributor sales & inventories by months, 1950-52 -- all RTMA figures -- and sets-in-use with total families and other market data to June 1, 1952. Copies may be ordered by subscribers at $2.50.

Trade Personals: Vice Admiral Carl F. Holden, director of naval communications 1942-43, elected president of Federal Telecommunications Laboratories Inc., Nutley, N. J., research unit of IT&T; Harold H. Buttimer retires from post to become IT&T v.p. in charge of coordinating all IT&T research & development ... Kenneth F. Carlon appointed mgr. of manufacturing, Westinghouse electronics div.; Oscar L. Short, sup't of quality control; Kenneth E. Reams, sup't of production; Carlyle W. Miller, mgr. of application engineering; Forrest S. Mabry, engineering mgr. ... Ernest L. Hall, who quit Pilot Radio in May to join Emerson as asst. to president, has resigned latter post ... Stanley S. Cramer, Westinghouse Radio Condenser Co., elected chairman; Russell E. Cramer, exec. v.p., becomes president; Wm. W. Paul, exec. v.p.; Russell E. Cramer Jr., v.p. & chairman of exec. committee; Fred A. Graber, treas.; John R. Wert, secy. ... Anthony J. Aste- roles, asst. secy., becomes asst. treas. & asst. controller of Indiana Steel Products Co., in changes just announced; John Bowmeester, mgr. of mfg. div., named v.p.; Anthony R. Kirsch, treas.; Charles Maynard, engineering v.p. ... Hans Berger, ex-production mgr., named v.p. for operations & production, Kaye-Halbert ... Dr. Henry F. Ivey, ex-Westinghouse, named Skiatron research & development director ... Harry B. Price Jr., president of Price's Inc, Norfolk, and NARDAs v.p., elected president of Norfolk Retail Merchants Assn., which his father headed in 1926 ... George Karl, ex-KSD & KSD-TV, St. Louis, named research & market analysis mgr., Stewart-Warner TV-radio div. ... Raymond T. Leary moves from Chicago office to become sales mgr., Cornell-Dubilier jobbers div. ... Jerome E. Hoag Jr., ex-Westinghouse N. Y. TV-radio div. rep, appointed St. Louis district sales mgr. ... Dale Samuelson, ex-publicity supervisor, Motorola communications & electronics div., named Hammarlund sales promotion mgr. ... Frank A. Johnson, ex-Starrett, appointed Majestic district sales mgr. for N. Y. state ... Edward M. Cappucci promoted to gen. mgr. RMS, continuing in charge of purchasing; Joe Laura named western branch mgr. at 1400 W. Washington Blvd., Los Angeles ... Joseph H. Lukan named consumer products mgr., northern div., Westinghouse Electric Supply Co. headquarters in Milwaukee and replacing Harry Burkit, resigned; Richard Walker replaces Lukan in Chicago ... R. Don Harris, Washington TV-radio div. St. Louis district sales mgr., to Dallas as southwest district sales mgr., succeeding Wm. M. Anderson, resigned.

Distributor Notes: Hallcrafters appoints Horn & Cox Inc. (formerly Herbert H. Horn Inc.), Los Angeles (Ray B. Cox, pres.) for Los Angeles area, replacing Thomas Distributing Co., which continues as Hallcrafters' San Diego outlet ... Sylvanias appointed Graybar, Buffalo, for western New York ... CBS-Columbia appoints S. S. Fretz Jr. Co., Philadelphia, for Philadelphia area, succeeding Radio Electric Service Co. ... Raytheon names Joske's of Texas (Evan R. Moon, merchandising mgr.) for San Antonio ... Hoffman appoints Graybar, 336 N 3rd W, Salt Lake City (C. B. Cooper, mgr.) for Utah; West Texas Radio Supply Co., 1026 W 6th Ave., Amarillo, for Texas; Hoffman Sales Corp., 1104 Union Ave., Kansas City (Lester McRoberts, mgr.) for Kansas, Missouri, Oklahoma, Nebraska, Iowa & Minnesota; Wholesale Appliance Co., 201 Rock St., Little Rock (Conrad Ahrens, owner) for Little Rock area ... Bendix Radio names Graybar for Philadelphia & Washington ... DuMont's Los Angeles distributor, Quality Television Corp., elects Jack N. Smith, pres. Jerome B. Higgin v.p., Frederic A. Lyman, ex-DuMont asst. national sales mgr., secy.-treas. and sales mgr.; they now have financial control of company, which is no longer connected with Bob Hope Enterprises ... Admiral's Los Angeles distributor, Golden State Appliance Distributing Corp., names Marshall C. Wells gen. sales mgr.; he's ex-Hoffman and ex-Sues, Young & Brown sales mgr. ... Zenith appoints Harry Knodel Distributing Co. (Harry Knodel, pres.) for Cincinnati area, succeeding Griffith Distributing Corp. ... Arvin appoints Austin & Son, Denver (Wm. E. Austin, pres.) for Denver ... Allied Distributing Co. 1527 Broadway, Denver (Albert Rose, gen. mgr.) ... DuMont Philadelphia distributor, Olson & Co., names Rowland Guilford, ex-N. Y. branch mgr., as sales mgr. ... Emerson West Coast Corp., San Francisco, elects Seymour J. Cooper president to succeed David J. Hopkins, now director of sales-adv. in N. Y. ... CBS-Columbia appoints Marcus Bros. Inc., 2101 15th St., Denver (Simpson Marcus, pres.)
Topics & Trends of TV Trade: New boom in TV is marked by stirrings among the smaller manufacturers, who were considerably in evidence at recent National Assn. of Music Merchants show in New York (Vol. 8:31). For example, Pathe Electronics Corp., affiliated with Pathe Television Corp. (Sidney Joffe, pres.), has announced it will market the 200 sets-a-day or more produced by Jewel Radio Corp., in addition to its own Pathe brand and the final production run of Freed-Eisemann 20-in. consoles made by bankrupt Freed Radio Corp. (Vol. 7:10). Jewel will continue to sell its own radios. At NAMM, Pathe showed 14 sets of own, all 20-in., pricing 2 tables at $250 & $280, consoles $300 & $350, full-door consoles $400 & $430. Jewel had two 21-in. sets at $200 & $250. The Freed-Eisemann sets were priced at $350, $449, $625 & $645. In addition to our reports on new GE, Olympic, Majestic, Sparton, Arvin, Magnavox and Sylvania models seen at NAMM show (see p. 8, Vol. 8:31), these were some of the other brands shown:

Shaw Television Corp. showed 6 new sets, all carrying 40% dealer discount. Equipped with twin speakers and with accent on unusual cabinetry, line includes 21-in. mahogany consoles at $440, $460, $640 & $660. Counterparts of these sets in blonde, cordovan, ebony or amber are $460, $480, $660 & $680. Marble-top 21-in. lists at $760 in mahogany, $780 in cordovan or ebony. Also in line is 27-in. mahogany, $830; cordovan leather trim, $860.

Sheraton Television Corp. div. of Video Products Corp. showed line including: Tables—17-in. simulated leather $230, mahogany $240; 21-in. mahogany $270, blonde $280. Consoles—21-in. mahogany $300, blonde $320; full doors, mahogany $340, blonde $360; 27-in., doors $560. Prices are inboard.


Brunswick unveiled 3 new full-door consoles (prices inboard): 21-in. knotty pine, early American spice cabinet $400; 21-in. carved mahogany inlay $400; 24-in. carved mahogany $500.

Harold Shevers Inc. introduced 4-model line, all 21-in. (prices inboard): Table model with remote control $300; console with doors & remote control $330; full-door console, remote control $400; combination, two speakers $400.

June picture tube sales by RTMA members totaled 285,075 worth $5,871,463, an increase over May’s 247,724 valued at $5,329,826 and over June 1951’s 221,759 valued at $4,664,744. Rectangular 16-in. and larger represented 90% of June total. Sales for first 6 months total 1,845,309 worth $41,259,503 compared with 2,552,757 worth $66,546,932 same 1951 period. Receiving tube sales in June totaled 24,365,482 valued at $18,279,016 vs. 23,636,484 at $17,037,274 in May, compared with June 1951 sales of 27,607,090. Of June 1952 total, 15,770,335 went for new sets, 5,187,557 replacement, 2,477,569 Govt., 930,001 export. Sales for first 6 months totaled 160,183,526 vs. 215,902,325 same 1951 period.

June excise tax collections on TV’s, radios, phonos were $8,164,025, down from May’s $10,704,725 and June 1951’s $9,754,385. On refrigerators, air conditioners, etc., Govt. collected $5,465,246 in June, compared with $5,820,645 in May and $8,129,807 in June 1951.

William C. Cole, Capehart-Farnsworth Detroit sales mgr. and former Admiral Milwaukee district mgr., died in Detroit July 29 after brief illness.

NEW ADMIRAL line, introduced Aug. 15 at one-day Chicago convention, consists primarily of 21-in. models but includes 17-in. ebony plastic table at $180, walnut plastic $190; also new twin-speaker 27-in. half-door mahogany console at $675, blonde $695.

The 21-in. sets with spherical-faced tubes are ebony plastic table at $200, mahogany plastic $220, mahogany wood $250 (including 4 detachable legs); open-face walnut console $280, mahogany $290, blonde $300; half-door mahogany console $320.

With cylindrical tubes, open-face walnut is $310, mahogany $340, blonde $350; half-door mahogany $380, blonde $400. Combinations with radio and newly-designed variable speed record-changer are mahogany upright $350; walnut laydown $430, mahogany $450, blonde $470; laydown with cylindrical tube, $500.

Added are so-called California Custom sets “for ranch style living” at $350 in maple with spherical tube and full doors, $420 in maple with cylindrical tube, $430 in silver fox with cylindrical tube.

Part of Admiral line includes new chasssis called super-cascade, designed for better fringe area reception. It has 4-in. high base, 22 tubes, is said to have 20 times sensitivity of former 30-tube chassis. Models also have DX-range finder at rear, with dial calibrated in miles “to customize chassis for better reception of nearby, medium-distant and distant signals.” All sets are equipped with turret tuners for uhf adaptation, all have built-in antennas. All consoles and combinations are on casters.

Trade Miscellany: Dumping of old-model TV sets has been rife in booming new Denver market, so local Better Business Bureau agreed this week to serve as clearing house for information to consumers while distributors registered serial numbers; BBB estimates some 10% of TV shipments into Denver are “bootleg” and if situation continues distress merchantise will account for about 30% in another 30 days . . . Bankrupt U. S. Television Mfg. Corp. (Vol. 8:26) this week listed liabilities of $244,350, assets of $10,889. Biggest creditor is Uncle Sam, with $143,920 owing for taxes; next biggest RCA, $86,886 . . . DuMont’s Dan. D. Halpin, new gen. sales mgr., definitely commits company to one-line-a-year at Detroit dealer meeting this week . . . Sentinel out this week with 18 models ranging from 17-in. walnut table at $200 to 27-in. full-door Korina console at $654, plus $625, Dubout reports planning to have 35 of its branches do own TV assemblies, instead of shipping full set from Chicago plant, adapting each set to local areas; Chicago capacity thus might be boosted from present 10-12,000 sets per month to 20,000.

“Music is a big business” will theme nationwide series of sales meetings of RCA Victor record distributors, dealers and sales personnel Aug. 18-28, during which plans for new 33rpm “extended play” (EP) disc (10-in. will be divulged, with prices, albums, etc.; also new low-priced 45rpm and long-playing classical music line under “Bluebird” label and new kiddies’ record line. Big fall-winter sales program will be supported by heavy advertising.

Sylvania has set up 2 new international trading corporations: Sylvania Interamerican Corp., a Delaware corporation dealing with sales in western hemisphere, with offices in New York City and Panama City; Sylvania International Corp., for exports to other parts of world, incorporated at Chur, Graubunden, Switzerland. Both will buy from parent company, and from such other companies as they may represent, and will sell within respective areas.

Complete data on the 107 members of West Coast Electronic Manufacturers Assn., with executives and product list, is contained in new membership roster released this week on eve of Western Electronic Show & Convention in Long Beach municipal auditorium Aug. 27-29.
Financial & Trade Notes: Philco chalked up largest second-quarter sales in its history this year—$80,917,000 as compared with $75,499,000 in 1951—but sales for first half 1952 declined to $165,156,000 from $171,023,000 same period last year. While earnings before taxes for second quarter increased to $4,604,000 from $492,000 last year, net income after taxes was $1,948,000 (52¢ a share) vs. $2,220,000 (61¢) in 1951 period—because of fact that company paid $2,656,000 taxes in second quarter 1952 but received $1,728,000 tax credit in second quarter 1951 since its earnings for period did not equal excess profits tax base.

Net earnings for first half 1952 totaled $4,289,000 ($1.16 a share) after $6,060,000 taxes vs. $5,741,000 ($1.58) after $8,647,000 taxes same 1951 period. President Wm. Balderston said "business is continuing at very gratifying levels [with] inventories of all Philco products at a minimum."

American Phenolic Corp. reports profit of $688,889 ($1.72 a share) on net sales of $19,220,730 in first half 1952 compared with $350,759 (86¢) on $11,109,262 year ago. For 3 months ended June 30, profit was $379,650 (96¢) on $9,668,486 sales vs. $199,325 (50¢) profit same period last year:

Canadian Admiral reports net profit of $198,884 (32¢ a share on 287,716 shares) on net sales of $1,726,116 during first half 1952 quarter; comparisons unavailable.

Cornell-Dubilier's earnings for 9 months ended June 30 were $1,105,743 ($2.25 a share) on sales of $27,396,372 vs. $1,415,738 ($2.91) on $26,202,988 same period last year.

General Precision Equipment Corp. reports net income of $325,452 (48¢ a share) on sales of $11,436,566 for 3 months ended June 30 vs. $183,035 (30¢) on $7,654,493 same 1951 period.

Packard-Bell Co. reports net income of $583,426 on sales of $17,008,627 for 6 months ended June 30 vs. $989,902 on $16,893,445 same period of 1951.

International Resistance Co. reports first half 1952 profit of $133,825 after taxes of $258,000 on sales of $5,200,364 vs. $492,215 after $900,000 taxes on $7,208,838 same 1951 period.

Pacific Mercury Television Mfg. Co. stockholders ratified sale of 200,000 common shares to Sears, Roebuck & Co. (Vol. 8:25-26). Pacific reports sales for 1952 6-month period increased greatly to $4,260,000, compared with $1,240,000 same 1951 period.

Tung-Sol, for 6 months ended June 28, reports net income of $889,843 ($1.70 a share) on sales of $15,445,814 vs. $1,305,113 ($2.71) on $17,681,963 corresponding 1951 period.

Stewart-Warner reports net profit was $1,809,578 ($1.41 a share) on sales of $62,201,601 for first half 1952, compared with profit of $2,209,283 ($1.71) on $51,410,159 for first half 1951.

* * *

Dividends: Hazeltine, 100%; stock dividend payable Sept. 5 to holders Sept. 3; Philco, 40¢ payable Sept. 12 to holders Aug. 29; Magnavox, 37½¢ Sept. 15 to holders Aug. 25; International Resistance Co., 5¢ Sept. 2 to holders Aug. 22 (reduced from 10¢); I-T-E Circuit Breaker, 56¢ Sept. 2 to holders Aug. 21; Aerovox, 15¢ Sept. 15 to holders Sept. 2.

Collins Radio has received $5,000,000 V-loan credit for defense production through group of midwest banks, increasing its V-loan debt to $15,000,000. Company has $165,000,000 backlog of defense contracts.

Raytheon common will be listed on N. Y. Stock Exchange on or about Sept. 15 under application approved by exchange’s board of governors this week.

Among officers' and directors' stock transactions reported by SEC for June 10-July 11: Bruce A. Coffin received 17,583 CBS "A," 17,583 "B" in exchange for Hytron stock (Aug. 1951), sold 1000 "A" (Jan. 1952), gave 83 "B" as gift (Dec. 1951), holds 16,583 "A," 17,500 "B"; Lloyd H. Coffin received 16,908 CBS "A," 16,908 "B" in exchange for Hytron stock (Aug. 1951), gave 50 "A," 50 "B" as gift (Dec. 1951), sold 900 "A." 500 "B" (Jan. 1952), holds 16,358 "A," 16,358 "B." Jack Cohn sold 30,000 Common pictures for trusts, holds 68,963 personally and through trusts; Abraham Schneider gave 200 Columbia Pictures as gift, holds 72,602 and 12,812 warrants for common; William W. Sinclair sold 9520 Corning Glass, holds 30,000; Eugene C. Sullivan gave 50 Corning Glass as gift, holds 37,370 personally and through trust; Henry A. Mulcahy bought 28 General Instrument (Sept. 1951), holds 128; Walter E. Green bought 25 General Precision Equipment, holds 165; W. Ray Johnston sold 220 Monogram Pictures, holds 2317; Kenneth C. Meinken bought 500 National Union, holds 37,600; David J. Greene bought 7000 RKO for trust, holds 45,850 personally and through partnership, trust and family; Reuben L. Freeman bought 100 Sentinel, holds 100; Walter R. Seibert sold 100 Sylvania, holds 91; A. H. Blank sold 8 United Paramount Theatres, bought 8 for trusts, holds 5187 personally and through trusts; Decca Records bought 134,375 Universal Pictures, holds 406,175 and 37,500 warrants for common; General Cinema Finance Corp. sold 134,375 Universal Pictures, holds none; John J. O'Connor sold 100 Universal pfds., holds 100 common.

Webster-Chicago will report loss for quarter ended June 30 on estimated sales of $4,000,000, compared with net income of $175,137 (36¢ a share) on $4,502,286 in same 1951 period, according to Aug. 5 Wall Street Journal. Down trend follows $15,267 net loss in this year's first quarter. President R. F. Blash is quoted as blaming high development and engineering costs, adding that profits on $17,000,000 backlog in defense contracts have been small due to lack of space and need for considerable tooling-up. But he expects currently accelerating defense production to yield satisfactory profit next year.

Though pay-as-you-look TV is still far from being authorized by FCC, Skiatron is planning new financing for its Subscriber-Vision, including some $275,000 for N. Y. tests this fall; proposes to increase common stock from 1,000,000 to 1,500,000 shares, of which 150,000 would be optioned to Hanovia Chemical & Mfg. Co. (ultra-violet equipment) in line with recent research agreement (Vol. 8:27). Board would also be increased from 7 to 9 at special stockholders meeting called Aug. 21.

Loew's Inc., which embraces MGM, reports increased gross sales and operating revenues, but less earnings, for 12- & 40-week periods ended June 5. In 40-week period, net profit was $4,478,133 (87¢ a share) compared with $5,567,619 ($1.08) for same period last year. Gross sales and operating revenues rose to $135,645,000 from $132,833,000. For 12 weeks, profit was $740,817 (14¢) on gross revenues of $39,953,000 vs. $1,341,754 (26¢) on $38,933,000 same period last year.

RKO Theatres reports net income of $174,805 for 6 months ended June 28, reduced sharply from $551,639 same 1951 period. Last year's income included $378,887 profit on sale of capital assets, compared with $16,519 on similar transactions this year. Net income for quarter was $286,936, compared with $109,886 in 1951.

Paramount Pictures reports earnings of $2,785,000 ($1.19 a share) for 6 months ended June 30, compared with $2,832,000 ($1.23) same 1951 period. This year's earnings for quarter ended June 28 were $1,450,000 (61¢) vs. net income of $1,421,000 (62¢) in same 1951 quarter.
Electronics Reports: "Automatic" materials allotment system has been set up by NPA to relieve most manufacturers of necessity of filing applications for CMP materials beginning in first quarter 1953. This move, together with vastly increased self-authorization quotas announced in June (Vol. 8:25), is expected to cut NPA's "cargosload" by nearly four-fifths.

Under new procedure (Direction 18 to CMP Reg. 1), manufacturers will be permitted to compute their own allotments if they need more than the amounts permitted under self-authorization but were allotted in third quarter less than 500 tons of carbon steel, 90 tons alloy steel, 10,000 lbs. nickel-bearing stainless, 40,000 lbs. copper, 60,000 lbs. aluminum. Complicated formula for computing allotments is detailed in Direction 18, available from NPA.

On basis of new self-authorization procedures alone, NPA Electronics Div. estimates it will receive only about 200 initial first-quarter materials applications from manufacturers, compared with 800 initial applications it received for third-quarter materials rations. It expects that only 12-15 TV-radio manufacturers will now have to apply for metals allotments. New automatic authorization procedure should cut these figures further.

Responsible for latest rule changes is big Congressional slash in NPA budget, under which agency will lose some 800 of its 4100 employees. At least 20 members of Electronics Div. staff are slated to be victims of economy ax. Exodus has already begun. Four staffers are known to have left voluntarily for other jobs in last 2 weeks; many others are "looking." Firings will be without regard to merit, but on basis of "retention points," giving most weight to seniority and Civil Service status. Division now has 68 on staff, is expected to be pared to 50 or less.

How seriously an effect recent steel strike will have on production is still being debated in mobilization agencies—but it's certain full impact of stoppage hasn't been felt yet by most of industry. An NPA spokesman this week clarified recent statement on placing of third and fourth quarter orders for steel (Vol. 8:32). NPA made it clear that orders will be placed in normal manner for these quarters, but mills will be permitted to deliver third quarter orders for steel through Nov. 30, fourth quarter orders through Feb. 28—so that they may "catch up" without canceling any orders.


Among larger military contracts (over $1,000,000) announced by Air Force: RCA, $18,009,188, radar equipment (3 contracts); GE, $16,935,162, radar equipment (3 contracts); Delco Div., General Motors, $7,634,173, radios; Air Associates, Teterboro, N. J., $6,242,207, radios; Sylvania, $3,501,583, radio receivers & transmitters; Collins, $2,508,328, aircraft electronic items (2 contracts); Webster-Chicago, $2,469,760, radar beacon; Magnavox, $2,260,999, radio compass components; Kensington Products Co., kokomo, Ind., $1,878,641, radios; Weston Electrical Instrument, $1,542,838, multimeters; Bruno-New York Industries, $1,434,212, meter sets.

Video magnetic recording system, developed by Bing Crosby Enterprises (Vol. 7:46), will be demonstrated by chief engineer Jack Mullen Aug. 28 at Western Electronic Show & Convention of IRE and West Coast Electronic Manufacturers Assn. in Long Beach (Cal.) Municipal Auditorium. Other sessions of Aug. 27-29 meeting include panel discussions on color TV and effects of freeze-end, papers on compatible color TV by Hazeltime's A. V. Loughren & D. E. Foster and Sylvania's Dr. R. M. Bowie, on potential uses of glass components in TV receivers by Corning's H. S. Craumer, on combination uhf-vhf tuner by Polytechnic Research & Development's H. A. Finke & S. Deutch, as well as sessions on transistors and airborne electronics. More than 300 products will be displayed.

Admiral won trademark infringement case in Rochester U. S. District Court against Penco Inc., subsidiary of Price Vacuum Stores Inc., Philadelphia, now plans action against others using "Admiral" trade name. Judge Harold P. Burke granted permanent injunction against Penco, awarded Admiral $2000 attorneys' fees in addition to court costs and found the Philadelphia concern guilty of infringing Admiral trademark and of unfair competition in distribution and sale of so-called "Admiral" vacuum cleaners and sewing machines. Federal Trade Commission last week issued complaint against Getz Bros. & Co., San Francisco, charging its use of "Admiral" brand name on sewing machines partly made in Japan is deceptive trade practice. Also named in complaint was Del Mar Sewing Machine Co., charged with selling machines under "Majestic" tradename.

Most materials shortages are over, sound recorder industry feels. Industry advisory committee members, consulting with NPA in Washington Aug. 6 said nickel alloys and certain military components are only items still giving them real trouble. Biggest problem now is shortage of skilled electronics technicians, and NPA told industry it is studying steps to accelerate immigration of alien skilled personnel from abroad.

Entering electronics field is Marchant Calculators Inc. which acquired control of Physical Research Laboratories Inc., Pasadena, Cal. computer manufacturer. Physical Research, renamed Marchant Research Inc. and moved to Oakland, will be headed by board chairman Edgar B. Jessup, now president of Marchant Calculators, and president George Greene, founder of Physical Research.

Radioplane Co., manufacturer of radio-controlled target planes for training military personnel, has been purchased by Northrop Aircraft Co., Van Nuys, Cal., and will continue operations as a division. Employing 650, Radioplane has $18,800,000 of military contracts, earned net profit of $282,997 for 9 months ended April 30.

In drive for simplification of Naval electronics equipment, Bureau of Ships has written all electronics manufacturers with which it has contracts, soliciting proposals "which will result in the production of less complex and more easily maintained equipment."


"So You're Going to Work Abroad for RCA" title illustrated little instruction brochure published by RCA International Div. for employees sent overseas; it's just as good reading for anyone else.
PARAMOUNT HEARING inched another step towards windup this week, as FCC issued "clarification" of its last opinion in matter (Vol. 8:31). Though FCC could have been more explicit in this week's opinion, it's still abundantly clear Commission is anxious to bring things to a close so that action may be taken on ABC-UPT merger.

This week's opinion was in answer to examiner Leo Resnick's 2 questions: (1) Should he forget the Scophony case wherein Paramount is charged with suppression of TV patents? (2) Should he permit FCC's prosecutory staff to build new case against Paramount based on latter's activities of last 3 years? FCC's answer was a clear "yes" to the first. In Aug. 1 opinion, Commission had said it would ignore all anti-trust violations more than 3 years old, except those involving "radio communications." This week, it said:

"We intended by this ruling to include as directly involving radio communications only those activities which involved the conduct of radio communications services or directly restrained the conduct of such services. Thus, a conspiracy to restrain radio broadcasting, or any other radio service, by restraining the flow of advertising, or programs to broadcast stations would be an activity directly involving radio communications; on the other hand, a conspiracy to restrain the manufacture of radio apparatus, while it might have some indirect effect upon radio communications services, would not, within the meaning of our opinion, be considered an activity directly involving radio communications."

On second question, it tossed ball back to Resnick, telling him it didn't want to interfere with his discretion. But it did repeat that it wants speed and that "a further extensive investigation and the prolonged continuances which that investigation would entail, would scarcely be consistent with the objective of a speedy determination of the proceeding."

Hearing resumes Aug. 20, with good probability that Resnick will rule that further investigation is unnecessary. Complicating Resnick's job is petition for reconsideration filed this week by DuMont, which feels that it is being left out in the cold. It asks that FCC consider only last 3 years when it comes to determining whether Paramount controls DuMont, claiming such treatment only fair in light of fact that Commission is willing to apply 3-year rule to Paramount's anti-trust violations.

Natural affinity of TV-radio with movies is recognized in unusual quid pro quo deal between NBC's WNB TV & WNBC with Motion Picture Industry Committee of Greater N.Y., representing 30 chains and 500 theatres. They'll swap facilities for mutual promotion under plan which originator Ted Cott, NBC v.p. thinks might well be adopted in other communities. Stations will launch "support movies" drive Sept. 8, carrying daily listings of current movies on locally originated programs. Week later, WNBC (radio) will start weekly Hollywood USA variety show, featuring interviews with stars of current movies as well as local listings. WNB TV will carry daily 5-min. strip between 6:15 & 6:30, patterned after popular fan magazine treatments of pictures and stars. Radio's third phase, starting Sept. 29, will be series of documentaries on men behind the movies, scripts probably to be supplied by MPA. In exchange, the theatres will flash weekly trailers and exhibit pictures in their lobbies of WNB TV & WNBC stars and programs, and they'll plug TV and radio in their direct mailings and posters. Another proposed angle of the promotion involves enlisting some 1800 stores and supermarkets, whose representatives would be invited to special previews, would vote for "super movie of the month" which would in turn be plugged on TV-radio, in theatres and by in-store promotions.

TV interests continue to manifest desire to spread their telecasting holdings in this week's applications filed with FCC, totaling 14. Applicants include Harry Bitter (WFBM-TV & WOOD-TV), already applicant for Flint, Mich., seeking Channel 7 in Evansville, Ind.; Seattle's KING-TV applying for No. 8 in Portland; Harold Gross, owner of WJIM-TV, Lansing, 50% applicant, with big Dow Chemical Co.'s Alvin B. Dow holding 40%, for No. 51 in Saginaw, Mich.; owners of WKTV, Utica (Kallet Theatres), applying for No. 7 in Buffalo; H. Leslie Hoffman, head of Hoffman Radio Corp., one of large group of stockholders seeking No. 11 in San Jose, Cal. Applications now on file total 716, of which 282 are uhf. [For details about this week's applications, see TV Addenda 15-E herewith; for complete list of all applications and actions to date, see TV Factbook No. 15 and all Addenda to date.]

WCCO-TV will be new call letters of WTCN-TV, Minneapolis, FCC having granted authority to change as of Aug. 17. Change results from approval of deal whereby CBS acquires 47% of newly formed Midwest Radio-Television Inc. in exchange for 53% interest acquired by that corporation in 50-kw WCCO (Vol. 8:10). Other major principal in Midwest is Ridder Newspapers, publishers of St. Paul Dispatch and Pioneer Press and various other newspapers and operator of several radio stations (see TV Factbook No. 15). Ridder Newspapers this week purchased Long Beach (Cal.) Press-Telegram and Independent, close on heels of purchase of San Jose (Cal.) Mercury and News. Midwest chairman Wm. J. McNally and president Robert B. Ridder will vote CBS stock as trustees, as does Washington Post publisher Philip Graham CBS's 45% interest in WTOP-TV.

NBC-TV's college football schedule and sponsor of 12 National Collegiate Athletic Assn. games this fall will be announced at New York press conference Aug. 20. Network has offered package for more than $2,500,000 (Vol. 8:32), and there's possibility several regional sponsors will share cost. This week saw flurry of other TV sports activity. CBS-TV announced it will carry armed forces football every Saturday, Sept. 20-Dec. 6, Govt. anti-trust suit against National Football League, charging illegal TV blackouts of home games (Vol. 7:41, 44, 47-48, 52; and 8:2, 6, 9, 21), was set for November by U.S. District Judge Allan K. Grim, Philadelphia. New York Yankees baseball team tested TV's effect on home attendance with one-night ban Aug. 11—first time since 1948—with prior approval of WPIX and sponsor; results haven't been officially divulged yet.

"TV neck"—induced by long periods of neck strain watching a low screen—is latest of man's ailments. Dr. William Kaufman, Bridgeport, Conn. physician, reported in Journal of American Medical Association he had observed symptom of pain in nape of neck in several patients recently, urged higher screens or lower chairs.

New York brewers, reporting record sales of beer for home consumption during July, attributed boom not only to hot weather but to political conventions that kept folks home watching TV; trend in beer consumption, they say, is now definitely away from tavern and toward home, national trend running 70-30 in favor of packaged beer.

Dept. of Invention: Moscow reports it will be ready with experimental color TV by this time next year; also will soon bring out 19-in. screens for first time.

The Paul A. Porter mentioned in Vol. 8:32 as undergoing emergency appendectomy in Paris last week is not the former FCC chairman, now partner in law firm of Arnold, Fortas & Porter. He's Paul R. Porter, Mutual Security Agency executive in Europe. We regret the error.
4 More Grants, Hearings Shaping Up: FCC chipped away at its TV application backlog this week, granting 4 CPs (1 of them educational) and notifying 12 others that they will have to go to hearings.

But it still can't seem to get ahead of the game, what with 18 applications this week piling up pending total to 730. Boxscore of CPs granted now adds up to 40 -- 33 commercial, 7 educational -- in 17 states & 2 territories. All but 11 are uhf. Week's commercial grants were all in uhf, FCC finding it increasingly difficult to locate uncontested vhf applications. Grantees were:

- Chattanooga, Chattanooga T-V Inc. (WMFS), No. 49, and Tom Potter, No. 43;
- Austin, Tom Potter, No. 24. Educational grant on Channel 8 went to U of Houston and Houston Independent School District, each of which has millions in oil royalties immediately available for station construction and operation.

FCC had been leery of oilman Potter when his applications came up previously, questioning his finances and the circumstances surrounding sale of his KBTV, Dallas, now WFWM-TV (Vol. 8:32). He received grants this week after making clear showing he is worth several million and telling Commission reason he sold KBTV (at $40,000 loss, he said) was pressure of other business, now discontinued. He said he has "not thought of looking upon the stations as a business speculation." Chattanooga T-V Inc. also had financial questions which were answered satisfactorily.

[For this week's grants, applications, etc., see Adenda 15-F herewith.]

All this week's activity was in Group A cities, FCC advancing merely 4 more cities to Peoria, 24th on list -- but we're advised it was mere coincidence that no action was taken on Group B cities.

Our analysis of priorities last week (Vol. 8:33), showing that Commission may soon be processing applications in TV cities if it continues at present rate, appears to have surprised quite a few applicants. It remains a fact that there are very few cities with applications to be considered in Group B before the Commission comes to cities which now have stations.

Some Group A applicants are miffed at possibility applicants in TV cities may get action before they will. But Commission is being subjected to so much pulling and hauling in opposite directions, regarding priorities, that it's unlikely commissioners would agree on any change at this time.

Hearings are getting more and more attention from applicants, particularly since Oct. 1 will signal start of testimony for Denver, Portland, Canton, Waterbury (Vol. 8:32). Examiner Fanney Litvin held pre-hearing conference with her 2 Canton contestants on Aug. 15, and most observers got impression TV hearings won't differ much from previous TV, FM and AM hearings. She ruled against request that parties
be permitted to introduce "population count" to show coverage. Number of applicants have petitioned FCC to permit such evidence, await decision (Vol. 8:33).

Portland pre-hearing conference has been scheduled for Aug. 26 by examiner Elizabeth Smith. Herbert Sharfman plans one for Waterbury, hasn't decided on date. James Cunningham hasn't determined whether he'll have conference on Denver.

FCC hasn't yet set dates for additional hearings but it's expected to do so in week or two -- scheduling 2-3 more cities for hearings to start second or third week in October, going down priority lists same as it did in initial processing.

Order in which hearings will be held on each channel within a city will be determined by docket numbers -- lowest number coming first.

All hearings are still scheduled for Washington, but this week brought first request for "field" hearing. Tampa Bay Area Telecasting Co. asked that its hearing be held in Tampa, saying it would cost $5-6,000 to send witnesses to Washington.

Most examiners have decks cleared for TV hearings, having little or no backlog of other types of cases to decide before they can render TV decisions. Commission had been gearing for TV hearings for some time, deliberately avoiding overloading examiners with hearings in AM, common carrier, etc. Examiner Leo Resnick will be tied up with Paramount hearing for couple months (see p. 5), and one or 2 others are committed to other cases, but majority of the 9 present examiners and 5-6 more to be appointed should be clear from October on. TV will take most of their time, but Commission has to sandwich in certain number of cases for other services.

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In efforts to eliminate opposition, avoid hearings, several applicants are trying to find weak spots in competitors now. For example: WEOL, Elyria, O., has asked FCC to give it conditional grant on Channel 31 and throw competitor Lorain Journal into hearing on its anti-trust violations; Smith Radio, Port Arthur, Tex., charged that Port Arthur College has no legal right to apply for commercial TV; and Polan Industries, Youngstown, asserted WFMJ-TV can't hang on to CP for Channel 73 while asking to be given No. 21 instead.

UHF's AIMING TO BE FIRST IN NEW AREAS: So great is urge of some uhf grantees to get on air ahead of vhf in new TV areas, or at least to start simultaneously with vhf so as not to be handicapped in building up audience, that it won't be surprising if a few make it reasonably soon. We may have several before end of year, despite fact they can't get full-power equipment for a while (Vol. 8:29-31).

Unless there's sleeper somewhere, our best information is that, after debut of Denver's vhf KVOD-TV set for Sept. 29 (Vol. 8:33), next new market to be opened up will be by Portland's uhf KPTV, city's only grantees thus far. That would make it 11th U.S. station to get on the air -- and, of course, the first commercial uhf.

Empire Coil Co.'s Herbert Mayer tells us he feels sure he can get his Portland outlet on air by Thanksgiving, his Denver uhf possibly same time. He has site in Denver already, has permission to use city land in Portland's Council Crest Park which is 1050 ft. above city. He estimates 200-ft. tower could be up in 3 weeks.

Ed Craney's vhf KXLY-TV, Spokane (with stockholders Bing Crosby, etc.) is subject of recurring rumors he may get on air very soon, thanks to acquiring old GE transmitter of KSL-TV, Salt Lake City. But he's admitting nothing.

The 2 uhf grantees in York, Pa. are aiming for November or December starts, but big problem of uhf CP holders is equipment (primarily transmitters). They are really anxious to build, to get uhf transmissions and receivers going early, but the unavailability of equipment has most of them stymied.

We've had a few more responses to our inquiries regarding plans of grantees. This week's 2 uhf in Chattanooga, one in Austin (see p. 1 and TV Addenda 15-F) have no specific on-air estimates as yet, we're advised by counsel, but will get going as soon as possible.

Baton Rouge's WAFB-TV hopes for early February start, writes manager Tom Gibbens, though is wrestling with alternative of waiting for high-power transmitter promised by summer of 1953; it has already named Adam Young Inc. as rep.
New Bedford's uhf WNBH-TV reports frankly it doesn't know yet, publisher Basil Brewer stating he hasn't been able to get firm delivery dates.

Holyoke's uhf WHYN-TV, says manager Charles DeRose, has ordered 12-kw GE transmitter, has tower & building ready atop Mt. Tom, should make it by next March.

Polan Industries' J.A. Wells expresses hope its GE equipment ordered for uhf in Ashland, Ky. can be delivered in time for debut "sometime in December."

And Honolulu's KFMB-TV (Channel 9) is reported shooting for February 1953.

Note: San Diego will be getting competitive service soon from across border in Tijuana, Mexico. George I. Rivera, building XEAC-TV there on Channel 6, says his Federal equipment will be in operation "very early in November."

And from Mexico City comes report engineer Guillermo Gonzales Camarena, who has experimented with CBS color transmissions on Channel 5, will have XHGC-TV in that city on regular commercial schedule after Sept. 18. He built equipment himself, is said to have backing of radio-theatre tycoon Emilio Azcarraga (XEW-TV).

STATIONS' FIRST PROFIT YEAR ANALYZED: Telecasting's 1951 income was further dissected this week by FCC's economists, who issued final report filling out and adjusting their preliminary report of last spring (Vol. 8:10). Their study (FCC Public Notice 79420) adds interesting factors that can be thrown into the ceaseless speculation about TV's burgeoning future.

Most obvious question still: When many new stations are operating, cutting advertising pie into more pieces and dissipating "monopolies" and artificialities created by 4-year freeze, can this same sort of prosperity be maintained?

Final AM-FM statistics for 1951 won't be available until next month, but preliminary figures issued in April (Vol. 8:16) provide adequate comparisons. Most striking fact apparent in FCC's summaries to date is this:

Number of TV stations was less than 5% that of radio in 1951 (108 vs. 2,265 reporting to FCC), yet TV took in more than half the revenues radio did ($235,700,000 vs. $455,400,000). And even more remarkable, TV's net earnings before Federal income taxes were more than two-thirds that of radio ($41,600,000 vs. $61,800,000).

FCC won't have official 1952 TV figures until next year, but we've stuck our necks out -- after studying monthly PIB figures and consulting best-informed industry sources -- and guesstimated TV's revenues will run $400,000,000 or more this year (Vol. 8:30). Gross earnings thus might well hit $70,000,000 or more.

Since radio's rise has flattened out in recent years (e.g., 1951 was mere 2.5% better than 1950), gap is closing very fast. TV's net performance -- income before taxes -- should easily surpass radio's this year.

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FCC's final 1951 TV figures (adjusted from preliminary estimates):

(1) Total TV revenues were $235,700,000 -- of which $175,300,000 (after deduction of commissions) came from time sales, $35,000,000 from talent sales and commissions, $27,400,000 from sale of program material or services. Revenues were $105,900,000 in 1950, $34,300,000 in 1949.

(2) Income was $41,600,000 before taxes -- compared with losses of $9,200,000 in 1950, $25,300,000 in 1949.

(3) Total time sales of $208,600,000 (before deductions of commissions) break down to $97,600,000 by networks (vs. $114,000,000 for radio networks in 1951), $59,700,000 by stations to national and regional sponsors, $51,300,000 by stations to local advertisers.

(4) Total TV operating expenses of $194,100,000 were more than half those of radio's $376,300,000 in 1950 (1951 data not available). TV talent cost $34,000,000 in 1951, almost equal radio's $37,400,000 in 1950. TV's overall programming expenses were $109,100,000, compared with radio's $140,800,000 in 1950.

(5) Average TV station's revenues were $1,312,000, expenses $974,000, income before taxes $338,000. Excluding the network-owned stations, average revenues per
station were $1,153,790, expenses $824,574, income $329,216. Among 29 stations in markets 1,000,000 or larger, average revenues were $2,003,130, while 2 in cities under 100,000 averaged $272,804.

Revenues of the 93 stations not owned by networks break down to about 23% from networks, 39% national & regional spot, 37% local. For AM affiliates in 1950, percentages were 20%, 32%, 48%, respectively.

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(6) Investment in tangible broadcast property of average station, excluding network-owned, was $592,262 -- ranging from $923,716 for 29 stations in markets 1,000,000 or larger to $277,245 for 2 stations in markets under 100,000.

(7) Profitable operation was achieved by 92 of the 106 supplying data (two didn't provide complete information). In 1950, 53 reported losses. Of the 14 losers, 3 were in New York and Los Angeles -- even though they averaged revenues of $2,007,000. Of other losers, one was in 1-station market, 3 in 2-station markets, 2 in 3-station markets.

(8) City-by-city breakdown of revenues for the 12 cities with 3 or more stations showed San Francisco achieved greatest increase over 1950 -- 163.4% -- for total of $3,616,000. Washington had smallest increment -- 68.1% -- or $3,756,000.

New York's 7 stations had greatest total revenues, $22,978,000; Los Angeles seven, $13,487,000; Chicago's four, $12,946,000; Philadelphia's three, $8,791,000; Detroit's three, $6,785,000; Cleveland's three, $4,816,000; Baltimore's three, $3,945,000; Cincinnati's three, $3,809,000; Columbus' three, $2,387,000; Atlanta's three, $1,653,000.

(9) Cost of selling was much smaller fraction of total expenses in TV than in AM -- 7.6% vs. 14.2% for average station, 5.7% vs. 13.7% for networks (AM percentages from 1950). Major expenses for the average TV station were: programming 43.7%, technical 20.8%, general-administrative 27.9%. Average radio station in 1950 spent 35% for general-administrative, 33.7% programming, 17.2% technical.

FABULOUS EARNINGS RECORD OF WBKB: Chicago's 6-year-old WBKB will show profit before taxes of more than $2,000,000 this year on gross of something more than $4,000,000 -- probably the biggest earner in the business of telecasting other than the network keys in New York. Its fabulous fiscal story came to light this week, when it was learned that profit for first 6 months exceeded $1,100,000. Best sales months of year are in second half, hence expectation of $2,000,000-plus before tax bite.

It isn't a story of sudden riches, though. Station did earn $1,800,000 in 1951 and $650,000 in 1950 -- but between its commercial inaugural on Sept. 6, 1946 (one of TV's first stations) and latter 1949, it ran licensee Balaban & Katz some $4,300,000 in red, as revealed in FCC's Paramount "anti-trust" hearings.

This is the station CBS has optioned for $6,000,000 cash from parent United Paramount Theatres, conditioned on FCC approval of UPT's merger with ABC (Vol. 7:21 et seq). If approved, UPT-ABC retain ABC's WENR-TV (Channel 7), which presumably will have same management as WBKB.

Profit-and-loss figures for telecasting, except as revealed in aggregate in FCC's annual audits (see above), are usually the most carefully guarded secrets of the individual stations -- for obvious reasons. WBKB's earnings figures to 1951 were made matter of record in Washington hearings (Vol. 8:10), and its sales reputation has been matter of wonderment in TV circles for several years.

Milwaukee's WTMJ-TV, earlier this year (Vol.8:1), also startled industry by releasing to Fortune Magazine that its gross profit for 1951 was $1,105,000 on gross revenues of $2,230,000. But taxes of $735,000 brought net profit down to $370,000.

Secrets of WBKB success? Good management (John H. Mitchell, ex-theatreman). Compact operation with minimum frills (though it produces 118-125 live shows weekly on schedule usually running 9 a.m. to 1:30 a.m. daily). Accent on local programming and participations (7 salesmen, all on commission basis). Immovable public service segments (university periods, farm periods, etc.).

Note: CBS-TV, its network affiliation, recently raised WBKB network rate so station is hiking Class A base rate from $1300 to $1550 per hour as of Sept. 1.
PARAMOUNT CASE ENDS, PARTIES OPTIMISTIC: Paramount hearing is over, at long last -- and final decision should come by December. Seven months of testimony (and time-consuming efforts to expedite the hearing) ended Aug. 20 when examiner Leo Resnick denied FCC Broadcast Bureau's last-ditch request for 2 more months in which to prepare anti-trust case against Paramount Pictures, based on its activities of last 3 years only. Resnick's reasons: (1) Commission wants "speedy determination." (2) Issues remain unchanged, thus require no further hearing.

Chances FCC will approve ABC-UPT merger, always quite good, are brighter than ever. CBS's acquisition of WKBW, Chicago, would follow without question.

FCC has so far said nothing about the pending case against DuMont, eliminating consideration of ancient anti-trust activities, that there's scarcely anything left in the record to be held against Paramount. Thus, Paramount will undoubtedly be permitted to keep KTLA, Los Angeles.

Outcomes of Paramount-DuMont control issue is somewhat less predictable.

Both companies presented good cases in effort to show that Paramount doesn't and can't control DuMont through its 25% holdings in DuMont. But parties are somewhat handicapped by previous FCC rulings that Paramount could, technically, exercise control. Yet there is certainly less of the "let's get 'em" attitude around FCC than there used to be, and Commission may be persuaded by current arguments.

Proposed findings on control issue must be filed within 20 days, Resnick ruled. Findings on all other issues must be in within 30 days -- the 2 periods running concurrently. It's expected Resnick will announce his initial decision by mid-October. Then time for filing exceptions and oral argument will be provided, taking perhaps another month. FCC's final decision should certainly come within one more month -- December. And it looks now like it will be 2-1 or 5-2 decision with Comr. Jones and possibly Hennock dissenting.

MOST AMBITIOUS community antenna project to date is about to be launched in Williamsport, Pa. -- backed by J. H. Whitney & Co., New York investment organization (Vol. 8:24). Milton J. Shapp, president of Jerrold Electronics Corp., major manufacturer of community antenna equipment, reports as follows:

"A company has been formed known as Williamsport-Jerrold Television Cable Corp., with the funds provided by the J. H. Whitney & Co., Fox, Wells & Co. and some local capital. Sufficient capital has been put into this project so that one-half of Williamsport will be wired by the end of October and the balance of the town by early spring.

"Williamsport is the first of many cities in which Whitney intends to invest money for community antenna systems. It will be their policy in all such installations to put up sufficient capital to wire up the town as quickly as possible, in order to provide the quickest and best TV reception for all residents in the town."

Installation in Williamsport (1950 pop. 45,047) will pick up 3 signals—WNBF-TV, Binghamton, Channel 12; WPTZ, Channel 3, and WFIL-TV, Channel 6, Philadelphia. Shapp reports that 5 months of tests at receiving site on mountain near Williamsport produced excellent results. City is 130 miles from Philadelphia, 62 miles from Binghamton.

"An aggressive sales campaign is planned," says Shapp, "to secure the cooperation of all local dealers promoting TV."

The "Jock" Whitney group has been interested in community systems for some time, and, from its time schedule for installations, obviously intends to determine economic potential in a hurry and amortize investment as quickly as it can -- against the possibility that new TV stations may reduce demand for such systems. WRRA, Williamsport, has applied for uhf Channel 38.

Fox, Wells & Co., private investment firm of Albert B. Wells family, owns large share of Olympic Radio. Wells family founded American Optical Co., which it sold last year, and has other electronics interests (Vol. 8:11).

Community system operators and planners are still anxiously waiting for FCC to announce date of its hearing to probe nature and future of systems (Vol. 8:29). Commission wants to determine whether it can or should regulate the service.

Timebuying for presidential campaign is still in "iffy" stage—except for public statement by retiring Democratic chairman Frank McKinney that he had reserved 25 hours of TV time for Stevenson and statement by GOP publicity director Robert E. Humphreys that he has opted unstated amount of option time. At latter headquarters, where newspaperman Humphreys has taken over TV-radio network timebuying personally, impression is one of great confusion; Kudner agency president James Ellis and timebuyer Virginia Butler are expected to bring some order out of the chaos, however. Democratic TV-radio director Kenneth Fry, whose ad agency is Joseph Katz Co., Baltimore, says Democrats will decide on piecemeal basis whether to use TV and/or radio for Stevenson speeches. His Detroit speech Labor Day, 1-130 p.m., will be carried over CBS-TV. There will be no "talkathons" by the candidates, it was made clear, nor are suggestions that they engage in TV-radio debates likely to be accepted -- invitation for first one having been extended to both Eisenhower and Stevenson by NBC president Joseph H. McConnell.

FCC commings and goings: Comr. Walker has no current plans for vacation; his most recent speech was at educational TV workshop sponsored by Iowa State College (WOT-TV, Ames, la.). Comr. Hyde now on vacation will speak at Aug. 27-29 Western Electronic Show in Long Beach, Calif., before returning about Sept. 8. Comr. Steering back from vacation. Comr. Webster back from European telecommunication conferences, undecided about taking vacation. Comr. Jones has no vacation scheduled. Comr. Bartley won't take vacation, expects to address Oct. 10 meeting of Alabama Broadcasters Assn. in Tuscaloosa. Comr. Hennock expects to visit West Coast shortly.
WHAT MAKES a TV commercial effective? Answer: Demonstrate it, animate it, tell it briefly. That's substance of report on survey just concluded by researchers George Gallup and Claude Robinson, financed by 8 top TV spenders—GE, Westphinghouse, Loralard, Colgate-Palmolive-Fleet, Lipton, Aleo, Bristol-Myers, Borden.

Detailed survey results will be presented to these sponsors at series of special "clinics" starting in Sept., but in meantime Tide Magazine examines their findings in exclusive Aug. 15 cover story and reports following conclusions by Gallup & Robinson.

(1) Best possible commercial: One which employs demonstration of product superiority, animation and is read by star as part of show itself. Westphinghouse's Betty Furness, in demonstrating TV receivers, is cited as classic example of effectiveness of first characteristic; Ajax pixies scrubbing sinks with product is lauded in second; Red Skelton's skits for Tide products in third. While demonstration type of commercial was found to be 33% more effective in sales power than all other types, only 10% of national TV advertisers use it.

(2) Worst commercial: One which uses "straight sell" technique with over-emphasis on minor differences between competitors, delivered by unknown announcer. Unnamed soaps & toiletries, cigarettes and major appliances are cited as examples of products being employed in offensive commercials. Cigarette advertisers are berated particularly for repetitious use of "mildness."

Station Accounts: These were top users of national spot during second quarter 1952 when that category rose to 1384 advertisers from 1277 first quarter, according to latest Rorabaugh Report on TV Advertising: Kools, 64 markets; Bulova, 64; Lehn & Fink (Etiquette), 60; Lever Bros. (Chlorodent Toothpaste), 59; Westclox, 57; Lever Bros. (Shadow Wave Home Permanent), 55; Colgate Shaving Cream, 50; Trico Windshield Wiper, 49; Procter & Gamble (Cheer), 48; Greyhound Bus, 46; Nescafe, 46; Clorox, 45; Cat's Paw Rubber Co., 45. Rorabaugh Report also lists all spot TV account users placing in 10 or more markets, plus all network accounts and all accounts reported by 107 stations . . . Pacific Coast Borax Co. (20 Mule Team Borax) is reviving radio feature of 8 years ago, Death Valley Days, as film at Flying A Pictures, Hollywood; plans to place it in all TV markets, thru McCann-Erickson, N. Y.; Columbia Walscraft Ltd. (Craftsmen Billfolds) buying TV station identification spots for election night, one-time, thru Lewin, Williams & Saylor, N. Y. . . . Warner Bros. used 4 TV stations in N. Y. this week to promote opening of The Miracle of Our Lady of Fatima; RKO's success with TV promotion of King Kong and Sudden Fear leads it to plan TV campaigns also for The Big Sky and The Lusty Men . . . International Shoe Co. buys Fox Movietone's Children's Newsreel for 10 markets, thru Wyatt & Scherbel, N. Y. . . . Bulova Watch is not only buying time on new TV stations and from CP holders, as reported in this column last week (Vol. 8:33); it's actually seeking time options on not-yet-granted applicant stations . . . Lone Star Brewing Co. buys 9 p.m. station-break spot 6 nights weekly on KFBG-TC, Austin, Tex. (as yet unbuilt), thru Thomas F. Conroy Inc., San Antonio . . . Among other advertisers reported using or preparing to use TV: J-A Corp. (Lemon Quick), thru Buchanan & Co., Chicago; U. S. Industrial Chemicals Inc. (Super-Pyro anti-freeze), thru Geyer, Newell & Ganger, N. Y.; Eastern Wine Corp. (Chateau Martin wine), thru Ben B. Bliss & Co., N. Y.; Dannion Milk Products Inc. (Yogurt), thru Elowe Co., N. Y.; Flex-Let Corp. (Flex-Let watch bands), thru Ben Scheckheim Inc., N. Y.; Seeman Bros. (Nylast detergent), thru Wm. H. Weintraub, N. Y.; Wilson & Co. Inc. (Bake-Rite shortening), thru Ewell & Thuerber Associates, Chicago.

Survey found best-liked commercials use the most entertainment but they are frequently less efficient than those which use entertainment as subordinate to program. Also, researchers found consumers don't like graphs, charts or any documentation which requires "mental gymnastics."

Ideas which seem to register with viewers today may change tomorrow as products themselves change. Gallup and Robinson will point out. For example, this year Frigidaire has new roll-out shelf which is strong advertising feature but may be obsolete as selling point next year when competition adopts it. As a basic point in TV advertising, too, researchers remind that each idea in a commercial competes with both surrounding programming and other ideas in the same commercial, risking danger viewer will reach saturation point before sales message gets across.

Researchers took area-type random samples of TV audience via interviews in 9 markets with 3 or more channels. They contend they asked questions of a completely fresh set of respondents every 3 days. They asked 6 basic questions: (1) What programs did you watch last night? Describe some details. (2) Who were the sponsors? (3) What products were advertised? (4) What do they usually say in their commercials? (5) What did they say last night in their commercials? (6) Describe all you remember about what you saw and heard on the commercials.

Network Accounts: Return of NBC-TV's Your Show of Shows Sept. 6, Sat. 9-10:30, has this lineup of sponsors: 9-9:30, Camel; 9:30-10, S. O. S. cleanser, Griffin Shoe Polish & Benrus; 10-10:30, Prudential Insurance Co. & Lehn & Fink (Lysol), alt. weeks. W. A. Sheaffer Pen Co., thru Russel M. Seeds Co., will sponsor 10-10:30 segment Oct. 4, Nov. 1 & Dec. 13 . . . Bayuk Cigars Inc. (Phillies) start Ringside Interviews with Ted Husing Sept. 8 on DuMont, Mon. 10:45-11, thru Ellington & Co. . . . Procter & Gamble starts The Doctor Aug. 24 on NBC-TV, Sun. 10-10:30, thru Pedlar & Ryan, N. Y. . . . Reynolds Metals Co. (aluminum products) starts Eddie Mayehoff Oct. 5 on NBC-TV, Sun. 7:30-8, thru Russel M. Seeds, N. Y. . . . RCA begins alt. week sponsorship Aug. 24 of Kukla, Fran & Ollie on NBC-TV, Sun. 4-4:30 . . . GE will sponsor I Married Joan, situation comedy with Joan Davis, starting Oct. 15 on NBC-TV, Wed. 8-8:30 . . . Carnation Co. and B. F. Goodrich Co. start alt. week sponsorship Oct. 16 of filmed George Burns & Gracie Allen Show on CBS-TV, Thu. 8-8:30; Erwin Wasey & Co. is agency for Carnation, BBDO for Goodrich . . . American Chicle Co. (Cloroxes) joins Schick Inc. (electric razors) & Thomas Leeming & Co. (Silk 'n' Satin hand lotion) as sponsor of Jackie Gleason Show, starting Sept. 20 on CBS-TV, Sat. 8-9, thru Dancer-Fitzgerald-Sample; show is now completely sold . . . Emerson Drug Co. (Bromo-Seltzer) reported as alt. sponsor with Gruen Watch Co. of Walter Winchell on ABC-TV, Sun. 6:45-7, & ABC-Radio 9-9:15 starting Oct. 5 . . . Kellogg Co. (cereal) will sponsor 5-5:30 segment of Super Circus on ABC-TV, Sun. 5-6 starting Sept. 28; Mars Candy Co. resumes sponsorship of 5:30-6 portion Sept. 14. Leo Burnett is agency for both . . . Hazel Bishop Inc. (lipstick) Oct. 1 starts sponsorship of This Is Your Life on NBC-TV, Wed. 10-10:30, thru Raymond Spector . . . Gillette's Cavalcade of Sports (boxing) returns Sept. 5 to NBC-TV, Fri. 10 p.m. to conclusion, thru Maxon Inc. . . . Pabst resumes IBC boxing shows on CBS-TV Sept. 10, Wed. 10 p.m. to conclusion, is reported spending average of $30,000 per fight, thru Warwick & Legler . . . Ford Motor Co. reported replacing Mr. Peepers Oct. 2 with filmed Ford Theatre on NBC-TV, Thu. 9:30-10.
**Telecasting Notes:** Next to adjust network radio rates downward—whether by flat cuts, discounts or otherwise—is expected to be NBC within next few weeks. That "integrated" network also faces added headache of Aug. 27 meeting demanded by its TV affiliates to discuss upward adjustments ... CBS's new radio discount structure (Vol. 8:33), which it says 95% of affiliates have now approved, amounts to lower costs to advertisers up to 30%, reductions of payments to affiliates of about 15%. CBS executives think it means end of under-the-counter deals, radio sales v.p. John J. Karol hailing it in St. Louis Ad Club speech this week as stabilizing radio values, rebalancing costs between day & night period, ending "deals." ABC & MBS are sure to reduce, too, but probably will await NBC formula ... MBS alone among radio networks is continuing to run ahead in dollar volume (Vol. 8:30); estimates its 1952 income will run 13% more than 1951 ... Upsurge in fall radio business is reported by NBC sales v.p. John K. Herbert, who says sponsored network option time is up 16% over 1951; last fall, 7½ hours of morning time were sold, and this year it's more than 13 hours, with afternoon and evening time running about same ... Canadian movie attendance (1867 theatres, 89 drive-ins, 41 under construction) has been up regularly since 1945, may gross record $100,000,000 this year, but new TV stations in Toronto & Montreal may cause falling off in 1953, according to film chief Nathan D. Golden, U. S. Dept. of Commerce ... For station and agency film buyers, as well as commercial men selling film to sponsors, the film director of public affairs—both reporting to Charles C. (Bud) Barry, v.p. in charge of TV-radio programming. Also reporting to Barry is Abe Schechter, general program executive, with the program organizations headed by Max Lieberman, Worthington Miner and Robert Montgomery continuing unchanged. Reporting to McAvity are Merritt (Pete) Barnum, mgr. of new program development; and Fred Coe, Douglas Coulter, Dee Engelbach, Sam Fuller, George McGarrett, Roger Muir, Barry Wood—all executive producers. Also Karl Stanton, TV network program mgr., to whom TV producers report, along with LeRoy Passman, asst. TV network program mgr., and Ludwig Simmel, mgr. of co-op programs (on TV matters). Also reporting to McAvity: John Cleary, radio network program mgr.; Hal Kemp, mgr. of talent office; Ben Parks, network TV program mgr., Chicago; Homer Heck, network radio program mgr., Chicago. Under Cleary are all radio staff directors and Arch Bobb, mgr. of music services; Van Woodward, supervisor of script dept.; Ross Ronaldson, supervisor of literary rights & script readers; Robert Wogan, supervisor of network program operations; Ludwig Simmel (on radio). Under Kemp are Mitchell Benson, mgr. of radio contracts, and John Rayel, talent & program coordinator. Under Davidson Taylor come Wm. R. McAndrew, mgr. of news & special events; Tom Gallery, mgr. of sports; Edward Stanley, mgr. of public service programs; Charles H. Colledge, mgr. of public affairs operations; Leslie Vaughan, business mgr. of public affairs; Richard Pinkham, executive producer of *Today*. Other major assignments in public affairs dept. are Henry Cassidy, TV-radio news commentator, with assignments on *Today*; Francis C. McCall, producer of *Cameo News Caravan*; Joseph Meyers, chief of central news desk; Adolph Schneider, NCAA football. 

**Personal Notes:** Wm. S. Paley, CBS chairman, vacationing in Europe ... Maj. Lenox R. Lohr, onetime NBC president, now president of Chicago's Museum of Science & Industry, awarded honorary degree in civil engineering from Rensselaer Polytechnic Institute ... John H. Perry, 72-year-old Florida chain newspaper-radio owner, in serious condition this week in American Hospital, Paris, with fractured left hip and complications; he and Mrs. Perry were in France on way to Spain for wedding of their son Farwell ... Paul Mowrey, ex-ABC-TV network sales, replaces Hal Hough as program mgr., WJZ-TV, New York ... Ves Box promoted to program director, KRLD-TV, Dallas, succeeding Roy George, resigned; Fritz Kuler now asst. program director, Nick Mueller head of film dept. ... Norman Gittleson, ex-sales & program mgr., WJAR-TV, Providence, onetime promotion mgr., WMFY-TV, Greensboro, promoted to mgr. of TV operations of Outlet Co., licensee of WJAR-TV ... Allan Kalmus, mgr. of NBC-TV publicity, joining Lever Bros. as director of press relations ... Robert De Sousa, ex-KNBH, Hollywood, named regional sales mgr., Major Television Productions ... Don Rosenquest, ex-DuMont, named spt. of traffic, CBS-TV network programs, Hollywood ... James C. Pollack, ex-ABC Chicago, now program director, KECA-TV, Los Angeles ... Hugh A. Smith, education director, KPIX, San Francisco, named gen. mgr., KKA, Seattle, TV applicant, controlled by same interests (Wesley Dumm) ... Worthington Miner, NBC-TV producer-director, named to advisory committee of American Academy of Dramatic Arts ... Richard Day, Hollywood art director, signed by NBC-TV art dept. to work on color TV experiments; his last picture was Sam Goldwyn's *Hans Christian Andersen* ... Daniel Potter, ex-NBC and Compton Adv., recently a media director of Benton & Bowles, promoted to v.p. ... 

**Unified TV-Radio Operations at NBC, under current integration-for-economy shakeup (Vol. 8:25), has Tom McAvity, ex-talent & program procurement mgr., now holding title of national program director, and Davidson Taylor, ex-general production executive, named director of public affairs—both reporting to Charles C. (Bud) Barry, v.p. in charge of TV-radio programming. Also reporting to Barry is Abe Schechter, general program executive, with the program organizations headed by Max Lieberman, Worthington Miner and Robert Montgomery continuing unchanged. Reporting to McAvity are Merritt (Pete) Barnum, mgr. of new program development; and Fred Coe, Douglas Coulter, Dee Engelbach, Sam Fuller, George McGarrett, Roger Muir, Barry Wood—all executive producers. Also Karl Stanton, TV network program mgr., to whom TV producers report, along with LeRoy Passman, asst. TV network program mgr., and Ludwig Simmel, mgr. of co-op programs (on TV matters). Also reporting to McAvity: John Cleary, radio network program mgr.; Hal Kemp, mgr. of talent office; Ben Parks, network TV program mgr., Chicago; Homer Heck, network radio program mgr., Chicago. Under Cleary are all radio staff directors and Arch Bobb, mgr. of music services; Van Woodward, supervisor of script dept.; Ross Ronaldson, supervisor of literary rights & script readers; Robert Wogan, supervisor of network program operations; Ludwig Simmel (on radio). Under Kemp are Mitchell Benson, mgr. of radio contracts, and John Rayel, talent & program coordinator. Under Davidson Taylor come Wm. R. McAndrew, mgr. of news & special events; Tom Gallery, mgr. of sports; Edward Stanley, mgr. of public service programs; Charles H. Colledge, mgr. of public affairs operations; Leslie Vaughan, business mgr. of public affairs; Richard Pinkham, executive producer of *Today*. Other major assignments in public affairs dept. are Henry Cassidy, TV-radio news commentator, with assignments on *Today*; Francis C. McCall, producer of *Cameo News Caravan*; Joseph Meyers, chief of central news desk; Adolph Schneider, NCAA football. 

**Note:** CBS's split TV-radio operations, each under separate president, will continue, say advice from that network. There are no plans there to adopt integration policy followed by NBC.
END OF TV-RADIO CEILINGS AT HAND: Battle for suspension of OPS price ceilings on TVs, radios & phonographs is about over. An order to suspend ceilings at all levels from manufacturer to retailer is on desk of outgoing administrator Ellis Arnall.

Only his signature is required. He wasn't available for comment, but spokesman assured us there's little doubt order will be signed, probably during Aug. 25 week, if Arnall carries through his announced intention of leaving office Sept. 1.

It's distinct victory for the industry, RTMA counsel Ray Donaldson having petitioned for just such action last July 29 and gen. mgr. James D. Secrest having held frequent conferences with OPS in absence of president Glen McDaniel (due back from vacation in Orient Sept. 3).

Order was drafted this week by consumer durable goods div. officials, most of whom have bags packed and are moving out daily. While none will divulge details, one told us: "The industry won't have any cause to regret this order. It contains a 'trigger' price level at which controls will automatically be restored, but level is high enough to satisfy even the most die-hard manufacturers and retailers."

Short of outright decontrol, OPS actually had no alternative. Congressional fund cuts, sharp personnel reductions and industry demands for end of all controls in an industry beset with depressed prices all combined to make the OPS realize it could not enforce ceilings even if it maintained them.

TV sets are still selling at average of 15% below ceilings, so OPS finally realized it could more profitably channel its manpower and funds into other fields in a week which saw Govt. announce living costs had reached new all-time peak.

TVs MOVING WELL, OUTPUT AT PEAK WEEK: Production of TV sets shot up to 119,049 week ended Aug. 15 (10,757 of them private label) -- highest since April 1951. It marked return to "normal" 100,000-per-week level, not achieved since first 1952 quarter.

Plants are all back at full schedules, following vacation shutdowns, and it could even be that unseasonal summer boomlet, accelerating in fall-winter, will see production reach as high as the 200,000-plus units per week of some 1950 weeks.

Some set makers are saying they're allocating output to distributors again, and the retail picture generally is reported bright. There's note of caution among some, however, who say summer market was abnormally good -- but wait till after Labor Day to evaluate "true market." By Sept. 15 we can really tell, they say.

Factory inventories, which plunged some 65,000 units week before, went up about 5000 week ended Aug. 15 -- to 399,584, regarded quite safe.

Radio output also went up -- to 153,035 (21,493 private) from 124,243 week preceding. Radio inventories were 344,359, down about 25,000. Aug. 15 week's radios were 69,066 home sets, 26,888 portables, 30,245 clock, 26,836 auto.

With 2,318,236 TVs produced in first 6 months, nearly 500,000 in the 7 weeks thus far reported in second quarter, it seems very safe guess that TV output will go over 5,000,000 this year. NPA officials predict 1,000,000 sets third quarter and 1,500,000 fourth -- their official working figures.

Everybody knows retail TV trade has been good, generally, in last few months -- but there's no statistical backing as yet, except for RTMA's weekly factory output figures. Dun & Bradstreet's monthly retail sales-inventory reports ended with May 31 figures (Vol. 8:27); since then, RTMA statistical dept. chief Wm. F.E. Long has been gathering them for the intervening period, and on Sept. 25 is scheduled to put out first of RTMA's own retail reports.

New service will show dealer sales and inventories for end of July and end of August, broken down by table, console & combination models, these further broken down by screen sizes. Sales estimate will cover June-July-August combined. Thenceforth, the figures will be issued on regular monthly basis.
Topics & Trends of TV Trade: Nearly $2,000,000,000 will be spent on TV set purchases this year at average outlay of $300 per set, same median as 1951. Federal Reserve Board estimates this in its 1952 Survey of Consumer Finances, at same time admitting network extensions and new stations will alter upward its forecasts. About 25% of consumers who expressed intention to buy new TV set already own one, strengthening predictions of bullish replacement market this year. Breaking down prospective purchasers by income groups, FRB predicts 33% of purchasers will have incomes of at least $5000; 23% between $4,5000; 20%, $3-4000; 13%, $2,300; 6%, $1-2000; 5%, below $1000.

FRB estimates TV sets were owned in early 1952 by 30% of all spending units—families or individuals living alone—with 59% of owners earning at least $7500. As for place of residence, 51% live in metropolitan areas; 26% in cities of 50,000 or more population; 23% in cities of 2500-50,000; 21% in towns under 2500; 8% in rural markets. Survey also disclosed 48% bought sets on installment plan in 1951; 44% in 1950, 47% in 1949. Highest frequency of set ownership, 40%, was among married persons with children; skilled or semi-skilled workers led occupational categories.

Of the 1951 purchasers, 43% earned at least $5000; 17%, $4-5000; 21%, $3-4000.

FRB report estimates 6,300,000 “spending units” bought TV sets (new and used) during 1951, which will come as surprising news to industry whose production that “recession year” was 5,384,708 sets, shipments to dealers, 5,179,973, distributor inventories 439,340 at end of year (TV Factbook No. 15, p. 131). FRB also figures 6,100,000 in 1950, TV’s big year when 7,463,800 sets were made, 7,335,100 sold by factories, 7,078,600 shipped to dealers, 369,500 in distributors’ inventories at end of year.

In other words, fewer sets were sold in 1950 than in 1951, if we accept FRB figures—which look like they need some more realistic bases.

* * *

Trade Miscellany: Record Industry Assn. of America noting that only 4% of TV sets are made with record players, has asked RTMA to revive old phonograph industry committee and to seek to persuade manufacturers to include either record-playing equipment or phon-jacks in all sets... Mexico’s Bureau of Statistics reports 29,300-000 pesos (about $3,387,000) worth of imports of TV receivers and transmitters between Jan. 1950 and May 1952; in 1951, 806 TVs without cabinets, 3704 with cabinets were imported, valued at about $1,920,000... Industria Electronic S.A., Madrid (Gabriel Soria, managing director), making radios and 45rpm records, and American Radio Television (Hellas), Athens (Charilaos Petropoulos, director), assembling radios, added to RCA Victor’s overseas manufacturing operations... Muntz TV Inc., with 54 outlets now, reports 30,288 TV installations for quarter ended July 31 vs. 21,149 same period last year; in July alone, 19,998 deliveries; for fiscal year to next March 31, anticipated 175,000 vs. 118,000 for preceding year... Philco’s govt. & industrial div. under v.p. Joseph H. Gillies has set up headquarters at new address: 4700 Wissahickon Ave., Philadelphia, telephone Tennessee 9-4000... Raytheon moves this week into new office building at 3076 W. 117th St., Waltham, Mass... Hallicrafters plans Los Angeles TV-radio assembly plant.

GE sets up special fair trade section within its small appliance div. to enforce fair trade laws on all its products, becoming first large manufacturer to take action since passage of McGuire bill (Vol. 8:6, 19, 20, 27); W. J. Pfeif heads section, which has already informed some 900 dealers of its action.

Hallicrafters has introduced 7 table models and 6 consoles as supplement to 1952 line, ranging from 17-in. to 27-in. at $200-$625. One 21-in. modern mahogany table model at $340 is equipped for vhf-uhf, with all others adaptable by internal or external converters. Also introduced with line was $50 “teletack,” base in form of tea table in mahogany or limed oak, mounted on outsise casters for mobility. Line consists of 17-in. table models in modern ebony plastic $200, modern mahogany plastic $210; 21-in. modern mahogany table $250, $230 & $340, modern blonde $260 & $290, modern mahogany open face consoles $330 & $350, modern blonde $350, ¾-door 18th Century mahogany $380; 27-in. modern mahogany open console $595, modern blonde $625.

Standard Coil has priced its uhf tuning strips at $13.95 list. Suggested dealer price is $9.75. The $13.95 price is for a “set”—an oscillator strip and an antenna strip—to receive one uhf channel on Standard turrent tuners. Standard is now producing strips for all uhf channels, and has already shipped 7-8000 to dealers, principally in areas where uhf grants have been made. A few thousand more strips are on order, a spokesman said, and company is geared for heavy production when uhf stations go on air.

Canadian RTMA reports June TV set sales by factories were 5670 with list value of $2,442,781. That brought sales for first 6 months of 1952 to 30,686 worth $14,304,857. Toronto-Hamilton area led month’s sales with 42.3%, Montreal 24.5%, Niagara Peninsula 14.9%, Windsor 13.8%, remaining 4.2% going to other areas. Inventory as of June 30 totaled 19,750. All sales of Canadian-manufactured TVs to that date amount to 109,124 valued at $51,818,882.

Cuba, too, saw TV sales pickup in second quarter, after first-quarter slump (Vol. 8:23). Commerce Dept. reports second-quarter imports into that country of 7652 TV sets valued at $1,282,523 compared to 4774 at $833,590 first quarter. Imports of radios from U. S. second quarter were 22,471 at $443,172 vs. 24,492 at $431,866 first quarter.

* * *

Merchandising Notes: Profiting handsomely by opening of new TV markets are local newspapers, enjoying undreamed of lineage gains; Denver’s newspapers are replete with TV receiver ads, special sections etc., and this week Salt Lake City’s Deseret News carried special 12-p. section heralding city’s new higher-powered transmitters... RCA set tongues wagging this week with full-page ads in metropolitan newspapers captioned “The Campaign Comes to 18,000,000 Whistle Stops”—whistle stops referring to that many TV receivers; institutional ad idea, tying TV with presidential campaign, attributed to Carl Byoir, public relations counsel... Sears Roebuck fall catalog cuts 20-in. Silvertone table $10 to $200; offers 17-in. wood table at $190, console $225; 20-in. wood table $230, console $245, combination $245; 21-in. full-door console $300... Meek has withdrawn $99.98 TV set (20-in.) offered since March, now has 20-in. table at $129.95, plus tax & warranty, as lowest-priced set.

Distributor Notes: Emerson names Michael Kory, president of its Emerson-New Jersey Inc., to be mgr. of all subsidiary distribution companies, of which 4 are wholly-owned, other 12 not covered by factory regional sales reps; Murray Golden becomes mgr. of Emerson-New Jersey, Jack Gaertner continues as sales mgr. ... Capehart appoints George J. Schultz Inc., Norfolk (George J. Schultz, pres.); Allen TV & Appliances Inc, 1703 N. Harrison St., Fort Wayne (Sid Hutner, pres.)... Stewart-Warner names Parker Co., Denver (Wm. C. Campbell, mgr.), succeeding Austin & Son, now Arvin... Raytheon names Glenn Earl Inc., Salt Lake City, ex-Hoffman... Emerson of Michigan appoints Robert F. Perkins sales v.p.; he’s ex-Philco Distributors Inc., Detroit.
Shipment of TV sets to dealers in first half of 1952 totaled 2,118,510 units compared to 2,470,954 in corresponding 1951 period, reports RTMA. Production first 6 months was 2,329,750. All states and District of Columbia shared in shipments. New York led with 258,304; California was a close second, with 218,915.

Shipments by states and counties for 26 weeks ended June 27 are tabulated in separate RTMA report. Noteworthy are scattered numbers going to areas regarded as far outside TV service ranges—e.g., 5 to Chouteau County, Mont.; 7 to Booneville County, Ida. By states, first-half shipments went to:

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**Total** 2,118,510

RTMA parts division chairman Matt Little, Quam-Nichols, announces these section chairmen: Richard W. Mitchell, Industrial Development Engineering Assoc., amateur radio; Larry H. Kline, Ward Products, antenna; W. W. Rylowson Owen, Argovox, ceramic capacitor; Eugene M. Keys, Edwin I. Guthman & Co., coil; Louis Klopinski, John E. Fast & Co., fixed capacitor; D. S. Kelly, Allen-Bradley, fixed resistor; Roland M. Bixler, J-B-T, instrument and test equipment; S. N. Shure, Shure Bros., phonograph records & cartridges; H. E. Moon, General Industries, record changer & phono-motor assemblies; Lester W. Terr, Cinch Mfg., socket; Russell S. Fenton, Permo-Glass, speaker; Charles L. Matthews, Wm. H. Welsh Co., speaker parts; W. R. MacLeod, King Labs, special products; C. L. Snyder, General Ceramics, steatite; W. S. Parson, Centralab, switch; L. S. Racine, Chicago Transformer, transformer; S. L. Gabel, Superior Tube, tube parts; Russell E. Cramer Jr., Radio Condenser Co., TV-radio tuner; Victor Mucher, Clarostat, variable resistor; Roy S. Laird, Ohmite, wire wound resistor & rheostat; Jay H. Johnson, John & Hoffman, metal stampings & specialties.


Dept. of Justice’s sweeping anti-trust probe into RTMA and 18 or more TV-radio-electronics manufacturers for alleged conspiracies relating to color, FM and patents gets first challenge in New York Federal district court Sept. 2 at hearing on RCA’s motion to quash or modify grand jury summons on grounds it was unduly burdensome and merely repeated ground covered in 1924-28 Federal Trade Commission proceedings and in 1952 Delaware consent decree covering patent and licensing agreements (Vol. 8:25). Reports that Govt. has asked for postponement are denied by Malcolm A. Hoffman, anti-trust division’s top trial attorney in New York, who said: “The Attorney General has requested that the case be presented and pursued and that is what we are doing.” He also stated all companies have complied with subpoenas (Vol. 8:11-12, 14-16), though it’s known some are still balking at “dragnet” nature of data requested, going back several decades. Industry opinion generally is that case was inspired initially by (1) certain FCC officials’ efforts at reprise for industry’s opposition to FCC decision favoring CBS color; (2) desire to seek “goat” for failure of FM to click with public; (3) antagonism in some quarters to RCA patent pool. Besides RTMA and RCA, companies known to have been subpoenaed: Admiral, CBS-Columbia, Crosley, DuMont, Emerson, GE, Hazeltime, IT&T (Capehart-Farnsworth, Federal, et al), Motorola, Philco, Pilot, Raytheon, Sylvania, Westinghouse, Zenith.

Contrary to fears of movie people, TV isn’t likely to be beneficiary of Justice Dept.'s much-publicized 16mm anti-trust suit against 12 producers and distributors (Vol. 8:30, 31, 32). While asking injunction to force each of defendants to sell its products individually to TV after alleged conspiracy is dissolved, govt. lawyers privately admit they don’t have too many legal precedents on their side because they don’t charge existence of a monopoly. Although there have been a few cases where companies have been required, on dissolution of conspiracies, to make their products freely available to competitors, they have been too infrequent to give the Govt. much confidence or TV leaders much hope. It’s also interesting to note that amid the anvil chorus of buss from the movie industry, press and magazines, not a single TV spokesman has risen to praise the suit—further indication the govt. action adds up to no hits, all errors.

Our story on printed circuits in last week’s issue brought an immediate response from a British reader who points out that Sargrove Co. in England began turning out small table radios about 4 years ago with a fully automatic machine utilizing printed-circuit techniques similar to those employed by Motorola in its Pia-Cir sets (Vol. 8:33). Also this week, Hallicrafters president Wm. J. Halligan was quoted in Aug. 21 Retailing Daily that his firm will come out Oct. 15 with clock radio (at $35) using printed circuits, but it wasn’t made clear whether entire circuitry of sets will be printed.

Negroes hold such NBC job titles as director of community affairs, senior staff writer, accountant, studio engineer, maintenance engineer, photo file supervisor, building maintenance man, asst. film librarian, file clerk, announcer, scenic artists—and, of course, performers. RCA president Frank P. Folsom so testified before labor-management subcommittee of Senate Labor Committee recently, saying non-discrimination on account of race, color, creed or national origin is a basic policy of entire RCA. Thus for this year, for example, RCA’s personnel dept., managed by Dr. Joseph W. Bird, hired 9 Negro engineers—3 from Howard U, others from Pennsylvania, Ohio State, Columbia, Brooklyn Polytech, Tennessee Agricultural & Industrial College, Youngstown College.
Electronics Reports: What is electronics? In search of good definition, Television-Electronics Fund Inc., investment company, asked Dr. Wm. L. Everett, dean of U of Illinois engineering college and past president of IRE. He replied—and reply has been published in brochure titled Electronics Re-Defined: “Because electronics is so intimately interwoven with other sciences and techniques, and because its by-products are so widely useful, it is probable that its boundaries can be defined only temporarily. Like other words in our language, we shall probably have to redefine electronics from time to time as its expansion continues.” With this preface, Dr. Everett ventured this definition of the modern science of electronics:

“Electronics is the science and technology which deals primarily with the supplementing of man’s senses and his brain power by devices which collect and process information, transmit it to the point needed, and there either control machines, or present the processed information to human beings for their use.”

Webster’s New International Dictionary (1946), incidentally, supplies this more confining definition: “That branch of physics which treats of the emission, behavior, and effects of electrons, especially in vacuum tubes, photoelectric cells, and the like.”

Aid to steel-hungry manufacturers came this week from NPA. In issuing Direction 19 to CMP Reg. 1, it authorized most manufacturers to use up to 500 tons of conversion steel without charging it against their CMP allotments. Conversion steel, while more expensive than regular carbon steel, can be used in TV-radio chassis, brackets and components. Also dropped from CMP regulation was used steel, and curbs on foreign steel were eased considerably. NPA met with loudspeaker industry advisory committee Aug. 21, and was told that several speaker makers will soon be in “serious trouble” as result of steel shortage.

Shortage of specialized components and high-reliability tubes continues to be biggest bottleneck in military communications equipment production. Radio communication equipment industry advisory committee members Aug. 20 told NPA that principal hard-to-get components were quartz crystals, metalized capacitors, relays, hermetically sealed meters, transformers. One manufacturer said he can use only 5-10% of the JAN specification tubes he buys, because military requirements for equipment performance are so exacting. Shortage of qualified engineers and technicians still persists, but production workers were reported more plentiful.

Supplementary third-quarter allotments of materials for construction of electronics plants costing an estimated $21,700,000 were announced this week by NPA. Made before start of steel strike, allotments for new projects went to: RCA, tube plant at Lancaster costing $3,486,100; Collins Radio, Cedar Rapids, la., research & development facilities, $2,122,308; Bell Aircraft Corp., Niagara Falls, N. Y., electronic research & development, $500,000. Allotments for continuation of projects already started: Hughes Aircraft, electronic equipment plant at Tucson, $11,300,000; GE, tube plant at Anniston, Ala., $2,000,000; Roosevelt Field Inc., Mineola, L. I., electronic equipment plant, $2,060,000; Raytheon, Newton, Mass., tubes, $277,539.

Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA Aug. 6-13: Motorola, Phoenix, Ariz., $86,155 (55% amortization); Suffolk Products Co., Northport, N. Y., $12,727 (70%); Michigan Brass Co., Grand Haven, Mich., $8675 (70%); Raymond Rosen Engineering Products Inc., $5965 (70%); Rhode Island Electronics Inc., Lousdale, R. I., $2787 (70%); Gaertner Radio Co., Los Angeles, $1477 (70%). Signal Corps orders for transistors have been steadily increasing. Recently announced contracts for transistors and related items totaled $5,000,000 and were awarded to 4 companies: Sylvania, $1,599,200; RCA, $1,234,033; Raytheon, $1,180,053; GE, $944,614. Among other large (over $1,000,000) unclassified military contracts announced by Govt.: Signal Corps—Motorola, $25,857,572, radios (2 contracts); Packard-Bell, $2,682,688, maintenance parts; GE, $2,650,391, radio relay equipment; Federal Telephone & Radio, $1,646,559, multiplexer design model; Radiomarine Corp. (RCA), $1,277,151, radar; Chatham Electronics, $1,475,375, thyratron tube production facilities; Crosley, $1,107,007, radios. Air Force—Bendix Radio, $20,804,500, components (2 contracts); Trad TV Corp., $1,315,447, radios; Espey Mfg. Co., $1,204,065, radios.

New TV-radar combination developed by Civil Aeronautics Administration is said to be far more sensitive and easier to read than ordinary radar. Report by CAA’s A. W. Randall and J. S. Marshall gives these details: New device uses RCA-developed “memory tube” in combination with TV-type circuits and picture tubes. Memory tube (not a CR tube) makes high-persistence phosphors unnecessary, permits use of regular TV picture tube for radar scope. Principal advantage of new system is that TV tubes can be easily read in normal light, whereas standard radarscope tubes must be viewed in darkness.

American Institute of Electrical Engineers, at its convention of the Centennial of Engineering in Chicago’s Congress Hotel Sept. 3-13, includes among Sept. 12 speakers Haraden Pratt, advisor to the President on telecommunications, discussing “First 50 Years of International Communications,” and NBC engineering v.p. O. E. Hanson, on “Historic Highlights in Developing the Radio Broadcasting and Television Arts.”

TV Antenna System Inc., community antenna project serving New Philadelphia and other Ohio communities, has been allotted materials by NPA to begin $90,000 expansion program in third quarter.

Transit FM, already cleared by Supreme Court (Vol. 8:22), won another victory this week when FCC dismissed protest of Transit Riders Assn. Inc. against renewal of license of transit FM operator WWDC-FM, Washington. Commission’s reason for dismissal was that protesting group is not a “party in interest” according to Communications Act. FCC added, however: “We wish to emphasize [that] our processes take specific cognizance of the right of the general public to complain to us—and that those complaints, where merituous, are given careful consideration.” Comr. Webster dissented, saying he thought Assn. is a “party in interest” and that Commission should hold hearings on transit FM to determine its exact nature and merits. Comr. Hemmick, in concurring opinion, saying that an “individual licensing proceeding” isn’t proper occasion to conduct study of transit FM but that such study should be made. She agreed with Comr. Webster that Assn. is a “party in interest.” FCC majority comprised Comrs. Walker, Jones, Bartley, Sterling. Comr. Hyde didn’t participate.

“Blind” TV set—an FM radio which will pick up TV sound as well as regular FM programs—has been developed by Pyramid TV Service Co., 289 E. 138th St., N. Y. (Herbert Abrams, president), for New York Guild for the Jewish Blind. Set will sell for $50-$65, has Braille channel numbers on tuning disc. Guild officials explained that most blind people would like to listen to TV programs to know what their sighted friends are talking about. TV is also important to the blind, they said, because its programs stimulate the visual imagination more than radio.
Do's and don'ts of political broadcasting are presented in question-and-answer form in NARTB's "Political Broadcast Catchism," distributed to all members.

Owner Harold F. Gross of Lansing's WJIM & WJIM-TV has sold his 1-kw AM station in Kalamazoo, WGGF, for price "in excess of $100,000."

Eighteen more applications for new TV stations (11 of them for uhf) were filed this week, bringing total pending to 730, of which 290 are for uhf. Among vhf applications this week were one for Jacksonville, Channel No. 12, by group including theatremen Mitchell Wolfson (WTVJ) and Sidney Meyer, who stated they will also apply for Charlotte; Cheyenne, Wyo., No. 5, by Tracy McCracken publishing-radio interests; Brownsville, Tex., No. 5, by KBOR principals (this town is opposite Matamoros, Mexico, where XELD-TV has operated since last September). Among uhf applications are 2 for Little Rock, Ark., No. 17 sought by publisher Donald Reynolds and associates, No. 23 by Great Plains TV Properties, new Chicago corporation, which also applied for No. 36 in Sioux City, has applications pending for Springfield, Ill. & Duluth, Minn. For Pensacola, Fla., No. 15 is sought by Charles W. Lamar & T. E. Gibbens, of Baton Rouge; for Trenton, N. J., No. 41 by WTTM; for Manchester, N. H., No. 48 by WKBV group, including Collins Radio's Wm. J. Barkley and Scott Killgore. This week, Oregon publisher Sheldon Sackett (Coos Bay Times), who also owns KROW, Oakland, Calif., made known that his new MED Inc. will shortly file for Medford, Ore., and WV Inc. for Walla Walla, Wash., both for Channel 5. [For details about all this week's applications, see TV Addenda 18-F hereafter; for complete list of all applications and post-freeze FCC actions to date, see TV Factbook No. 15 and Addenda to date.]

General Motors will sponsor the 11 National Collegiate Athletic Assn. football games to be released on NBC-TV this fall (Vol. 8:23, 26, 32-33). Parent company, using TV for first time, will pay full card rate for 2 hours each Saturday afternoon for total of more than $2,500,000. All GM automotive and appliance subsidiaries will be urged to buy TV-radio tie-ins locally. One of biggest TV sponsorship deals yet, it was personally handled by NBC president Joseph McConnell, sales v.p. John D. Herbert, sports director Tom Gallery, Detroit sales mgr. Walter Gross with GM principals and Kudner agency. NBC announced partial schedule, opening Sept. 20 with Texas Christian vs. Kansas at Lawrence; Sept. 27, Princeton at Columbus; Oct. 4, Michigan at Stanford; Oct. 11, Texas A&M at Michigan State; Nov. 29, Army vs. Navy at Philadelphia. Other 6 games will be announced in week or so. Full network will carry all contests nationally, with no "blackouts" or other regional restrictions.

World's most powerful TV station—where is it? British Marconi's U. S. representative B. G. Rowley disputes claim by WSAZ-TV, Huntington (84-ker WP), to that distinction (Vol. 8:32). Says Mr. Rowley: "The 50-plus kw of [BBC's] Holme Moss are genuine kilowatts out of the transmitter and its ERP is several hundred." WSAZ-TV (Channel 3) this week reduced its ERP in north-&-south direction to 17-kw to avoid interference with WLWC, Columbus, which has not yet moved from Channel 3 to 4. As result, Huntington station claims it's now radiating 100-kw east-&-west.

Northbound Miami-to-Atlanta TV channel will be opened by Jan. 1, 1953 in time to carry Orange Bowl football game on New Year's Day, AT&T announces. New equipment will be added to Jacksonville-Miami cable to equip it for northbound traffic, and existing northbound channel will be used to carry signal to Atlanta where it will be fed to network.

American Broadcasting Co. had net loss of $67,000 for 6 months ended June 30, after giving effect to $74,000 tax credit; this compares with net income of $472,000 for same 1951 period.

Storer Broadcasting Corp.'s first public report since stock was listed showed operating revenues of $5,441,950 and net profit of $744,361 (64¢ a share) for first 6 months of this year.
PORTLAND WILL BE UHF 'TEST TUBE' CITY: It's clear now that Portland, Ore., granted CP for uhf while city's vhf go to competitive hearings, will be the proving ground for commercial uhf -- eyed intently by every other grantee or prospective grantee.

That Portland will have first uhf station on the air, possibly by Election Day Nov. 4, definitely by Thanksgiving Day, was fairly well assured this week when RCA-NBC sold to Channel 27 grantee Empire Coil Co. their famed Bridgeport (Conn.) "guinea pig" transmitter and began at once to dismantle it for immediate shipment to Portland -- tower and all.

Empire Coil's president Herbert Mayer, who built and operates the highly successful vhf WXEL, Cleveland, and holds CP also for uhf Channel 26 in Denver, broke the news of his definite plans and purposes this week coincident with ground-breaking ceremonies for his building on Portland's city-owned Council Crest.

Most of city is within 5-6 miles of antenna, which is 1300-ft. above town. Since city is very flat, 20-kw radiated from 210-ft. tower is expected to provide good reception. All 4 networks will feed programs to station (to be called KPTV). It may get as much as year's head start on any vhf station there, thus placing the burden on set makers to see to it that uhf receivers and converters are available.

The Bridgeport station and its equipment are well known to trade, operating as experimental KC2ZAK since Dec. 29, 1949 -- used not only by RCA-NBC for propagation tests but by nearly all manufacturers for testing uhf receivers. It requires some modification for the Portland channel, including new antenna.

RCA-NBC are giving up Bridgeport after what technical v.p. Dr. C.B. Jolliffe says was "an expenditure of more than $3,000,000 [on this] vital factor in making uhf technically and commercially practicable for home use throughout the nation."

With resources of RCA and other big equipment makers behind uhf, with FCC eager to get it going, those channels are gaining favor. But most applicants prefer vhf, seek uhf only when it's only thing available. They want to wait-see how uhf works out for other fellow. Portland operation looks like one they're waiting for.

Empire is going ahead with Denver uhf also, putting 250-ft. tower on Lookout Mt., higher by 200-ft. than KFEL-TV's vhf site there. Mayer's KDEN has been assured delivery of 1-kw transmitter by November, and he wants to get it on air same time as Portland -- or, at latest, by Christmas.

* * *

Looks like race between educational grantees Kansas State and U of Houston, as to which will be first on air. Both got Channel 8. Kansas' engineering dept. has an old 500-watt transmitter for which it has already asked FCC for STA to start in 3-6 months (Vol. 8:33). Oil-rich Houston U, specifying GE equipment, doesn't have to wait for legislative appropriations for financing (as do most other educational
grantees). It already has FM tower and building, also complete TV film chain, so that transmitter installation should be fairly simple and speedy.

Also with FM transmitter & tower all ready, atop Mt. Wilson, is this week's grantee U of Southern California (uhf Channel 28), similarly well-heeled by Allan Hancock Foundation. It has long planned own TV, already offers 21 TV-radio courses.

Note: Denver's KPEL-TV, first post-freeze station on air, this week got FCC authority to use 2-kw transmitter, 3-bay antenna, thus hiking power to 6.4-kw ERP. RCA has promised to have it in operation no later than Sept. 8.

3 CPs make total 43, as 737 await action: FCC cleared 23 more applications this week, but it squeezed mere 3 uhf CPs (including one educational) out of them. Of the 780 applications filed since end of freeze, Commission has processed 177, approximately 20%, handing out 43 CPs, lining up 134 applications for hearing. With 12 applications filed this week, 737 are still pending.

All this week's actions were in Group A priority list, Commission getting as far as Little Rock, 27th in line. The new CPs:

Peoria, WEEK, No. 43; South Bend, WSBT, No. 34. U of Southern California, Los Angeles, got educational Channel 28 without a hitch, being adequately financed.

All other applications acted upon were competitive, were notified hearings are required. They are in South Bend, Baton Rouge, Montgomery, Little Rock, Corpus Christi, Evansville. [For details, see TV Addenda 15-G herewith.]

Grant to WEEK has note of irony, since station was granted CP for Channel 12 Aug. 18, 1948, had it taken away June 8, 1949 for failure to construct.

* * *

Applicants keep getting itchier as dates for hearings approach. Big pre-hearing conference on Portland channels, conducted by examiner Elizabeth Smith Aug. 28, kept FCC counsel Arthur Scheiner hopping as applicants' counsel probed reasoning behind FCC's refusal to permit applicants to show population they would serve.

FCC counsel was in really tough spot, having no choice but to defend an obviously weak position. Time and again, he virtually requested parties to ask FCC, not him, for "clarification." Applicants are now doing just that. To illustrate how tough FCC considers problem, its Broadcast Bureau asked for and received couple more weeks to mull question.

Examiner Smith decided to conduct Portland hearing as follows: (1) Oct. 1 all applicants exchange engineering exhibits. (2) Contestants for each channel will then be heard, in inverse order of docket numbers, which puts Channel 21 applicants first, then No. 12, No. 8, No. 6. (3) In hearing on each channel, engineering testimony comes first, then rest of case.

Entire hearing will be held in Washington, unless FCC grants a petition to move non-engineering testimony to Portland. Request of Tampa applicant to move its hearing to Tampa (Vol. 8:34) has been opposed by FCC's Broadcast Bureau, awaits decision by full Commission. FCC will be hard to persuade on this matter, because of its limited funds and because out-of-town hearings have habit of dragging on.

Miss Smith attempted to learn how long hearings would take, couldn't get solid estimates from counsel, who pointed to many imponderables. In any event, she vowed to render decisions as soon as possible, assured applicants her decisions on all channels would come close together. There's no telling what Commission will do about time element when it comes to final decision. It may decide to issue all decisions in each city simultaneously.

Jockeying for position continues as hearings near. This week, Wichita's Mid-Continent TV Inc. petitioned to amend from Channel 3 to No. 10, to leave hearing involving 5 applicants and join one with 2. Then Honolulu's KGU hopped on KPOA, competitor for Channel 4, charging latter didn't file in good faith, actually sought to delay TV in Hawaii. KGU said it announced May 11 it would file for No. 4, then applied on June 4. On July 2, KPOA also asked for No. 4, although Nos. 9 & 13 were still open. KGU counsel Reed Rollo said he asked KPOA counsel if they were aware that 2 channels were still open, never heard anything further.
FCC certainly didn’t waste time grabbing proposal of Pittsburgh’s Mayor Lawrence to put Channel 4 in that “Golden Triangle” near his city (Vol. 8:33). It initiated rule-making to allocate the channel to Irwin, Pa., 17 miles from Pittsburgh. Since allocation would get FCC off uncomfortable hook involving court appeals, it said it was deferring action on request of WLOA to put the channel in Braddock—saying allocation to Irwin would make channel available to Braddock. At same time, FCC denied request of Pittsburgh’s WCAE to move Channel 9 from Wheeling-Steubenville and add Channel 4 to Pittsburgh proper.

In another allocation parley, New Orleans’ WNOE told FCC another uhf channel, No. 8, could be added to New Orleans while Commission is juggling channels to add No. 10 to Lafayette, La. This could be done, WNOE said, simply by taking Commission’s proposed reallocation (see Addenda 15-D) and substituting No. 3 for No. 2 in Baton Rouge, retaining No. 2 in New Orleans.

PROSPECTS FOR HIGH-POWERED UHF EQUIPMENT: Why the snag in high-powered uhf stations? How about those rosy predictions of this spring?

Since 32 of the 43 CPs granted so far are uhf—and this proportion may well continue for many months—delay in availability of high-powered uhf transmitters is a serious obstacle to speedy expansion of TV in new markets and old.

Delivery of modest number of lower-powered units this year may relieve the pressure somewhat, providing good service for some cities—perhaps quite a few, though no one can guarantee that. But most of the uhf grantees would like to hit the air with a full-powered bang.

Reason behind delay in high-powered units is quite simple: Over-optimistic predictions based on initial laboratory successes, aggravated by equipment manufacturers’ competitive eagerness to be first and to capture the prospective market.

No ineradicable bugs have developed in manufacturers’ projected transmitters, as far as we can ascertain. The proponents of the klystron tube, the first “white hope” for real power, stand firm in their faith. Yet manufacturers obviously miscalculated development and production time.

GE says it has one 12-kw klystron-powered transmitter available, will have another by December, plans full-scale production starting next year. DuMont says it’s quite pleased with its 5-kw Eimac klystron, is considering selling its single laboratory model transmitter “to shut up those who have doubts about the klystron.” RCA is being somewhat coy about its high-powered uhf schedule.

Boasting 50% of all TV orders, RCA once said it would have 10-kw transmitters by end of year, then said it couldn’t do it. First it said it would use its own tube, not a klystron; then it said it would use whatever high-powered tube came first, klystron or otherwise. Now it expects to have 10-kw units by year’s end, employing tube other than klystron. Yet RCA doesn’t rule klystron out of future plans.

These varying estimates may be understandable, predicated as they are upon laboratory progress (and competitive claims)—yet chagrin of uhf grantees is equally understandable.

“Miracles are rare” in this type of development, and sudden announcement of immediate availability of high-powered transmitters is unlikely. But—with lush uhf equipment market going begging and with tens of millions of dollars in receiver sales stymied by lack of uhf transmitters—you can be sure every transmitter maker is straining every facility to crack the bottleneck.

TV & AVIATION—NO DISPUTE OVER AIRSPACE: There’s no inherent menace to aviation in new TV allocation plan, despite the greater antenna heights it permits.

That’s gist of complete and harmonious agreement reached by representatives of TV and aviation industry organizations with FCC, CAA, CAB and the Armed Services after 4 months of study and consultation (Vol. 8:17, 19-20, 22, 30).

TV representatives got what they wanted—scraping of a proposed set of criteria which would have placed severe limitations on availability of sites for towers over 500 ft. As we reported 3 months ago (Vol. 8:22), industry-govt. working
committee agreed that there's no need for hard-and-fast rules to govern placement of towers, and practice of approving sites on case-by-case basis should be continued.

Working committee has completed draft of report which includes its recommendations based on study of potential number of high TV towers. Report won't be released officially until Sept. 2, deadline for comments by members of committee.

Report will then be submitted to FCC Comr. Webster and CAA deputy administrator F.B. Lee for "appropriate action." This will involve calling of meeting of larger industry-govt. group, formed last April (Vol. 8:17), to approve agreement. Approval is virtually certain.

Working committee agreed "present airspace subcommittee procedures are eminently satisfactory and no changes should be made," but it did propose changes in two other rules: (1) Amendment of CAA Safety Manual to govern minimum clearances of objects near direct air routes; (2) Specifications for marking and lighting of future antenna towers (not to apply to towers already built).

"The conflict between aviation and the radio & TV industry in competing for the use of the airspace is not expected to present a broad national problem, but may present some acute local problems in or near the large metropolitan areas," report states. It praises "excellent" cooperation between the two industries which "has served to emphasize the realization that both the TV and aviation industries can and must live together and that neither desires to exclude the other from reasonable enjoyment of the airspace."

* * * *

Aviation industry's original demand for new criteria to govern high towers was sparked by flamboyant newspaper accounts of FCC's Final Allocation Report last April -- implying that 2000 new TV stations, each with 2000-ft. tower, would spring up virtually overnight. But in subsequent committee meetings TV representatives -- NARTB, Federal Communications Bar Assn., Assn. of Federal Communications Consulting Engineers -- together with FCC, allayed aviation's fears of "an Empire State Bldg. in every cornfield." For example, as report points out:

It would cost $1-1.5,000,000 to build a 2000-ft. antenna, and require about 100 acres of land. Only a station in very large market could afford such a project.

FCC allocations have been made to 1240 towns and market areas; of these, only 171 have population of more than 50,000; 593 have 10-50,000; 530 less than 10,000.

No more than 5% of TV towers will exceed 1000 ft., an NARTB study shows.

Survey by unnamed engineering firm found "the most probable maximum number of TV stations in U.S. within the next 10 years will be 1100."

Maximum antenna height proposed in any of the 700 TV applications on file with FCC Aug. 1 was 1585 ft. above ground. Another study of first 603 applications filed since April 14 shows that only 395 of these or 65.5% can be granted because of multiple applications for single channel. Of the 603 applications:

Nearly 80% request towers less than 600 ft. high. Some 10% propose to build towers of 600-1000 ft.; 3.6% ask 1000-1500 ft.; less than .2 of 1% want towers 1500 ft. or higher. There are no applications for 2000 ft. or more. Numerically, there are 23 applications for towers over 1000 ft. Only one asks more than 1200 ft. -- 1585 ft. in Oklahoma City.

P L U G G I N G U H F and supporting FCC's allocation plan, Comr. Rosel Hyde in Aug. 29 address at Western Electronic Show & Convention in Long Beach, Cal. said he was pleased to note that about 40% of all applications are for uhf; that applicants are seeking uhf in such vhf-served cities as Washington, Philadelphia and Cleveland; that large percentage of CPs granted so far are uhf; that "certain applicants are clamoring for an opportunity to put such stations on the air before the end of this year."

Regarding uhf receivers, Hyde said: "I do not wish to seem bureaucratic, but I feel strongly that every purchaser of a new TV set is entitled to a set providing complete TV service. And, a receiver which is not designed for uhf reception, does not offer complete television service."

Comr. Hyde defended allocation plan along same lines as his engineering colleague Comr. Sterling (Vol. 8:24). He gave 5 reasons behind adoption of fixed allocation plan:

(1) Most efficient use of spectrum. (2) Opportunity for smaller communities to enter TV later. (3) Educational reservation. (4) Border problems can be settled once and for all. (5) "Administrative necessity." Without an allocation plan, Hyde said, there would have been hearings "so complicated that they would have effectively kept the freeze, insofar as the more populous areas of the U.S. are concerned, in perhaps a different, but in an equally cold deep freeze locker for years ahead."
SIMULCASTS will be favored wherever TV is used by Republican National Committee in current presidential campaign, with "flexible budget" for TV-radio combined revealed by publicity director Robert Humphreys at "between $1,800,000 and $2,600,000." Democratic headquarters, on other hand, plans to use TV and/or radio, as strategy dictates, according to radio chief Ken Fry—and budget is expected to be as large as GOP's, if not larger. GOP budget includes air time, films, talent displacements, etc., some of funds coming from affiliated organizations such as Young Republicans and local groups. Ad agencies are Kudner and BBDO; latter handled GOP's placements in 1948, was asked by Kudner this week to lend a hand and will have Bruce Barton on the job. Kudner estimates half-hour simulcast will cost $50-65,000, more if time is preempted. Eisenhower & Nixon are booked for 15-20 simulcasts thus far. There will also be tie-ins with Senatorial and Congressional campaigns by means of film and tape cut-ins or split-screen technique.

"Plenty of TV-radio spots," were also promised by GOP publicity chief, who obviously is emphasizing TV-radio. He has undertaken to handle network-agency dealings himself—despite lack of experience in that field—while TV-radio director Edward T. Ingle concentrates on speakers bureau. BBDO is expected to place most if not all national TV-radio time.

Telecasting Notes: Arthur Godfrey this season will total 5 hours per week on CBS-TV, 3½ hours daytime. His Talent Scouts resumes Sept. 1, Mon. 8:30-9 p.m., sponsored by Lipton; Arthur Godfrey & His Friends, Sept. 3, Wed. 8-9 p.m., sponsored alternately by Toni & Pillsbury Mills 8-8:30, by Chesterfield 8:30-9; Arthur Godfrey Time, Mon. & Wed. 10:15-11 a.m., Tue. & Thu. 10-11, sponsored by Frigidaire, Owens-Corning Fiber Glass, French Sardine Co., Lever Bros., Pillsbury ... Daily serial drama will be carried as 15-min. segment of Rate Smith Hour on NBC-TV when it resumes Sept. 8, Mon.-thru-Fri., 4-5 p.m.; it will deal with family life in small town, and titled The House in the Garden ... Ted Graniak's Youth Wants to Know (NBC-TV, Wed. 8-8:30 p.m.) wins American Legion's first annual TV award; Legion's "Mike" awards, based on poll of advertisers, have been tied in TV class to CBS's Love Lucy, Strike It Rich & Arthur Godfrey Talent Scouts, in radio to Talent Scouts & Dr. Christian and to NBC's Cavalcade of America ... Metropolitan Opera's usual one-shot telecast not slated this season on ABC-TV, though Sat. 2 p.m. Texaco broadcasts will again be heard on ABC from Nov. 29, thru Kudner ... Bishop Sheen, returning to DuMont Nov. 11, may be sponsored this time, proceeds to go into his multi-denominational "Mission Humanity" fund, according to Variety ... First nuptial mass on TV was celebrated in Boston Roman Catholic Archdiocese via WBZ-TV by Archbishop Cushin Aug. 24 ... BBC planning four 30-minute TV films showing preparations for Coronation, for sale in U. S. markets as well as Canada; project is said to be forerunner of new BBC "overseas film TV program ... Degree in TV-radio being offered by U of Texas; its TV workshop, under E. R. Norris, is installing complete closed-circuit facilities, and students will also work in Austin's 2 new TV stations ... CBS's Television City, Hollywood, is now 85% complete, with some operations due to start this fall ... TV station compensation structure will be upset by ABC-United Paramount merger, says Sponsor Magazine; "with $30,000,000 dropped into ABC till, ABC is expected to make strong bid for more affiliates," offering better affiliation deals than other networks ... More Sept. 1 rate increases to add to those reported last week (Vol. 8:34): KTTV, Los Angeles, raises Class A hour rate from $1000 to $1200, one-min. from $210 to $240; WSPD-TV, Toledo, hour from $600 to $700, one-min. from $120 to $140 ... Lutheran Church (Missouri Synod) releases first of its 26 half-hour films, produced at Family Films Inc. in Hollywood at cost of $500,000, to TV stations in 19 cities of week of Sept. 7; titled This Is the Life, series covers life of "a typical Christian family ... United Nations general assembly sessions will be telecast on NBC-TV 11-noon daily starting Tuesday, Oct. 14; CBS-TV will also cover but hasn't announced schedule ... CBS-TV Pacific Network for sponsorships "tailored to a western audience" announced by gen. mgr. Wilbur Evans ... ABC's owned-operated stations may drop own spot sales rep, with Petry taking over WJZ & WJZ-TV, KECA & KECA-TV, KGO & KGO-TV; Blair handling WENR & WENR-TV, WXYZ & WXYZ-TV.

Integration of TV-radio executives, staffs and functions has about been completed at SOC (Vol. 8:25)—and next major policy move will be new network radio rate structure, expected shortly after Labor Day. How NBC cuts will compare with new CBS discount structure (Vol. 8:33), isn't indicated yet, nor have ABC and CBS revealed their new cards. CBS explains daytime increases, night decreases by way of discounts, in brochure sent to advertisers and agencies last week. New rates went into effect Aug. 25, approved by most affiliates, but reports were current, unverified, that 50-kw WJR, Detroit, and WGG, Cleveland, were contemplating withdrawal from network rather than accept; and that these other stations have not accepted: KRNT, Des Moines, and WNAX, Yankton, S.D. (Cowles); WNOX, Knoxville; KCBQ, San Diego.

NARTB challenged educational CP's granted institutions which haven't made adequate financial showing (Vol. 8:30, 33) by petitioning FCC this week to reconsider its Channel 8 grant to Kansas State College, Manhattan, Kan. NARTB president Harold Fellows stated: "In no way is our petition in opposition to the grant to Kansas State College, but instead is expressing opposition to the manner and method of the handling of the grant by the FCC." NARTB contends FCC has violated Communications Act and its own rules which require applicant to prove financial ability to construct and operate station.

Roy W. McLaughlin, 57, ABC spot sales mgr. in Chicago, ex-mgr. of WENR-TV, died Aug. 24 after long illness.
WARNING to keep its house clean was hurled at TV this week by a Senate Internal Security subcommittee which charged Radio Writers Guild, whose 12-15,000 members produce an estimated 90% of radio network scripts, was dominated by a minority group of about 100 "pro-Communists."

Sensational charges, played up heavily in newspapers this week, followed release of closed-hearing testimony that RWG control was seized in 1943 by small group of Communists and pro-Communists at direction of Alexander Trachtenberg, Red propaganda chief. RWG promptly denied charges, issued statement saying it has "never aligned itself with or supported any Communist or pro-Communist organization," added its officers have signed non-Communist oaths as required by the Taft-Hartley law.

Committee Chairman McCarran (D-Nev.) said he was convinced TV industry is "very susceptible" to same kind of infiltration. Said McCarran: "Those who are responsible for its development must also accept responsibility for its character and the type of programs it channels into the homes of America. We found, strategically placed to take advantage of TV's progress, persons who refused to say, under oath, whether or not they belonged to the Communist party but who were described by other persons, under oath, as Communists or very active pro-Communists."

As an example of pro-Communist employment, RWG member Ruth A. Knight, whose she identified as "well known as a left wing sympathizer," has been employed more than anyone else as a writer on CBS-TV's "Studio One." She also testified Peter Lyon, who refused to tell the committee whether or not he was a Communist, wrote a radio show for NBC's "Cavalcade of America" in which he attempted to compare favorably Communist partisans in Yugoslavia with American colonists in the Revolutionary War period.

McCarran said the committee would next turn to an investigation of other labor organizations in the entertainment industry, including Actors Equity, American Guild of Variety Artists, Radio & Television Writers Guild, Television Writers Guild and newly-formed Television Authority.

Probe of possible Communist influence in the "theatrical press" will be followed by study of FCC and Voice of America, McCarran declared, without referring to any specific charges against the govt. agencies, although RWG members also write for VOA and United Nations Radio.

Personal Notes: Paul A. Walker, FCC chairman, to attend official inauguration Sept. 6 of CBFT, Montreal, Canada's first TV station; CBLT, Toronto, also operated by CBC, inaugurates Sept. 8... John S. Young, onetime NBC announcer who quit radio to join diplomatic corps, with assignments to Philippines and Haiti, returning as ABC commentator, with first assignment a weekday 7 p.m. strip on WJZ... Lawrence H. Rogers promoted to v.p. & gen. mgr., Leroy E. Kilpatrick to v.p. & technical director, WSAT-TV, Huntington... Mann Holliner, ex-Lennen & Mitchell TV-radio v.p.; Paul Manning, ex-Scrivins-Howard correspondent, and Bruce M. Allen, ex-ABC-TV, named TV-radio directors at Kudner Agency's special N.Y. office at 270 Park Ave. for handling Eisenhower promotion... Robert Sarnoff, NBC v.p., nominated for president of Radio-TV Executives Society, newly formed by merger of American Television and Radio Executives Club of N.Y. & Dave Rhysh, ex-WSB-TV, WGAN, recently gen. mgr. of WJMO, Cleveland, joins WEWS Sept. 1 as a general executive under gen. mgr. James C. Harrah... Peter J. Smith, ex-program director, WDTV, Pittsburgh, joins Fuller & Smith & Ross as asst. production supervisor in charge of daytime TV-radio... Donald Bishop promoted to TV mgr., NBC press dept., succeeding Allan Kalmus, resigned to be press chief of Lever Bros.; Auriel Macie succeeds Bishop as magazine editor... Norman S. Ginsburg, DuMont Network stations promotion mgr., named adv. & program promotion mgr. for both network and its key WABD... Fred W. O'Brien Jr., ex-KVOD, Denver, appointed mdsg. & publicity mgr., WWJ & WWJ-TV, Detroit... Gale Blocki, Chicago v.p., John Blaisr & Co., joins BAB Sept. 15 as mgr. of Chicago office... Kenneth B. Murray now WOR-TV rep for New England, with headquarters in Statler Bldg., Boston... Perry Ward promoted to special events director, KOTV, Tulsa... Joseph Goodfellow named eastern sales mgr., NBC radio spot sales... Bob Carter joins Caples Co., Los Angeles, as TV-radio director... Robert J. Reardon and Frank B. Rice join TV station reps Harrington, Righter & Parsons... Martin Hummel Jr., ex-NBC, named promotionmgr. of Collier's... Peter M. Robek, ex-KTIV, named national sales mgr., Consolidated Television Sales... Dr. Benjamin Werne, NYU professor of industrial relations, appointed to new ABC post of director of labor relations... George Z. Zachary joins Lennen & Mitchell in charge of TV-radio under Nicholas E. Keeelsey; Francis C. Barton named business mgr. of TV-radio dept.

Station Accounts: Canadian Admiral Corp. is first Dominion receiver manufacturer to sign for regular sponsorships on Montreal's new CBFT, buying all home football games of Montreal Alouettes; when station opens Sept. 6, it's estimated there will be at least 3000 sets-in-use, and 25-30,000 are expected by end of year... Admiral's Cuban distributor, Television y Aire Acondicionado SA, reports phenomenal results from sponsorship of live local version of DuMont show Down You Go, carried Mon. 9-9:30 p.m. on CMQ-TV, Havana, and its 4 satellite outlets under title of Admiral Paga (Admiral Pays); Cuba estimates 60,000 TV sets in use... Standard Oil of Indiana to sponsor 11 home games of Chicago Bears and Cardinals, with Chicago blacked out under National Professional Football League rules, on hookups of midwest stations outside 75-mi. limit, being arranged thru McCann-Erickson... Humble Oil to sponsor 12 Southwest Conference college games, via films daily, on 8 Texas stations... White Owl Cigars, thru Young & Rubicam, and Certified Automotive Inc. (Rolan tire chains), thru Gold Medal Shields, sponsoring 45-min. Maywood harness racing telecasts weekly on WBBQ, Chicago... Marshall Field's Adventures of Uncle Mistletoe, annual Christmas show for children, being filmed for 26-episode syndication by Kling Studios, Chicago; will be carried on WGN-TV Tue. & Thur. 5:15-5:30 p.m. CST from Sept. 23, also for Frederick & Nelson on KING-TV... Canada Dry buys Terry & The Pirates film series from Official Films Inc. for placement in selected markets... Miles Laboratories (Alka-Seltzer), which hasn't renewed One Man's Family on NBC-TV, reported planning $1,000,000 budget for spot TV... Among other advertisers reported using or preparing to use TV: Gibson Refrigerator Co., thru Henri, Hurst & McDonald, Chicago; Arden Farms Inc. (dairy products), thru Allied Adv., Los Angeles; Chicago & Southern Air Lines (merging with Delta Air Lines), thru Burke Dowling Adams Inc., Memphis; Converted Rice Inc. (Uncle Ben's rice), thru Leo Burnett, Chicago; Holoprow Hosiery Co. (men's & women's hose), thru Weiss & Geller, Chicago; Wander Co. (Ovaltine), thru Grant Adv., Chicago; Beacon Co. (Beacon wax), thru Allied Adv. Agency, Boston; Ulman Co. Inc. (Princess plate mats), thru Grey Adv., N.Y. (WCBS-TV); New York Telephone Co. (Classified Directory), thru BBB&O, N.Y. (WCBZ-TV) Supreme Wines Inc. (Kosher wine), thru Emil Mogul Co., N.Y.; Aluminum Window Corp. (Alwintine storm windows & doors), thru Newton Adv., N.Y.; DuPont Corp. (Zerone & Zexer anti-freeze), BBDO.
TV OUTPUT ZOOMS, INVENTORIES SHRINK: Manufacturers' confidence in current TV market got statistical backing this week, with RTMA report showing output for week ending Aug. 22 had jumped to 138,705 units (15,337 private label) from 119,049 week before. It was highest production total since first week in April 1951.

Factory inventories plunged to 267,823 as of Aug. 22 from 309,584, lowest since last April. "Sets really are moving," was happy refrain from the makers.

Total output for quarter's 8 weeks thus far reported: 617,239. For the 34 weeks of year to date: 2,939,144.

Radio production went up to 165,912 (61,396 private label) as of Aug. 22 from 153,035 week earlier; factory inventories were 335,160, down from 344,359.

Week's radios were 68,373 home, 32,170 portable, 35,218 clock, 30,151 auto.

Economists are seeing bright things ahead for all consumer durables, Federal Reserve Board reporting retail installment paper for appliances jumped 32% in June from May level. A.W. Zelomek, economist of International Statistical Bureau Inc., believes sales outlook for TVs, along with other appliances and autos, is favorable for rest of year and for early 1953, citing these factors:

"Disposable income will average moderately higher. The 1953 models of practically all appliances will represent more new designs than at any time in years...Prices will still be reasonable, even though some moderate advances may be expected in view of the higher steel cost and rising labor costs. Radio and TV will be aided by one of the most interesting and intensive national political campaigns in years. Easy time payments will be emphasized, since Regulation W will not be in existence."

LAG IN STEEL MAY FORCE SHORTAGES: Again the spectre of shortages -- just when TV demand is well up, production back to early 1951 levels, inventories dwindling, and the trade outlook most encouraging.

This time NPA officials say burst of speed in fourth-quarter TV production (advance estimate: 1,500,000 units) now cannot be expected to materialize because of reduced allotments due to recent steel strike.

While third quarter will doubtless see output of predicted 1,000,000 (8-week score: 617,239), they retract predictions of big spurt in fourth quarter -- that is, unless TV demand is so great that output is upped at the expense of radios.

Manufacturers and assemblers may be pinched directly for steel in the fourth quarter -- but it's the parts suppliers who will give most trouble. Sharpest danger signal comes from transformer makers, dependent on electrical silicon steel.

GE has already laid off 3650 workers at Pittsfield (Mass.) transformer plant (Vol. 8:32). Others say they can't fill orders on schedules. Their pipelines are dry, and they see September as a "very rough month."

Though silicon steel should start flowing again in October, enabling them to fill most orders, they say customers won't get as much as they ask.

Some speaker manufacturers have already reported they expect very soon to run out of steel for brackets and baskets (Vol. 8:34). Others minimize steel shortage talk, say they expect to be able to hold to relatively normal schedules.

Component makers in fourth quarter will get 70% of steel they used in traditionally slow third quarter. First quarter 1953, they're slated to get 10% less.

Components may be biggest bottleneck, but set makers are beginning to worry about own steel allotments for chassis, brackets, etc. Those on base-period basis will receive in fourth quarter only 45% of amount they used in average quarter of
first-half 1950 base. In first quarter 1953, this is slated to drop to 30%.

Those no longer using base period will get for fourth quarter 70% of their third quarter use; in first quarter, this will drop to 60%.

NPA is trying to "catch up" by end of next February, by means of drastically reduced allotments, on some 20,000,000 tons of lost steel production. TV & radio are not big users of steel, but are on allotment nevertheless.

Most industry folk are inured to recurrent shortage scares, take view that Washington always cries havoc yet somehow industry always manages to come through.

Topics & Trends of TV Trade: OPS suspended price ceilings on TVs, radios, phonographs and component parts, among other products already below ceilings, effective immediately—just as we forecast last week (Vol. 8:34). In amendment to revised GOR-5, OPS set "trigger" level for automatic recontrol if and when prices reach 97% of Jan. 1951 level at manufacturers' prices. It will establish a composite wholesale price index for receivers based on price and sales data supplied by following companies, which voluntarily agreed to furnish such data: Admiral, Arvin, Crosley, Emerson, GE, Packard-Bell, RCA, Zenith.

Based on Jan. 1951 manufacturers' level, OPS estimated index now stands at 93.2, contends receivers are now selling at 10.3% below ceilings at retail.

Philco's new TV-80 chassis is going into 4 new models offered distributors since 52-model line was introduced at June convention (Vol. 8:25). They're 17-in. maple console at $290, mahogany console $320, blonde $320; 20-in. mahogany table $320. Also to "adjust the mix," Philco this week posted higher prices on 21-in. console, up from $380 to $390, and on three 17-in. combinations—one up from $400 to $430, another from $460 to $470, blonde up from $490 to $500. At same time, it raised prices $10 on 4 refrigerators, leading to flurry in trade press about possible general price increases in TV and appliances which no other manufacturer would agree was in near prospect. Retailing Daily quoted one manufacturer as saying: "There is no reason to go down because we are doing very well. There is also no reason for going up because business isn't that good."

Note: Scott Radio (John Meck) disclosed this week it will raise prices on some of its TV models by 10-15% in few days, Mr. Meck stating this was forced by 10% increase in prime manufacturing costs since last Jan. 1. Meck's $99.95 TV (20-in.) was recently withdrawn in favor of low-end $129.95, plus tax & warranty.


Western Auto out with new line of its private-label Trueitone TVs, ranging from 17-in. simulated leatherette model at $190 to 21-in. green & plaid leatherette table at $240, blonde console at $300, combination $450; also offers clock radios at $26 to $35, auto radios at $43 to $60.

Standard electron and radio tube sizes are being sought at International Electrotechnical Commission meetings in Sheveningen, Holland, starting Sept. 3, which Sylvia's Virgil M. Graham is attending as representative of Joint Electron Tube Engineering Council (RTMA & NEMA).

Trade Miscellany: Most of the 21 TV-radio manufacturers listed in our TV Factbook No. 15 (p. 120) are exhibitors at current Canadian National Exhibition in Toronto, where they're making big pitch to sell Dominion-made TV sets in anticipation of opening of Canada's first stations—in Montreal Sept. 6, Toronto Sept. 8. At London's National Radio Exhibition, opening this week, TV displays indicated trend away from 12-in. to 14 & 17-in. rectangular tubes, with Philips still offering projections; there are more than 100 exhibitors of latest in British TV, radio and communications... To Canada for first showings of DuMont sets made by first licensee there, Canadian Aviation & Electronics Ltd., in Montreal's Queen's Hotel Sept. 4, go Dr. T. T. Goldsmith, DuMont research chief; Ernest A. Marx, international mgr.; Robert Cavanaugh, chief engineer... Channel Master announces "world's first broad band yagi," the "Futuramic" antenna, in 10-element models which will receive as many as 7 vhf channels; channel 7-15 antenna is priced at $20.95, four different low-band units each picking up 3 or 4 channels at $40.97... Sightmaster Corp. planning subsidiary (with Chemalloy Associates, Santee, Cal.) to make and sell new aluminum process welding rod, sales to be headed by Frederick Wakefield Minor, ex-General Motors... Westinghouse has extended for 30 days, to Oct. 1, its dealer price protection policy initiated last June 9 when new line was released (Vol. 8:24), price cuts coming about 6 weeks later (Vol. 8:30)... Raytheon's office move, incorrectly reported last week (Vol. 8:34), should have referred to Cleveland office, going into new building at 3076 W. 117th St.


Standard Coil Products Inc. has purchased 4 acres in Chicago's Melrose Park district, plans 70,000-sq. ft. addition to present 40,000 sq. ft. building. Big tuner and component manufacturer reports 3 Chicago plants currently employ 2500, with additional 5000 in subsidiaries and branches in Bangor, Mich.; Los Angeles; Kansas City, Kan.; Elmhurst, N. Y.

New microwave equipment in 940-960 mc band (type CW-5B), supplying 5 voice channels and one service channel for short hauls (up to 300 miles), now offered by RCA.

GE's Dr. W. R. G. Baker again heads RTMA's TV committee, to which RTMA chairman A. D. Plamondon Jr. this week also appointed Benjamin Abrams, Emerson; Robert S. Alexander, Wals-Gardner; Max F. Belcon, Sylvania; H. C. Bonfig, Zenith; John W. Craig, Crosley; Allen B. DuMont; J. B. Elliott, RCA; E. E. Foster, Bendix Radio; Paul V. Galvin, Motorola; W. J. Halligan, Hallcrafters; Larry F. Hardy, Philco; W. A. McDonald, Hazeltine. Reappointed head of FM policy committee was Crosley's John W. Craig, with these members: H. C. Bonfig, J. B. Elliott, Larry Hardy; H. L. Hoffman, Hoffman Radio; E. H. Vogel, GE; Dr. Baker and Mr. Plamondon, ex officio.

Controversy over uhf strips vs. external converters vs. built-in tuners etc., is getting hotter— with attention now focused on Denver "proving ground" where tv station is on air and uhf telecasts are scheduled to begin around Thanksgiving. Full-page Raytheon ad in Denver Post, captioned "Before You Buy Any TV Set Be Sure and Read These Facts," pitches for sets with built-in tuners, mentions own brand only in passing. Ad calls turrent tuner strips and most external converters "compromise solutions," claims optimum reception can be furnished only by sets with continuous uhf tuners which are "completely independent of the vhf tuner and avoid the use of the tubes and circuits in the vhf portion of the receiver." Ad is institutional in character, urges consumers to buy brand-name merchandise from reputable dealers, contains coupon for Raytheon booklet on uhf.

Telecommunications Planning Committee to determine best use of nation's communications in event of war was announced this week by Haraden Pratt, President Truman's telecommunications adviser. Committee (names withheld) comprises representatives of FCC, CAA, State, Defense & Commerce Dep'ts, Central Intelligence Agency.

Copper and aluminum were taken off "critical list" by DPA this week. In eighth bi-monthly issue of its List of Basic Materials & Alternates, both metals are listed in section captioned "supplies in approximate balance with demand." On other hand, steel plates have been moved to "most critical" list, sheet & strip to "short supply" list.

Financial & Trade Notes: Hazeltine, which has just split stock 2-for-1, reports net profit of $1,116,074 for 6 months ended June 30, equal to $3.19 a share on 350,000 shares outstanding, after Federal income taxes of $2,554,885 and reserve of $82,300 for patent infringement and replacement of govt.-furnished equipment. No comparison with same 1951 period is available, but for whole of 1951 Hazeltine reported net profit of $1,610,789 ($4.17 a share) on gross income of $5,957,344 (Vol. 8:12).

International Resistance Co., which recently cut quarterly dividend from 10¢ to 5¢, felt sharp decline in both sales and earnings first half of this year because of "overproduction of TV sets in 1951 coupled with heavy forward buying of resistors," according to president Earnest Searing, as quoted in Aug. 29 Wall Street Journal. But final 6 months, traditionally best for sales, plus cost reduction program and introduction of new boron-carbon resistor and selenium rectifiers, are expected to improve balance sheet. From Jan. 1 to June 22, 1952 sales fell to $5,200,304 from $7,208,838 year before, net income to $193,285 (15¢ a share) from $492,215 (49¢).

Dividends: Admiral, 25¢ payable Sept. 30 to stockholders of record Sept. 19; Hazeltine, 25¢ Sept. 15 to holders Sept. 2; Sprague Electric, 50¢ Sept. 15 to holders Aug. 29; Avco, 15¢ Sept. 20 to holders Aug. 29; Bendix Aviation, 75¢ Sept. 30 to holders Sept. 10; Warner Bros., 25¢ Oct. 4 to holders Sept. 5; Sylvania, 50¢ Oct. 1 to holders Sept. 15; Stromberg-Carlson, 25¢ Oct. 1 to holders Sept. 10.

LaPointe-Plascomold Corp. (TV antennas) has completed offering of 92,194 shares of common stock, reports President J. E. Respess. Present stockholders took 39,076, investment houses 50,000.

Fair weather stories about color TV in this week's newspapers, developed by some ambitious reporter or editor, created something of a furor in the trade. Stories got prominent display via press associations and in metropolitan press, though they turned out to have nothing new in them. They merely recapitulated history of color controversy, related fact that NTSC is continuing successful tests of compatible color and will go to FCC for approval of system when experiments are completed. NTSC chairman Dr. W. R. G. Baker was quoted saying he thinks tests may be finished early next year. Even some of the trade press got excited about story, repeated it.

Skiatron president Arthur Levey, planning new stock issue to finance its system of pay-as-you-look TV (Vol. 8:33), faces suit in N. Y. Supreme Court on charges by John A. Stephen, Otto Augstein and Hans Kraft that he stripped old Scophony Corp. of America of patents and inventions for his own benefit. They claim that as stockholders they advanced large sums to finance Scophony.

Hearing on RCA motion to quash or modify Federal grand jury summons in anti-trust probe of RTM A and 18 or more TV-radio-electronics firms for alleged conspiracies relating to color, FM and patents (Vol. 8:34) has been postponed from Sept. 2 to next day because of crowded New York Federal court docket following Labor Day.

Williamsport (Pa.) community antenna situation has evolved into dog-eat-dog competition with entrance of Whitney-backed organization into field (Vol. 8:34). Two existing companies in town and the new one prefer to fight it out, sometimes using same poles to string lines, rather than join forces.

Community antenna system appeared more promising than uhf TV station to Susquehanna Valley TV Corp., Lock Haven, Pa. Company told FCC it was withdrawing application for Channel 32 to concentrate on expansion of its community system.
NETWORK TV & radio billings hit lowest ebb in July—If you leave out of account the "package" sponsorships of political conventions, according to monthly Publishers Information Bureau report. Regular TV time billings totaled only $10,551,177 in July as against $10,293,131 in June, previous low for year, and $11,751,995 in July 1951. Network TV continued ahead of network radio, however, which at $9,585,394 also hit seasonal low, dropping from $12,597,737 in June and $11,579,305 in July 1951.

For first 7 months of 1952, TV billings ran $98,996,586 vs. $92,995,351 for same 1951 months. Biggest July drop in TV was by NBC, though all networks declined; in radio, by CBS, with all also declining. Complete PIB monthly report follows (convention time sales excluded):

**NETWORK TELEVISION**

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<thead>
<tr>
<th>Month</th>
<th>NBC</th>
<th>CBS</th>
<th>ABC</th>
<th>DuMont</th>
<th>Total</th>
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<tr>
<td>July 1951</td>
<td>$5,143,186</td>
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**NETWORK RADIO**

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<td>July 1952</td>
<td>$3,238,256</td>
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<td>$3,477,952</td>
<td>$47,577,906</td>
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<tr>
<td>July 1952</td>
<td>$2,087,785</td>
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<td>$1,649,756</td>
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<td>$1,335,276</td>
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**NETWORK TELEVISION—January-July 1952**

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<th>Month</th>
<th>NBC</th>
<th>CBS</th>
<th>ABC</th>
<th>DuMont</th>
<th>Total</th>
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<tr>
<td>July 1952</td>
<td>$3,585,820</td>
<td>$2,041,698</td>
<td>$2,041,698</td>
<td>$29,705,413</td>
<td>$32,291,528</td>
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<tr>
<td>July 1951</td>
<td>$3,247,298</td>
<td>$1,859,467</td>
<td>$1,859,467</td>
<td>$28,789,327</td>
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**NETWORK RADIO—January-July 1952**

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<th>CBS</th>
<th>ABC</th>
<th>DuMont</th>
<th>Total</th>
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<tr>
<td>July 1952</td>
<td>$3,434,659</td>
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<td>$2,041,698</td>
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**NETWORK TELEVISION—January-July 1952**

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<th>DuMont</th>
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<tr>
<td>July 1951</td>
<td>$4,788,507</td>
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<td>$60,134,544</td>
<td>$65,323,038</td>
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<tr>
<td>July 1952</td>
<td>$5,143,186</td>
<td>$4,788,507</td>
<td>$4,394,307</td>
<td>$60,134,544</td>
<td>$65,323,038</td>
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<td>$65,323,038</td>
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Twelve more applications were filed this week for new TV stations, bringing total now pending to 737. This week's applicants: In Fresno, Cal., Channel No. 47, by J. E. O'Neill, farmer and president of American Automobile Assn.; Pensacola, Fla., No. 3, WCOA & Pensacola News and Journal (Perry); Twin Falls, Ida., No. 11, KLIX (Frank Carman, Grant wrathall, et al.); Mason City, La., No. 3, owners of KSMN; Jackson, Mich., No. 48, Sparks-Wilton-Hampton Co.; Saginaw, Mich., No. 57, WNWX; Ashbury Park, N. J., No. 58, Walter Remie theatre interests; Niagara Falls, N. Y., No. 7, WPTI (Pittsburgh) and Caratara Theatre group; Olean, N. Y., No. 54, WHDL (Olean Times-Herald); Bethlehem, Pa., No. 51, WEST (Steinman Bros.); Knoxville, Tenn., No. 26, J. H. Doughton & Harold H. Thomas; Lynchburg, Va., No. 16, WWOD. Reported from Tampa was fact that Edgar T. Bell, ex-WKY, Oklahoma City, now heading group seeking station there, was in that city this week surveying Tampa-St. Petersburg situation with view to applying there in possible collaboration with local interests. [For details about all this week's applications and FCC actions, see TV Addenda 15-G herewith; for complete list of all applications and all post-freeze FCC actions to date, see TV Factbook No. 15 and Addenda to date.]

Biggest radio station sale deal in 6 years—transfer of NBC's 50-kw KOA, Denver—was approved by FCC this week. New licensee will be Metropolitan Television Co., paying $2,250,000 for the station (Vol. 8:26) and an applicant for TV Channel 4 in Denver. New owners include actor Bob Hope and associates, putting up $1,250,000 for five-eighths ownership; and Denver group, including Mayor Quigg Newton and RCA distributors Hendrie & Bolthoff Co., subscribing $675,000 for three-eighths (for full list see p. 14, Vol. 8:26). NBC is said to have sold station because price was good, policy is now to integrate TV-AM operations, and, already having allowable limit of 5 TV stations, it saw little chance of getting TV adjunct in Denver.

TV-radio programing probe by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:20, 23, 26) is tentatively scheduled to reconvene in Washington Sept. 16-17 to hear NARTB TV director Thad H. Brown Jr. and gov't. relations director Ralph W. Hardy. Then subcommittee is expected to move to New York Sept. 23-24 to hear network officials and representative of U. S. Brewers Foundation. Hearings are scheduled to wind up in Washington Sept. 25-26 with testimony by FCC Chairman Paul Walker.

It wasn't Telepromter—it was another device—that caused the snafu which so annoyed Gen. Eisenhower during his American Legion address this week. When gadget balked, the GOP candidate was "thrown" and later expressed extreme annoyance. Since Telepromter is so well known, having been used at recent conventions, newsmen assumed it was the one being used and so stated. Corrections failed to catch up with fact, giving Telepromter Service Corp. president Irving B. Kahn some bad moments.

Second Havana outlet to be operated by Circuito CMQ interests (Mestre), in collaboration with owners of CMFF, will be ready for operation about Oct. 1 and will operate on Channel 7 with call letters CMBB-TV. Its 5-kw DuMont transmitter will be housed in same quarters as CMQ-TV, which also feeds network of 4 satellite stations in Cuba (see p. 36, TV Factbook No. 15).

Cotton and Sugar Bowl games—as well as Orange Bowl (Vol. 8:34)—will be fed to networks Jan. 1, 1953 under schedule announced by AT&T this week. Applications to equip present coaxial-microwave facilities to Dallas and New Orleans for occasional northbound TV service have been filed with FCC.

N. B. Washington moving out of downtown Trans-Lux Bldg. as of Sept. 1, on termination of 15-year lease, and centralizing all offices and studios in Wardman Park Hotel, where it has transmitter, studios and theatre. It has asked zoning authorities for permission to increase tower height there by 200 ft. Plans for own building in capital either at transmitter site or elsewhere, are under consideration. Washington Star's WMAL-TV last week completed move of its remaining offices and studios from Trans-Lux Bldg. to new Connecticut Ave. studio building, formerly an ice skating rink.

Present New York-Washington microwave-coaxial facilities will soon be supplemented by new 11-station 230-mile microwave chain nearing completion. AT&T announced that TV service on new chain will begin in early fall. New relay is known as "direct" route, in contrast with present microwave which has dogleg from New York to Clark's Knob, Pa., then down to Washington.
In this Issue:

Early UHF Proving Ground—Reading, Pa., page 1
Status of Stations Shifting Channels, page 2
Well Into Priority Lists, FCC Grants 6, page 3
NBC's New Network Radio Rate Structure, page 4

Status Report on Progress in Color TV, page 6
Trade Goes Well & Goose Hangs High, page 7
Dept. of Justice Probe Argued in Court, page 9
$60 Billion Industry Built by the Audion, page 9

September 6, 1952

EARLY UHF PROVING GROUND—READING, PA.: Another highly important uhf "test tube" station will be Reading's WHUM-TV, finally granted CP for Channel 61 this week after frustrating delays brought on by an FCC allocation error.

Station is shooting for December on-air date, thus isn't expected to beat Portland's KPTV which is due to begin in November (Vol. 8:35). But it will provide significant technical and economic data that KPTV won't, such as:

1. High power -- 260-kw ERP vs. KPTV's initial 20-kw -- in area with all kinds of terrain, some quite rugged, some fairly level.
2. Great height -- 1783-ft. above average terrain and 1017-ft. above ground vs. KPTV's 1300-ft. and 210-ft.
3. Location good distance, about 20 miles, from main city to be served.
4. Introduction of uhf into area now served by vhf to varying degree.
5. Pickups and distribution by community antenna systems.

Possibly most eager of all uhf entrepreneurs, WHUM-TV president Humboldt Greig planned to have bulldozers at site same day CP was announced; had man picking up mobile unit to conduct closed-circuit telecasts at fairs in Reading, Allentown and Bloomsburg; prepared to sign network contract with CBS-TV.

Greig expects to cover whole section of state from site known as Summit Station, will have additional studios in Pomeroy stores in Harrisburg & Wilkes-Barre. Hookup into network facilities presents no problem, since coaxial runs were block from studios in Reading's Berkshire Hotel. Station will install own microwaves to transmitter from Reading, Harrisburg and Wilkes-Barre.

Station gets first GE klystron-powered 12-kw transmitter, will use low-loss waveguide to carry power to 25-gain antenna. Greig says he didn't want to take chance on starting with low power, fearing that some types of uhf converters, strips, etc., are incapable of providing adequate picture with weak signal.

* * * *

GE's second 12-kw transmitter goes to Springfield's WWLP about year's end. Beginning in January, rate of production will be 2-a-month, stepped up to 3-a-month as soon as possible. GE's 1-kw units aren't due until mid-1953.

Some of GE's customers have decided to take Oct.-Nov. deliveries of 100-watt driver, see whether signal is adequate to start commercial service while waiting for higher-powered units. These include Mobile's WKAB-TV, Holyoke's WHYN-TV, plus some applicants who expect CPs soon.

* * * *

Most uhf grantees -- and they number 38 of the 49 CPs since the freeze was lifted -- are performe vague about their on-the-air prospects, so are somewhat indefinite when queried about plans. But we can report, on basis of latest replies,
that Baton Rouge's WAFB-TV (Channel 28) "will definitely go ahead and is exerting all efforts to be on the air in February 1953," according to mgr. Tom E. Gibbens. It's starting with 1-kw RCA transmitter, 500-ft. Emseco tower, will radiate 21-kw.

South Bend's WSBT-TV, reports mgr. Robert Swintz, has ordered RCA transmitter for its Channel 34, has tower up (FM), is enlarging transmitter building, has set target date of June 1953.

University of State of New York, according to Commissioner of Education L.A. Wilson, has no funds yet for the 5 uhf non-commercial educational stations granted it, awaits report of special legislative commission to 1953 Legislature. "I am very hopeful that favorable action will be taken by the Legislature on the financing of the construction and operation of these stations," writes Mr. Wilson.

There's possibility Austin's KTBK-TV (Senator Lyndon Johnson) may get going by Dec. 1 on its vhf Channel 7, with temporary RCA equipment ordered for Sept. 15 delivery. And Honolulu's KGMR-TV president J. Howard Worrall reports that equipment hasn't yet been ordered, but he thinks Hawaii's first grantee (vhf Channel 9) will get station on air in June 1953.

**STATUS OF STATIONS SHIFTING CHANNELS:** Those channel shifts for 30 existing stations, required under FCC's allocation plan, are bringing up some novel problems. None of them is considered serious or permanent, but they're worth watching.

Only one of the 30 has actually accomplished shift; 16 more have received CPs to move; only one hasn't yet applied for the change. [For list of stations with CPs to shift, and those still pending, see p. 10.]

When Huntington's WSAZ-TV shifted from Channel No. 5 to 3 and increased its power to 84 kw, it brought immediate reaction. It produced co-channel interference with Columbus' WLWC, which hasn't yet shifted from No. 3 to 4, and to Pittsburgh's WDTV, which hasn't yet gone from No. 3 to 2.

Fringe area viewers got quite a shock, complained to FCC. One southeastern Ohio community antenna operator found himself in trouble. As a result, WSAZ-TV decreased its north-south radiation pending shifts of other stations.

When FCC grants changes, it tells station to await further word until actual shift will be permitted. Cincinnati's WKRC-TV this week received STA to go from No. 11 to 12, provided it keeps same ERP for present.

Some shifts can be accomplished independently without affecting other stations. But other stations are so interrelated that moves must come simultaneously, else intolerable interference will result. No group shifts are due soon.

Complicating problem is fact number of stations are being held up for various reasons, preventing shifts of others. For example: Some are mounting antennas on AM towers, and FCC wants to know whether AM directional patterns are affected. In other cases, applicants have asked FCC to make changes in allocation plan which would keep stations on present channels or shift them to different ones.

Still others are being challenged by applicants who feel they have the same rights to new channels that existing stations have. And Commission is still pondering "duopoly" aspects of some which have overlapping coverage.

New Haven's WNEW-TV is only station which hasn't applied for change. It's having trouble getting CAA to approve increase of present tower height to maximum permitted -- 1000-ft. above average terrain. It wants maximum in order to minimize adjacent-channel interference when it goes to Channel 8, what with New York stations operating on Channels 7 and 9.

Channel-shifting provides sort of preview of what will happen to some fringe area viewers when new stations get on air, increasing co-channel interference. The Huntington case happens to be temporary. However, when station such as Pittsburgh's WDTV shifts to Channel 2, some viewers between Pittsburgh and Baltimore will experience new interference. Highly directional receiving antennas may very well minimize the problem, but the phenomenon could cause a lot of confusion.

Community antenna operators can afford elaborate receiving arrays to ameliorate problem. But FCC engineers fear that some systems are so out of phase that they will have trouble completely eliminating interference.
WELL INTO PRIORITY LISTS, FCC GRANTS 6: FCC plunged clear to 109th & 110th cities in its Group B-1 priority list -- down to Akron and Worcester -- in week of application processing which produced 6 new CPs, all uhf, bringing total grants to date to 49. At same time, Commission got to Wheeling, 31st on Group A list.

FCC’s tremendous leap in Group B-1 category stems from fact it could skip over great many towns -- mostly very small or well-served by nearby stations -- for which no applications had been filed. Very shortly, FCC will be acting on applications in B-2 list -- cities with vhf stations operating, but only uhf remaining to be applied for. There are 39 such cities, including New York and Los Angeles.

Following are the week’s CPs: Reading, Pa., WHUM, No. 61, and WEEU, No. 33; Akron, WAKR, No. 49; New Castle, Pa., WKST, No. 45; Massillon, O., Midwest TV Co. (Edward Lamb), No. 23; Fall River, Mass., New England TV Co. (Alfred DeMaris, Providence bus fleet operator, president), No. 46.

Grants bring total CPs to 49 to date -- 11 vhf, 38 uhf. With only 5 applications filed this week, lowest number in many months, total pending is now 736.

Commission also notified applicants they’ll have to go to hearings in following cities: Portland, Ore., Battle Creek, Worcester, Wheeling, Jackson, Miss. [For details on this week’s actions and applications, see TV Addenda 15-H herewith.]

Dates for hearings in 4 more cities were set: Oct. 15, Harrisburg and Tampa-St. Petersburg; Oct. 20, Wichita and Jackson, Mich. Examiners for some of these are due to be appointed next week, possibly including Herbert Sharfman and/or Fanney Litvin, who have the 2 shortest hearings starting Oct. 1 -- the two-party cases for Waterbury and Canton, respectively.

* * * *

Commission settled confusion over zone-border problems, where channel is allocated to city in one zone but applicant proposes transmitter site in another -- by ruling that transmitter site is controlling. For example, Louisville’s WAVE-TV, with channel assigned to Zone II, proposes transmitter in New Albany, Ind., Zone I. FCC decided that station’s co-channel separations and power-height limitations must be governed by Zone I specifications contained in its rules.

Rules were amended to cover such situations -- effective immediately. [For text of new rules, contained in FCC Notice 52-992, see TV Addenda 15-H herewith.]

* * * *

Though FCC has "nailed down" its allocation plan with 49 CPs, and attempted to knock props out from under court appeals (by finding additional channels for some cities), it took occasion this week to answer number of criticisms of plan. Its justifications were contained in opinion denying WCAE’s request that Channels 9 & 4 be added to Pittsburgh. [For salient points in this decision, see below.]

SOME OF PHILOSOPHY behind FCC’s allocation plan is contained in interesting “Memorandum Opinion and Order” (FCC Notice 52-988) in which Commission this week denied the request of WCAE that Channels 9 & 4 be assigned to Pittsburgh (Vol. 8:35). Much of it was in answer to criticism of allocation plan voiced by Comr. Jones and others. Following are excerpts of Commission’s explanation:

1) “While the terrain surrounding Pittsburgh may have some effect on uhf propagation ... it is our view that uhf stations operating in Pittsburgh will afford a satisfactory TV service from the viewpoint of both economics and coverage.”

2) “We could have ... assigned channels at random without regard to the location of cities. To have done so would obviously have resulted in some theoretical efficiency of the utilization of such channels. Such assignments would have been unrelated, however, to the realities of geography and economics and would have resulted in an actual inefficiency in the utilization of the available channels.”

3) Reason for using postoffices and Commerce Dept. reference points as basis for mileage calculations is that they’re generally centrally located and have higher than average population density.

4) If proposed antenna sites were used as reference points, “the Commission would be compelled to suspend its rule making proceedings to determine prospective licenses, and prospective transmitter sites, for every TV station in the U.S. ... No licenses could finally be issued until the completion of the rule making proceedings with final assignments of channels. The result would be chaotic proceedings in which no applicant could be sure of the channels available. And the delays in establishing an adequate national TV system would be enormously increased.”

5) A “safety factor” regarding mileage separations was provided “against the possibility that the interference which stations may suffer will be greater than could be predicted upon the basis of the available data.” To show that it is willing to review its decision as more data becomes available, Commission pointed to fact it authorized experiments with booster and satellite stations—which will determine amount of interference produced by low-powered operations.
Telecasting Notes: Canada's first TV stations, Toronto's CBLT on Channel 9, which was inaugurated Sept. 6, and Montreal's CBFT on Channel 2, bowing Sept. 8, offer good reception over 80-mi. radius, according to CBC officials — no other stations in Dominion or U.S. being near enough to cut down service ranges. They will be hooked up (Ottawa, too, due on Channel 4 next spring) via 12-relay microwave sometime next year . . . Unable to agree over split in commercial rates, at week's end neither NBC-TV nor CBS-TV had made arrangements to hook up with CBLT, though lines from Buffalo were available; DuMont alone had definite affiliation . . . "Supercolossal" seems to be word for Emilio Azcarraga's huge new Televicentro, Mexico City, housing his XEW-TV as well as his radio operations, built at cost exceeding $3,000,000; nothing in U. S. rivals it yet, says Variety's radio editor George Rosen, in dispatch from Mexico City—though CBS's Hollywood setup due Oct. 1 and NBC's expansion there aiming for Oct. 4 completion will come near to doing so . . . Televicentro charges admissions to TV-radio shows, has studios seating 3000, with collapsible grandstands so they can be combined and converted into huge arenas . . . Proctor & Gamble ran survey of Mexican listeners' program preferences, found 55% like sports, 44% feature films, 43% comics, 40% musicals, 21% news, 18% quiz, 8% drama; found, also, that 78% of set owners (about 25,000) understood English, thus obviating dubbing in many kines and films . . . Britain's ban on TV-radio ads is costing country dearly in dollar export drive, says Sir J. Stanley Holmes, chairman of Beecham companies, makers of liver pills and other brand-name medicines; his firms spend $9,000,000 a year on advertising and would like to allocate some to TV-radio . . . Camera focused on city desk and nearby, daily except Sun. 1-2 p.m. El Mundo en Televisión show on Havana's CMUR-TV is edited by Gaspar Pumarejo, founder and former owner of station; newspaper El Mundo is part-owner at present, is also in group building second outlet . . . "UT Film Library" of musical shorts, designed as fill-ins and with name TV radio stars, being launched by United Television Programs Inc., 444 Madison Ave., N. Y., offshoot of Standard Radio, transcription service (Gerald King-Milton Blink); plan is to offer 2-year leases of library shorts, to which about 6 numbers per month will be added . . . Bishop Fulton J. Sheen dropping his bookings on NBC-Radio's Catholic Hour this season, but resumes weekly Life Is Worth Living series on DuMont Network Nov. 18, Tue. 8:30 . . . Stanford U requiring "internships" of 3 months in TV or radio station for students seeking new M.A. degree in TV-radio in courses under Prof. Hubert Heffner, head of speech-drama dept.; bay area stations cooperating . . . Syracuse's WHEN, in overnight move Aug. 31, shifted transmitter to Sentinel Heights, about 9 miles south; temporary 100-ft. tower with 6-bay antenna gives 21-kw ERP, will offer 50-kw from 12-bay at 1914-ft. above sea level by mid-Nov. . . . San Antonio's tallest building, Transit Tower, being reinforced to support new 6-bay antenna of KEYL-TV, weighing with tower, 22,000 lbs . . . NARTB Code Review Board to meet in New York Sept. 30-Oct. 1 to discuss progress; 94 stations (out of 109 in U. S.) now subscribe to code . . . "Integration" of TV-radio staffs at NBC (Vol. 8:25,34) have thus far resulted in dropping of between 100-150 employees . . . BAB's paid-space campaign on behalf of radio as an advertising medium breaks Sept. 8 in leading newspapers and business papers with first of series of 3 full-page ads.

NBC's new network radio rate structure, approved at Chicago meetings attended by 125 affiliates Sept. 3-4, consists of discount plan which in effect cuts evening time costs 23-30% depending on type and volume, increases morning time costs 4%; retains present afternoon rates. Plan to be submitted to 192 affiliates also provides for 14% reduction in network payments to stations.

NBC brass said revisions are "designed to increase the use of the medium by present advertisers and to develop new business" and told affiliates how discounts can attract daytime advertisers into night periods, and vice versa. President Joseph H. McConnell said new rates would be effective when necessary station acceptances are received.

It was foregone conclusion that other radio networks would be forced to cut rates after CBS did (Vol. 8:33). Both are running behind last year in dollar volume, as shown in PIB tables (Vol. 8:35). Though both ABC and MBS are somewhat ahead, they are expected to follow suit.

Chairman of NBC stations planning & advisory committee P. A. Sugg (WKY & WKY-TV, Oklahoma City) had this comment: "Though the affiliates believe that, in terms of values delivered, network radio is already under-priced, we recognize the realities of the competitive situation. I think I can speak for practically all the stations represented at the Chicago meetings in saying NBC has approached the problem with intelligence, imagination and sound business judgment."

Paul Dobin, chief of FCC Broadcast Bureau's rules & standards div., who as Commission counsel in TV allocation proceedings played a leading role in writing Final Allocation Report of last April 14, resigned this week to join Washington law firm of Cohn & Marks. His probable successor will be his assistant, Arthur Scheiner. Dobin is a Harvard graduate, Class of '41, joined Army immediately thereafter, joined FCC on discharge in 1946 and for a time was legal asst. to Comr. Jones.

Personal Notes: New TV advisory committee formed by ABC includes as first members: Kenneth Berkeley, WMAL-TV, Washington; Franklin Snyder, WXEL, Cleveland; Mortimer Watres, WCPO-TV, Cincinnati; William Lane, WLTV, Atlanta; Otto P. Brandt, KING-TV, Seattle . . . Samuel Chotzinoff, NBC gen. music director, sailed for Europe Sept. 4 to join Toscanini in Milan, returns in early October to prepare for maestro's NBC Symphony series starting Nov. 1 and for NBC-TV Opera Theatre. Dick Rawls has resigned as mgr. of ABC stations dept. to enter independent station operation; he's succeeded by Al Beckman, from sales & traffic operations, bearing new title of director of TV-radio station relations . . . Ray Diaz new national program director, ABC-Radio, succeeding Leonard Reeg, program v.p. who resigned to join John Gibbs Agency, for which he will set up Hollywood branch . . . F. Cleveland Hedrick Jr., ex-Pierson & Ball, has opened own law offices at 1025 Connecticut Ave, NW, Washington . . . Robert J. Wade, ex-NBC, joins Rotondo Construction Co., New York TV-radio & stage builders, as production director . . . Granville Esch promoted to studio supervisor, KRON-TV, San Francisco, with Doran Ford as asst. . . . Gene Wilkey, gen. mgr. of WCCO, Minneapolis, moves to KMOX, St. Louis, in same capacity, John L. Ackerman joining CBS spot sales in N.Y. . . . Ray Cole, DuMont engin with unusual sideline, is producer of play Suffer, Little Children staged by Greenville (Pa.) Summer Theatre, with movies already bidding . . . Don Flagg, ex-Telepix, now president of Don Flagg Productions, San Francisco, named west coast rep of DuMont film syndication dept. . . . R. C. Maddux, sales v.p., WOR-TV, has resigned . . . E. E. Ehleman Jr., from Chicago office, and Harry B. Tremaine, ex-Exquire, join Raymer N. Y. office . . . Werner Michel, asst. director of TV-radio, Kenyon & Eckhardt, resigns as of Sept. 15 . . . Roger LaReau, commercial mgr. of WTVN, Columbus, named regional sales mgr. for all Edward Lamb enterprises, including TV stations WTVN & WICU; AMS WIKK, WHOO, WTOD; Eric Dispatch.
Station Accounts: TV stations aren't publicizing it much, but quite a few are hanging out SRO sign on fall-winter time availabilities - what with major networks claiming every bit of option time, national spot going great guns, local well up. One station frankly stating that practically all prime evening time is sold (6:30-11:15 p.m.) is WCAU-TV, Philadelphia, its latest sales being to Blue Cross, sponsoring March of Time, thru Gray & Rogers; Hamilton Watch Co., thru BBDO, and International Silver, thru Young & Rubicam, alternating Jeweler's Theater; Esslinger Beer, 3 added newscasts, thru C. Cunningham Cox; Spratt's Dog Food, Crusader Rabbit, thru Paris & Pearl ... Leonard F. Schmitt, GOP primary candidate for Senator opposing Wisconsin's Joseph D. McCarthy, not only used 25 hours of radio in his much-publicized Aug. 28 talkathon; he included 4 half-hour TV periods on WTMJ-TV, Milwaukee. Backers paid 6 Milwaukee stations carrying portions of the talkathon exactly 8840.54 for time ... Dunhill, subsidiary of Philip Morris for promotion of King-size cigarettes, is buying all available spots, including some 5-min. news, weather, sports, for saturation campaign Sept. 9-15 in 7 eastern cities, thru Biow; among other availabilities, it bought 123 spots on WCBS-TV, 57 on WNBV, others on WABD ... Sinclair Refining Co., using TV-radio with other media in big campaign for new anti-rust gas, thru Morey, Humm & Johnstone, N.Y. ... Among other advertisers reported using TV: Crispie Potato Chip Co., thru Botsford, Constantine & Gardner, San Francisco; Iron City Chemical Co. (Glycolator), thru Dan W. Frye Adv., Pittsburgh; Mound Metalcraft Inc. (Tonka toys), thru Craigie Adv., Minneapolis; Rex Products Co. (masonry water-proofing paint), thru Clark & Rickerd Inc., Detroit; Westhauser Nurseries, thru Kencliffe, Bresch & Co., Chicago; Commercial Solvents Corp. (Norway & Peak anti-freeze), thru Fuller & Smith & Ross, Chicago; Kroehler Mfg. Co. (Sleep-Or-Lounge), thru Henri, Hurst & McDonald, Chicago.

Network Accounts: When Milton Berle's Texaco Star Theatre returns to NBC-TV Sept. 16, Tue. 8-9, it will run on 3-week consecutive cycle, with Buick taking over every 4th week for new program; agency for both is Kudner ... Procter & Gamble will sponsor 3:45-4 Mon.-thru-Thu. segments of Welcome Travelers starting Sept. 8 on NBC-TV, Mon.-thru-Fri. 3:30-4, with Shwayder Bros. Inc. (Samsonite luggage) sponsoring Fri. 3:45-4 ... Sealy Inc. (mattresses) start alt. week sponsorship Oct. 18 of Balance Your Budget on CBS-TV, Sat. 10:10-30, thru Ollan Adv., Chicago ... Wine Corp. of America (Mogen David wines) started Where Was I? Sept. 2 on DuMont, Tue. 9-9:30, thru Weiss & Geller, Chicago ... Gulf Oil retaining Fri. 8:30-9 on NBC-TV for Rendezvous after dropping We, the People Sept. 26 ... Philip Morris will probably sponsor My Hero with Robt. Cummings on NBC-TV, Sat. 7:30-8, starting in Oct. ... Lever Bros. (Pepsodent) reported reading sponsorship of Jack Lemon & Cynthia Stone on CBS-TV, Tue. & Thu., 7:45-8, thru McCann-Erickson ... Kate Smith Show returns Sept. 8 to NBC-TV, Mon.-thru-Fri. 4-5 with following sponsors: Procter & Gamble, Kromark Mfg. Co. (Esquire shoe polish), Doekins Tissues, Junket, Glidden Co. (paints), Pillsbury, Minute Maid, Nestle Co., Johnson & Johnson, Gerber, Simoniz & Toni Co. ... DuPont starts Cavalcade of America Oct. 1 on NBC-TV, alt. Wed. 8-8:30, thru J. Walter Thompson; Scott Paper Co. reported buying alt. weeks for dramatic program ... General Foods sponsorship of Life With Luigi starts Sept. 22 on CBS-TV, Mon. 9:30-10 ... P. Lorillard Co. (Embassy cigarettes) resumes The Web on CBS-TV, Sun. 10-10:30, thru Lenen & Mitchell ... Adam Hat Stores start Famous Fights From Madison Square Garden Sept. 15 on DuMont, Mon. 9:45-10, thru Hirschon-Garfield ... Colgate starts Mr. and Mrs. North Oct. 3 on CBS-TV, Fri. 10-10:30.

FCC's AUDIT of TV network & station 1951 revenues ($235,700,000) and earnings before Federal taxes ($41,600,000), analyzed in our Vol. 8:34, impelled NARTB president Harold Fellows to draw some comparisons with radio ("going up, even in TV markets") and to draw conclusion that "TV is big business requiring big revenues because it costs big money to operate it." At current direct meetings, however, he is telling radio broadcasters to "move cautiously" in contemplating going into TV, but makes these predictions:

"(1) TV is big and it will get much bigger. Within a few years, at least one signal will be available to virtually every home in America.

"(2) TV's time costs are not likely to come down, but advertisers will receive bonuses in the form of increased listenership and more business.

"(3) Among the printed media, TV probably will have a more dire effect on magazines than on newspapers, although this possibility may derive from the fact—as in radio—that there may be over-expansion in the periodical field.

"(4) TV is not apt to lower the value of good radio stations.

As for radio, Fellows admonishes not to put it on "the back shelf." Much of the radio broadcasters' business, he continued, is coming from a new source—from the local retailer who is awakening to the tremendous advantages of this low-cost medium.

"Radio has never been stronger," he asserts. "In my opinion, it will remain strong. It is the best buy you can get for the money you spend in most lines of merchandising and selling."

"So TV is not proving a bogey-man at all. Like most things new, the people—providentially, perhaps—were prepared for a magnificent new product of science: as they were ready for the steamboat, the airplane and the unfolding wonders of atomic development."

Station rep changes: KJH-TV, Los Angeles, drops Petry in line with General Teleradio's policy of having own representation. And it's official now that ABC is dropping own national spot sales (Vol. 8:35) to have its owned- & managed stations in New York & San Francisco represented by Petry, in Chicago & Detroit by Blair. No announcement has been made yet about Los Angeles representatives. Most major reps bid for the ABC contracts, with exception of Katz.

Survey of evening radio listening in 4200 New York TV homes during a week in March "explodes" certain popular notions, says Pulse Inc., by showing that listening has increased steadily for last 16 months; that networks share the increase as well as independent; that mid-evening listening has held up as well as early and late evenings.

Total radio homes in U.S., now 43,866,120, represent 98% of all homes in the country, reports A. C. Nielsen Co. There were 40,970,000 (95.8%) in 1950 U.S. Census. States with 90% saturation: Iowa, Kansas, Minnesota, Nebraska, South Dakota, Wisconsin.

Merger of ad agencies Geyer, Newell & Ganger with W. Earl Bothwell Inc. to operate under former's name, announced this week by B. B. Geyer, who is chief executive officer, and Bothwell's Aldren H. Kenyon, who is chairman of executive committee.

New CBS-TV Pacific Network will comprise KNXT, Los Angeles; KPIX, San Francisco; KFMB-TV, San Diego; KSL-TV, Salt Lake City; KPHO-TV, Phoenix. First account, starting Oct. 6, is United Air Lines' Harry Owens Show.
STORIES ABOUT COLOR TV in newspapers last week (Vol. 8:35), though they merely recapitulated history of color battle and presented little new, did have effect of reviving curiosity about color's progress.

Publicly, FCC sticks to its official position, expressed by Comr. Rosel Hyde, speaking at West Coast Electronics Convention in Long Beach this week: "The FCC has already accepted a color TV system. However, we won't close our eyes to progress made since then."

But virtually everyone at FCC, as in industry, recognizes that the officially "accepted" but dormant CBS field-sequential system, has no chance of resuscitation.

Progress on compatible system, through industry's National TV System Committee, has been admittedly slower than many enthusiasts expected it to be. But those familiar with work of NTSC and its numerous panels don't accuse it of dilatoriness. FCC itself is kept completely informed of every move—receiving copies of all minutes of all panels and main NTSC group itself.

Even CBS and Paramount's 50%-owned Chromatic TV Labs finally concluded they have everything to gain and nothing to lose by participating in work of NTSC. Both recently became members. Former is represented through its manufacturing division, CBS-Columbia Inc., with engineering v.p. L. M. Kay as delegate. President Richard Hodgson represents Chromatic, which at one time was prime mover in efforts to get NPA to lift ban on production of field-sequential receivers. Company had hoped to create market for its Lawrance tri-color tube.

Currently, Chromatic is marking time with its tube. Hodgson says. Company is trying to keep busy with govt. orders while waiting for commercialization of compatible system. Hodgson reports company is making a few 21-in. round tubes, plans rectangulars when metal shells are available, is prepared to make both 1-gun and 3-gun tubes.

Theatre-TV proponents are still dissatisfied with AT&T's responses to their requests for cost data on intercity transmission facilities. AT&T told Motion Picture Assn. of America and National Exhibitors Theatre TV Committee that it doesn't have equipment needed for kind of transmission they want and that it can't estimate cost of supplying such facilities. MPAA & NETTC met Sept. 5 in Washington, decided to write AT&T again. They complained to FCC that hearing starting Oct. 20 (Vol. 8:80) may be unduly protracted due to lack of data.

Committee to study TV-radio rating methods was appointed last week by Advertising Research Foundation. An effort to resolve conflicts among various audience measurement services, $25,000 study is financed partly by BAB, with remainder expected to come from NARTB. Committee headed by Dr. E. L. Deckinger, Biow, includes Hugh M. Beville, NBC; Harper Carraine, CBS; Oliver Treyz, ABC; Richard J. Puff, MBS; Fred B. Manchee, BBO; J. James Neale, Dance-Fitzgerald-Sample; G. Maxwell Ule, Kenyon & Eckhardt; Gordon A. Hughes, General Mills.

Canadian rights to make and sell Telemeter equipment for pay-as-you-look TV has been acquired from International Telemeter Corp. (50% owned by Paramount Pictures) by Famous Players Canadian Corp., which has named Jean A. Pouliot as chief engineer.

Mitchell Wolfson's successor as president of Theatre Owners of America, which holds national convention in Washington's Shoreham Hotel Sept. 14-18, is reported in motion picture trade circles as likely to be Alfred Starr, Nashville circuit operator.

NARTB district meeting in Denver's Cosmopolitan Hotel Sept. 11 will feature forum on TV-radio legislation and regulation, with Senator Johnson (D-Colo.) and ex-FCC chairman Wayne Coy as principals.

NTSC members feel time they've employed field testing has been fully justified. They admit they've turned up bugs, but say they've found solutions. For example, color synchronizing burst had no effect on compatibility of system, couldn't be detected on black-&-white receivers—until it was picked up on sets made by 2 large Chicago manufacturers. Pictures "jittered" intolerably, but burst was modified to eliminate trouble.

In another case, an "intercarrier beat" of about 600 cycles developed between sound carrier and color subcarrier, producing interference resembling that occurring with local oscillator interference. Technique to minimize the effect was found.

Currently, other improvements are under consideration. These will take additional time to field test, and Sept. 8 meeting of whole NTSC will weigh advisability of allotting the needed time.

RCA just this week received FCC permission to field test 3 different color subcarrier frequencies to determine which is most compatible, producing best black-&-white picture. Authorization is notable in that NBC is permitted to use WNBT, New York, for 15 minutes daily during regular programming hours, 9 a.m.-noon, Sept. 15-30.

To those who may charge that NTSC is conducting a "delaying action," members point to current Justice Dept. anti-trust proceedings (see p. 9) and foolhardiness of giving slightest impression of "collusion."

It appears that most wounds of the great color war have healed. We haven't checked recently with former FCC chairman Wayne Coy for his current views. We don't know what significance should be attached to this:

In reception room of Chairman Walker's offices at FCC there hang pictures of all former chairman. Mr. Coy's is the only one in color.

Signal Corps' mobile TV system, housed in 4 buses, will be both described and employed during Oct. 6-10 SMPTE convention in Hotel Statler, Washington. It will be used to televise talks by military representatives on use of TV and photography by their respective branches, feeding pictures to 10 direct-view sets and one 5X7-ft. projection receiver at convention. Maj. William A. Garden, NBC-TV producer of field shows before recall to active duty, is in charge. Chief engineer is Lieut. Pierre Boucheron Jr., former NBC development engineer.

Preparing for theatre-TV hearing Oct. 26 (Vol. 8:30), NARTB's TV engineering advisory committee meets in New York Sept. 19. Members: Raymond F. Guy, NBC, chairman; Rodney Chipp, DuMont; John Leitch, WCAU-TV, Philadelphia; J. E. Mathiot, WGAL-TV, Lancaster; Carlton G. Nopper, WMAR-TV, Baltimore; J. R. Poppele, WOR-TV, New York; R. J. Rockwell, Crosley Broadcasting Corp.; Thad H. Brown, NARTB director of TV; Richard Allerton, NARTB research director.

Screen Actors Guild joined motion picture industry in opposing Gov't.s 16mm anti-trust suit against 12 producers and distributors (Vol. 8:30, 31, 32, 34), will request AFL executive council to investigate Justice Dept.'s action. SAG also announced it favored release of more old films to TV provided (1) producer sells TV rights to films "of his own free will" and (2) actors in such films receive additional compensation for their TV rights.

Axel G. Jensen, Bell Labs director of TV research, will be recipient of 1952 David Sarnoff Gold Medal Award at Society of Motion Picture Engineers semi-annual convention in Washington's Hotel Statler, Oct. 6-10.

RCA's 12th training course in basic theory, design, operation and maintenance of telecasting equipment will be conducted at Camden Sept. 22-26.
TRADE GOES WELL & GOOSE HANGS HIGH: It's a happy prosperity the TV manufacturers, distributors and dealers now generally enjoy and apparently face rest of this year and well into next. That is, if you can accept what nearly all will tell you, and if we're to believe what the economic experts forecast for industry at large and for consumer goods in particular.

Most optimistic sizeup of current situation, among the many business reports crossing our desk, is the one in this week's U.S. News & World Report (Sept. 5), its business trends page opening with these words:

"Almost all clouds seem to be disappearing from the business horizon. Good business generally is in prospect for the remainder of the year. That is the appraisal of nearly all trade groups and analysts." It goes on to spell out why "business optimism actually is based on a solid foundation." Very pleasant reading.

Just about everyone you talk to in TV is optimistic -- in "old" areas as well as the "new" ones that will open up toward end of this year and during 1953 as result of FCC's newly enlightened policy of authorizing new stations as speedily as possible. Since freeze was lifted, 49 CPs have been granted, 38 of them uhf -- and they're coming along each week at comfortable rate (see TV Addenda 15-H herewith).

Uhf in Portland and Reading within matter of months (see p. 1) means brand new markets, for which manufacturers & distributors are well prepared; they tell us they will have plenty of receivers in the new uhf-first markets, mostly with uhf built in, ready to ship as soon as stations are ready. In vhf-uhf areas, there will be plenty of converters for old sets and plenty of uhf promotion for new.

If Denver is any criterion of hunger of TV-less areas, every newly opened market should prove an immediate bonanza for the industry.

* * * *

Intra-industry signs are plentiful, too, that the optimism is justified. Not only continuously favorable production and inventory figures (see below) but various other reports from the trade are symptomatic. For example:

Big 4 manufacturers -- Admiral, Motorola, Philco, RCA -- all say business is swell. An RCA spokesman, assessing good summer after the poor spring, remarked: "I never did think this business was ready to slide back far." Philco's Jimmy Carmine said business is up 50% over last year at this time, with night shifts working.

Zenith's Henry Bonfig and Hallicrafters-Chicago's Ernst Riehl are quoted in trade press as saying demand for TVs is unprecedented, business excellent. Magnavox president Frank Freimann reports June-July orders and shipments tenfold ahead of same months last year, early August best in company's history.

Big Corning Glass Works, estimating that 20,000,000 TVs will be sold in the next 4 years (probably conservative), is expanding tube plant in Albion, Mich., has already added 200 workers. And Philadelphia Electric Assn. reports 11,885 TVs sold in July as against only 4835 in July 1951.

* * * *

Foregoing digests of some of the salutary reports of the week are topped by RTMA production & inventory statistics. Last week's were good, this week's better:

TV output went up again -- to new high of 144,212 (6139 private label) in week ending Aug. 29; preceding week's 138,705 had also been year's record. It added August's 5 statistical weeks up to 566,199 (preliminary estimate).

Inventories at factory went down again -- to 242,807 on Aug. 29, lowest since March. This was about 25,000 less than preceding week (Vol. 8:35).

Radios continued steady, output for week 170,208 (69,706 private), factory inventories 307,109. Preceding week's production was 165,912, inventory 335,160. Week's radios were 65,085 home sets, 27,692 portables, 37,230 clock, 40,201 auto.
Topics & Trends of TV Trade: Better Business Bureau really means business, naming names and brooking no nonsense from TV-radio-appliance firms using misleading advertising claims of “emergency” and “Every-thing Goes—Regardless of Cost.” In New York, BBB this week bitterly condemned Sunset Appliance Stores claim for such ads, urged they be banned—an opinion concurred in by panel of TV industry representatives. After blasting Sunset for selling some sets higher than in other stores, despite ads purporting to present merchandise at “lowest prices in history,” BBB recom-}mended that no general “underselling” or “lowest prices” claims be made by any retailer. Sunset officials, whose run-ins with BBB date back to summer of 1951, denied their ads were erroneous, reported “no complaints as yet from consumers.”

Britain’s radio industry, whose output runs about $250,000,000 a year, has been fighting a losing battle against sales resistance at home because of the two-thirds purchase tax on TV-radio sets and restrictions on install-ment buying, reports London dispatch to New York Times Sept. 1. But industry is making tremendous effort to tempt buyers at current National Radio Show, where cheapest radio is $21, while TVs run $107 for 9-in. Bush model, $179 for 12-in. Ferguson, up to $338-360 for 17-in. Console and $809 for 21-in. Export business is reported good, with some $70,000,000 worth of goods sent abroad to Canada, Netherlands, South America—including both new Canadian telecasting transmitters, orders for 5000 receivers for Colombia and Brazil, and 10% of components exports going to U.S. Dispatch also says some manu-facturers have begun making sets suitable for use in U.S. and on Continent.

Merchandising Notes: Dynamic Mort Farr, president of NARDA, flushed with success in crusade to persuade some manufacturers to go to one-line-a-year, now warns that public confidence will be undermined by promiscuous TV dealer franchises. He views with alarm situation in Denver, where there are more than 500 dealers, including drug stores, antique shops, even an undertaker; says they aren’t properly equipped to inspect, install or service TVs ... Victor Television Corp. (Victor Grober, pres.) perma-nently enjoined from using “Victor” in corporate name or otherwise by reason of final decree obtained by RCA in Federal district court in N. Y. last week ... In Phila-delphia Federal district court, Price Vacuum Stores Inc. was enjoined from selling vacuum cleaners bearing “Ad- miral” brand, following complaint by Admiral Corp. ... GE placing first ads explaining TV serviceman’s accom-plishments and problems in Sept. 8 Life, Oct. 4 Collier’s, captioned “America’s Newest ‘Profession’ Keeps 18 Mil-lion TV Sets Healthy” ... Montreal Television Show is scheduled for Sept. 15-20 in Mt. Royal Hotel, with most Canadian set manufacturers displaying ... Tieups with CBS stars will feature CBS-Columbia Inc. promotional campaign, first ads featuring Jack Benny saying “I’ve traded in my Maxwell for a CBS-Columbia set” ... Crosley Distributing Corp., Avco subsidiary, sets up own “Brama” awards for branch managers leading in monthly sales.


Trade Personals: Glen McDaniel, RTMA president, returns to his desk Sept. 8 after 5 weeks abroad; he’s due to leave RTMA Oct. 1, no successor named as yet ... W. M. Adams, Sprague Electric, named chairman of RTMA export committee, succeeding V. S. Mameeff, Raytheon; Meade Braun, RCA International, appointed vice-chairman; M. Freyman, RCA appointed chairman of tax committee ... P. B. Reed, RCA Service Co. v.p. in charge of gov’t. service div., off Sept. 1 on month’s flying trip to armed forces bases in Alaska, Japan, Korea, Formosa, Philippines, Hawaii ... Dr. George W. Brown, ex-RCA Labs, recently with Rand Corp., Santa Monica, and visiting professor of engineering at UCLA, joins International Teleemer Corp., he’s not to be con-fused with RCA Labs’ Dr. George H. Brown ... C. P. Boggs, ex-Sylvania, appointed manufacturing v.p., Brush Development Co., Cleveland ... Daniel G. Schuman elected controller, Stromberg-Carlson, succeeding the late J. Les-ter Gasser ... Wm. Steele, ex-Jerrol Rd., is establishing Tele-vision Sales Co., 1711 Fairmount Ave., Philadelphia, to distribute receiving and picture tubes ... Wm. L. Thibadeau rejoins Starrett as gen. sales mgr. ... Neil T. Regan, ex-Steve Hannagan, handling Admiral account, named public relations counsel for Hallerrafters ... James M. Landis, ex-SEC and Civil Aeronautics Board chairman, elected Skiatron director ... Edgar Dailey, ex-International Resistance, named chief engineer of Snyder Mfg. Co. (antennas).

Olympic Radio reports net loss of $36,511 on sales of $8,276,518 for 6 months ended June 30, compared with net profit of $259,206 (70¢ a share) on sales of $8,842,942 same 1951 period. President Percy L. Schoenen blamed deficit on narrower profit margins from lower prices and on costs related to preparations for defense contracts, but he said orders for 1953 TV sets indicate “profitable operations for the closing half-year.” Firm cut inventories from $4,383, 572 at mid-1951 to $2,785,585 at mid-1952. Govt. contracts total $16,000,000 and revolving credit with Irving Trust Co. will make available additional $2,500,000.

“Ultra-High Day” at National Electronic Distributors Assn. convention and manufacturers conference in Atlantic City, Sept. 23-24, will feature RCA’s movie on uhf and panel discussion by Harry A. Ehle, International Re-sistance Co., moderator; R. D. Maddox, Belden Mfg. Co.; L. C. Nelson, Armstrong Radio; Harold Harris, Channel Master Corp.; Kenneth Weitzel, GE; Roger Furst, David Bogen Co.; Wilfred B. Whalley, Sylvania. RTMA board holds quarterly meeting in New York’s Hotel Roosevelt Sept. 19, with group meetings Sept. 17-19. Set div. names public relations & advertising committee at Sept. 17 meeting. Membership promotion committee reports Sept. 18, and phono-record industries will launch drive to promote sale of phonos and encourage phono jacks on all TV sets.

Magnavox feels market is ripe enough to warrant dropping all 17-in. in favor of 21-in., president Frank Freimann predicting that before long “17-in. will be relegated to position of the 12-in. sets of a year ago.”

Suspension of warranty, repair and rental price ceilings on TV and radio sets is being prepared by OPS as complementary action to its order suspending ceilings on TV’s, radios and phonographs (Vol. 8:35).

“Some Ideas on Vhf and Uhf Tuners” is subject of talk by P. R. Mallory’s Robert D. Baker at meeting of Radio Club of America in GE Auditorium, 51st St. & Lexington Ave., New York, 8 p.m., Sept. 11.

GE announces 27-in. rectangular picture tube (27EP4) under 23-in. in length (about 1-in. shorter than GE’s 24-in.) and providing 24x18½-in. picture.
DEPT. OF JUSTICE's projected grand jury probe into TV-radio-electronics industry (Vol. 8:11-12) had first day in court Sept. 4, with counsel arguing about 2 hours and Federal Judge Edward Weinfeld of New York district giving RCA 20 days to answer govt. reply to its motion to vacate or modify grand jury summons for voluminous documents relating to patents, color and FM. Gist of arguments by RCA counsel John T. Cahill and by Malcolm Hoffmann, special asst. to Attorney General:

(1) RCA contended data requested in sweeping subpoena, also served on RTMA and 17 other companies, had been previously covered in 1932 Delaware consent decree covering patent licensing. Govt. insisted consent decree has no effect on grand jury investigation, cited 1951 New-ark soap probe in which judge ruled grand jury may go over information subpoenaed in an earlier case.

(2) To RCA claim that subpoena is "so broad, sweeping, vague and indefinite that compliance therewith would be unreasonable and oppressive," Govt. replied that subpoena has already been modified in 15 instances; that range of grand jury probe of possible anti-trust violations must necessarily be extensive; that quantity of documents is not an adequate measure of a subpoena's reasonableness.

Substance of govt. argument is that growth of TV-radio industry has rendered obsolete many practices approved 15 or 20 years ago. Hoffmann cited expansion of RCA patent agreements as example of industry's growth, then said:

"The radio-television industry as it exists today, bears about as much resemblance to the radio industry of 1930 as a jet-powered transport does to Lindbergh's 'Spirit of St. Louis.' Nevertheless, RCA suggests that because part of the consent decree, designed to end industry abuses in 1930, related to RCA patent licensing policies, a grand jury sitting in 1952 in the southern district of New York is powerless to include in an investigation of the radio, television and related electronics industry any inquiry into RCA's present and possibly illegal control of this different and expanded industry by patents and patent licensing."

RCA contended Govt. should seek relief from Delaware courts if subsequent growth of industry has outmoded any provisions of 1932 decree. This the Govt. contended is impossible on grounds only a grand jury investigation can produce necessary facts on which to base an appeal to courts.

RCA claimed original subpoena would have required examination of "15,442 file drawers approximating 56,802-120 sheets of paper located in many different locations throughout the United States and other countries of the world." Govt. counsel scoffed: "Frivolous."

Hoffmann told court that all respondents except RCA and "a company in bankruptcy proceedings" (unnamed) have complied in whole, or are presently engaged in compliance with subpoena and had taken advantage of his invitation to consult with him on interpretation of it. [Editor's Note: Govt. brief refers to 19 respondents, which means that our enumeration is confirmed, though actual identities of the companies haven't yet been released by Dept. of Justice; for list, see Vol. 8:34.]

Cahill argued RCA has no objection to presenting pertinent information on FM and color, which are scarcely mentioned in govt. brief. Cahill said he objected only to that portion of subpoena dealing with patent licensing. After Judge Weinfeld's ruling, expected shortly after RCA files its rebuttal brief, company will have 10 days to produce all data requested.

Certificates of necessity for rapid tax write-off of expanded electronics plants approved by DPA Aug. 14-20:

Govt. orders from RTMA members for communications and other equipment totaled $538,794,477 in first 6 months of 1952, compared with $508,709,882 same 1951 period. Largest amount, $263,131,886, went for radar. Remainer was divided as follows: communications, $160,693,327; radio navigational aids, $45,423,158; sonar, $10,783,479; laboratory & test equipment, $13,459,401; miscellaneous, $45,296,101. Sales billed to Govt. totaled $242,825,594 vs. $76,330,438 in first half of 1951. Second quarter orders this year reached $322,499,543, sharp increase over first quarter, but down from 1951's second quarter of $324-493,087.

Sylvania is moving its electronics div. from Boston to newly constructed plant on 76-acre tract in Woburn, Mass., scheduled to employ 850 this month; company will let contract this month for 64,000-sq. ft. first unit of new Winchester, Ky. plant.

Sylvania expects Dec. 1 to complete new 40,000-sq. ft. plant for making microwave tubes at Mountain View, Cal.
Only 5 new applications for TV stations were filed this Labor Day week, 4 of them for uhf. But they add considerably to competitive quests for facilities, as evidenced in new Cascade Television Co.'s application for Channel 8 in Portland, Ore., to be set for Oct. 1 bearing with Westinghouse (KEK), North Pacific Television Inc. (KING, Seattle) and Portland Television Inc. (local businessmen) as previous applicants. Cascade has large list of stockholders, headed by president George Sheahan, oilman, and including western radio station interests. Week's other applications: Worcester, Mass., Channel No. 14, by WNEB; Atlanta, No. 36, WEAS Inc., Decatur, Ga. (E. D. Rivers Jr.); Memphis, KWEM-TV Inc., No. 48 (E. D. Rivers Jr.); Saginaw, Mich., No. 51, WSWG (John L. Booth). Applications pending now total 736, of which 294 are for uhf. [For details about this week's applicants and FCC actions, see TV Addenda 15-II herewith; for complete list of all applications and all post-freeze FCC actions to date, see TV Factbook No. 15 and Addenda to date.]

Two international conferences at which U.S. is represented: (1) International Telecommunications plenipotentiary conference in Buenos Aires Oct. 1-Dec. 15, first such since 1947 Atlantic City meeting. Philip F. Siling, chief of RCA Frequency Bureau, sailed Sept. 4 to attend sessions designed to review and streamline ITU organizational setup. Only other industry member definitely going is C. K. Collins, AT&T. Rest of delegation, including officials of State & Defense Depts. and FCC, not yet named. (2) Radio broadcasting session of CCIR Study Group 10 which started in Geneva Aug. 25. Nealan Naughten, NARTB engineering director, is chairman of both U.S. and international committees. Other U.S. representatives at meeting are Eric Klappper, Bureau of Standards, and Wayne Mason, U.S. telecommunications attaché, Berne.

Remarkable long-distance TV reception was reported in Dominican Republic by set owners who found plenty of time for DX-ing while waiting for Ciudad Trujillo's HIT-TV to begin operations Aug. 1 (Vol. 8:31). That capital city's newspapers quoted residents as saying they had picked up programs from Miami (830 mi. away), Jacksonville (1095 mi.), Havana (870), New York (1560) and Philadelphia (1550) "from a few minutes to well over an hour." One U. S. citizen reports he viewed "a good part of the Republican convention." Ciudad Trujillo's station is operated by La Voz Dominicana, owned by Gen. J. Arismendi Trujillo, brother of republic's president. Antenna radiates 5-kw ERP. Aug. 1 also saw inauguration of country's first commercial FM broadcasts.

Can you top this claim for long-distance TV reception? Leslie Donley, Pueblo, Col. dairyman, reports he's received more than 20 distant stations since he bought his set in June. Among stations he's picked up (all on Channels 2-6): XEW-TV, Mexico City; CMQ-TV, Havana; WBRC-TV, Birmingham; WDTV, Pittsburgh; WSB-TV, Atlanta. Donley lives at altitude of 4000 ft., has 4-stack antenna, rotor and booster atop 36-ft. mast. He claims he's received signals from same distant stations again and again—as many as 12 times from same station. Report this week by Andrea tells of Puerto Rican customer, using 74-ft. tower and rotor antenna, who is picking up Washington, Jacksonville, Norfolk, Atlanta, Havana.

Oklahoma City-Amarillo coaxial cable construction has been completed, AT&T reports, adding it is equipped to handle only telephone service at this time, can be modified to carry TV when an order for TV service is placed.

Theatre TV gets rights to Sept. 23 Walcott-Marciano heavyweight title bout in Philadelphia, despite reputed $200,000 offer by commercial TV-radio sponsor; no home TV or radio.

Status of stations required to shift channels under FCC allocation (see story, p. 2) is as follows: (a) Already shifted—WEAZ-TV, Huntington, from Channel 5 to 3. (b) Granted STA to shift when ready—WKRC-TV, Cincinnati, 11 to 12. (c) Granted CPs to shift, but not given STAs to move when ready—WLTV, Atlanta, 8 to 11; WBRC-TV, Birmingham, 4 to 6; WCPO-TV, Cincinnati, 7 to 9; WXEL, Cleveland, 9 to 8; WNKB, Cleveland, 4 to 3; WHIO-TV, Dayton, 13 to 7; WOOD-TV, Grand Rapids, 7 to 8; WJAC-TV, Johnstown, 13 to 6; WAVE-TV, Louisville, 5 to 3; WTMJ-TV, Milwaukee, 3 to 4; WTAR-TV, Norfolk, 4 to 3; WDTV, Pittsburgh, 3 to 2; WJAR-TV, Providence, 11 to 10; WHAM-TV, Rochester, 6 to 5; WSYR-TV, Syracuse, 5 to 3. (d) Applicants for CPs pending—WOI-TV, Ames, 4 to 5; WTVT, Bloomington, 10 to 4; WKBK, Chicago, 4 to 2; WLWT, Cincinnati, 4 to 5; WLWC, Columbus, 3 to 4; WLWD, Dayton, 5 to 2; WOC-TV, Davenport, 5 to 6; WGAL-TV, Lancaster, 4 to 8; WHAS-TV, Louisville, 9 to 11; WMCT, Memphis, 4 to 5; WRGB, Schenectady, 4 to 6; WDEL-TV, Wilmington, 7 to 12. (e) Not yet applied—WNHC-TV, New Haven, 6 to 8.

Network TV takes second place only to magazines among media measured by Publishers Information Bureau for its National Advertising Investments in 1952, First 6 Months, just published. Covering 1749 advertisers offering 4763 products or services during that period, PIB reports 88 general plus 6 farm magazines totaled $278,951,780 vs. $251,789,367 for same 1951 period; 4 TV networks, $88,731,250 vs. $55,098,126; 4 radio networks, $83,457,170 vs. $95,535,222; 8 Sunday newspaper sections, $29,027,393 vs. $31,607,801. Ad expenditures are recorded by industry classes as well as by media in 100-p. book.

Company which started it all—sponsored radio, that is—said by NBC to be one Queensboro Corp., Jackson Heights, N.Y., which came to old WEAQ (now WNBC) 30 years ago with offer, accepted, to carry 15-min. commercial show plugging new apartment development. To celebrate that "first" of Aug. 28, 1922, WNBC put on special show last week starring Bob & Ray with old jingles as presented by Billy Jones & Ernie Hare, Clifton Club Eskimos, A&P Gypsies and other oldtimers.

New rules covering 72-76 mc band, sandwiched between TV channels 4 & 5 and used by police, fire industrial services, etc., were proposed by FCC this week. Proposal (FCC Notice 52-992, Docket No. 10315) would tighten conditions under which such stations may operate, so as to protect TV reception. There are about 1000 such stations in operation. Comments must be filed by Oct. 13, counter-comments 10 days later.

Report on high towers, compiled by working committee of TV, aviation and gov't. representatives (Vol. 8:35), is now in hands of FCC Comr. Webster and CAA deputy administrator F. B. Lee. They hope to have meeting of all interested parties late this month, when final approval is expected. Nub of report is that approval of sites should continue on case-to-case basis rather than on basis of fixed, restrictive rules.

As politicians, neither President Truman, Gov. Stevenson nor Gen. Eisenhower is a "sacred cow" to the networks. CBS-Radio had to cut Mr. Truman off when he over-ran his sponsored time in Milwaukee this week. Same day, CBS-TV had to fade out Gov. Stevenson during Detroit speech. And on Sept. 4, Gen. Eisenhower got same treatment from NBC during simulcast from Philadelphia.

Twentythird Century Fund, set up by Edward A. Filene in 1919 for research and education on economic problems, discloses it's contemplating experimental TV programs and production of 3 new films.
ALLIANCES OF NECESSITY—TV & MOVIES: A few more years, a few more stations — and it's a fair assumption that **telecasting revenues will surpass movie boxoffice.** If that statement seems fantastic, consider:

(a) The 4 networks and 109 existing TV stations will very likely achieve gross revenues of $400,000,000 or more this year (Vol. 8:30, 34).

(b) The 23,199 U.S. movie houses (official Jan. 1, 1952 count) will probably achieve boxoffice of about $1.2 billion this year, MPAA estimates. They took in $549,997,700 first 6 months, according to Internal Revenue Bureau.

(c) Thus TV revenues, with very few stations as yet on the air, are already running about one-third total boxoffice. And the number of stations is increasing, whereas movie houses (except for drive-ins) are decreasing.

Fact is that the 4 TV networks have already surpassed the 4 radio networks in time sales (Vol. 8:35). And it won't be long before the all-radio gross of $455,400,000 (FCC 1951 audit of networks & 2265 stations, which isn't likely to be surpassed by much this year, if at all) will be exceeded by the all-TV gross.

All of which isn't intended here to gloat over the lusty infant prodigy's rise, while its progenitors struggle to hold their own. But facts are facts, which here speak volumes about the fabulously fast growth of the fantastic business of telecasting. Certainly they're worth close scrutiny by those inclined to blind their eyes to reality — those newspaper people who scorned radio at first, those radio folk who shied from TV, those moviemen still whistling in the dark.

Movie gross has slipped badly since $1.6 billion peak in 1946, and doesn't look like it's on way to recovery, judging from its $1.235 billion in 1950, its $1.166 billion in 1951 and the expected $1.2 billion this year. **Television,** on the other hand, has leaped from gross of $34,300,000 in 1949 to $105,900,000 in 1950, $235,700,000 in 1951, and more-than-likely $400,000,000 this year.

Small wonder, then, there's so much talk about "marriage" or "alliance" and that no less an authority than MGM's Dore Schary, whose studio has been noticeably cool to TV, recently told New York Herald Tribune interviewer:

"**TV is here to stay,** and there's no question about that. But as yet TV hasn't been able to put on its screens anything to match the giant entertainment offered by the motion pictures, and it will be a long time before it will be able to do that. I think when it is done it will be the motion picture makers who put it on the screen for them.

"I don't believe anybody knows anything about what the eventual answers will be concerning the alliance between TV and motion pictures. [It] will come in the future, but when and how and in what form nobody knows.

"The way for the motion picture industry to challenge TV is to make an increasingly better product. TV cannot compete with entertainment of the quality..."
found in 'An American in Paris' or 'Greatest Show on Earth'. Nor could 'Quo Vadis' be properly or even adequately viewed on a 21-in. screen or even a 4-ft. screen..."

Sam Goldwyn's thesis -- that fewer theatres devoted to better pictures will be the evolution of movies, which must bring forth the Qualitative while TV goes in for the Quantitative -- seems borne out by the Schary dictum. That alliances are inevitable, forced by economic as well as popular exigencies, is borne out by:

* * * *

(1) United Paramount Theatres merger with ABC is fairly sure to be approved (Vol. 8:34), adding national TV network and 4 big stations to the 4 stations already owned by motion picture interests (TV Factbook No. 15, p. 6).

(2) About 35 entities applying for some 60 new stations are controlled or partially owned by theatre-owning interests, as a study of the 744 applications now on file will reveal (see full listings of all applicants in TV Factbook & Addenda).

(3) Production of new films made especially for TV, by both big and little moviemakers, is now a major Hollywood business -- far outstripping, in dollar volume, the business of renting old movies to TV.

(4) No one doubts, least of all the movie bankers, that all films in vaults will eventually be released to TV -- just as soon as there are enough stations to compete with theatres, at least for second or third runs, thus assuring better rentals than the $25,000 top now achievable from existing stations. One who has released his oldies to TV, Republic's Herbert Yates says: "We believe that by making our pictures available to TV, by the expansion of our facilities at the studio and the laboratories, we are developing a new source of business that will enable us to participate on a profitable basis in the future expansion of the TV industry."

(5) More and more top movie stars are going into TV, both live and film, in spite of restrictive contracts. Already signed for TV films are names like Ethel Barrymore, Irene Dunne, Charles Boyer, Robert Cummings, Joel McCrea, Joan Caulfield, Joan Crawford, Herbert Marshall -- to mention just a few now working on them.

(6) Among applicants for TV stations (as investors, primarily) you will find such names as Bing Crosby, Bob Hope, Jack Benny, James Stewart, Mary Pickford, Gene Autry, et al. (Crosby owns part of new station granted for hometown Spokane.)

(7) Movie promotions via TV, especially use of trailers, are on increase -- and it's commonly conceded they help boxoffice. Thus, as major buyers of time, the movie people are contributing to the prosperity of a medium that some still think is the main cause of their industry's decline.

ONE MORE VHF, 2 UHF; MORE SPEED URGED: Though many applicants complain of FCC delays, Commission thinks it's doing fairly well in TV processing -- 52 CPs granted since July 1, plus about 150 more applications sent to hearings.

Acting on this week's TV agenda, which yielded 3 CPs, Commission confined attention to Group A priority list, got as far as Fresno, 35th city.

Week's new CPs were: Roanoke, Va., WCLS, Channel No. 10; Rockford, Ill., Winnebago Television Corp., No. 39; Jackson, Miss., Mississippi Publishers Corp. (Jackson Clarion-Ledger), No. 25.

Rockford grant was first new one to any movie exhibitor -- Winnebago firm being controlled by the brothers Harry & Elmer Balaban, owners of chain of theatres in Chicago and other cities in Illinois & Michigan. They're brothers of Paramount Pictures' president Barney and Balaban & Katz's John (UPT) but in no way corporately connected with either the big film producing or exhibiting firms.

Competitive applications in following cities were notified they must go to hearings: Peoria, Rockford, Roanoke, Fresno.

New angle in Rockford is case of Greater Rockford TV Inc., which goes to hearing not only because of competition for Channel 13 from WROK but because of overlap and anti-trust questions. Theatreman Rolando F. Gran, 22.4% owner of Rockford application also holds 50% of Milwaukee Area Telecasting Corp. Commission says there's overlap between the two -- 13 miles in Grade A coverage, 46 miles in Grade B. In addition, he's involved in theatre anti-trust suits.
Since most applications will be tied up in hearings, FCC and Communications Bar Assn. are seriously concerned lest applications in important areas may remain bogged down for years.

In attempt to streamline hearing procedures, bar committee (Wm. Dempsey, chairman) met Sept. 12 with commissioners and staff. Commission was cooperative, appointed its own committee -- comprising Comm. Hyde and top attorneys Fred Ford, Joseph Kittner and Richard Solomon -- to work with bar group.

Groups will meet next week to consider methods of cutting deadwood out of hearings in such matters as depositions, stipulations, motions procedure, etc.

Appointment of additional examiners -- from list of 4 staff members whose names were submitted to Civil Service Commission -- is expected in week or two. The candidates are Thomas Donahue, Benito Gaguine, Gifford Irion, Annie Huntting.

* * * * *

Plea for speed in another respect -- the handling of priority lists -- was filed this week by WFPG, Atlantic City, applicant for uhf Channel 46. That station says priority procedure fails to carry out Commission's stated policy -- "to make TV service available to greatest number of people in the shortest period of time."

City is 66th on Group A priority list. While FCC has reached 35th city in Group A, it has hit 110th on Group B.

"At first blush," WFPG says, "it would seem to be an advantage to be on list A, the list of cities having no TV service, as compared with list B, the list of cities receiving one or more services already. Actually the reverse is true."

Station points to CPs already granted in Ft. Lauderdale (pop. 36,000), Ashland (31,000) and Massillon (29,600), each of which already receives one TV signal -- while Atlantic City, with 61,000 and no TV service, remains dormant. Even worse, WFPG says, Akron got a CP even though it receives 3 TV signals.

Further aggravating WFPG's situation is that delay jeopardizes its chances of quick delivery on uhf transmitter. It had been promised RCA's first new one.

These possible solutions are suggested: (1) Transfer uhf-only cities from Group A to B. (2) Accelerate processing of Group A while decelerating Group B.

* * * * *

Requests that allocation zones be changed in West Virginia, to permit addition of vhf channels to Bluefield and Oak Hill, were turned down by FCC this week. Commission said it wouldn't consider changes in zones for a year, adding that its experience in processing applications has strengthened its belief that one-year rule is necessary and desirable.

Commission also turned down NARTB's request that it reconsider grant to Kansas State College (Vol. 8:35). It didn't go into merits of NARTB's argument that Commission violated own rules in making grant, merely dismissed petition on grounds NARTB isn't a "person aggrieved or whose interests are adversely affected."

2 MACON AMs JOIN FOR TV, TEST POLICY: Clear-cut test case of "joint" TV application (from 2 AMs in same city) is now before FCC, should get action in month or less.

WBML & WNEX, Macon, Ga., both 250-watt locals (both also operating FMs), own 50% each in new Macon Television Co. which this week filed for uhf Channel 47. Macon is 54th on Group A priority list, and Commission reached 35th city this week.

After prodding by Sen. Johnson (D-Col.) and upon petition by KFBI, Wichita, Commission in June issued declaratory ruling stating that such applications would be considered on case-to-case basis as they came up (Vol. 8:28). It's quite likely that Commission would approve some types of joint applications -- particularly those from cities with great number of AM stations, theory being that such cities would still have plenty of AM competition.

Whether Macon application will satisfy FCC isn't easy to predict, but the application plays on Commission's tenderest emotion -- its desire to promote uhf.

Carefully prepared jointly by Pierson & Ball and Dempsey & Koplovitz law firms, application presents following situation and arguments:
(1) Macon has only 2 commercial channels, Nos. 13 & 47. WMAZ has applied for No. 13. WBML filed for No. 47. WNEX then debated which channel it should seek, decided to discuss tieup with WBML.

(2) If WBML & WNEX compete for No. 47, WMAZ will get quick grant, and, while first battle before hearing that may take several years, build audience of vhf sets that "may well present an insuperable obstacle" to new uhf station.

(3) If joint application is granted, Macon can get competitive service right off the bat, and public will buy vhf-uhf sets from the start, saving cost of adding uhf later and guaranteeing both TV stations an audience.

To counter argument that AM competition will be reduced by joint participation in TV station, the 2 stations promise:

(a) If joint application isn't granted, they'll pursue Channel 47 independently and competitively. Each has adequate resources to build TV whether AM is profitable or not. Furthermore: "Each party will continue to receive 100 cents on the dollar for every dollar earned by its radio station, and every incentive that now exists for WBML & WNEX to compete for the available AM advertising revenue will continue to exist if the [joint TV application] is granted."

(b) AMs will continue operating without inter-station consultation.

(c) TV rate card won't be tied into either AM rate card in any manner.

(d) Grant will be accepted subject to any stipulation FCC deems necessary.

REPORT ON ROANOKE & OTHER NEW MARKETS: This week's only vhf grant, first CP for vhf issued in a month, went to WSLS, Roanoke, Va., owned by big Shenandoah Life-Insurance Co. From its management we get the welcome word that it will get on air "early in 1953" to open up that brand new market.

Minimum of delay is expected because 20-kw Channel 10 equipment is already on order from RCA, transmitter site atop 3300-ft. Poor Mt. (17-mi. southwest of Roanoke) already in use for FM.

That's best "new market" news of week out of our continuing survey of plans of all CP holders -- with possible exception of statement this week from gen. mgr. J.C. Kellam of KTBC-TV, Austin, Tex. He now reports that Channel 7 station will go on with 2-kw interim transmitter which RCA promised to have in operation by Dec. 1. But, he adds: "We are going to try to beat that date by as much as Nov. 1."

Other current replies all come from uhf grantees: WHUM-TV, Reading, Pa., Channel No. 61 (Vol. 8:36), steel starts going up Sept. 22, mobile unit already in use to promote TV via closed circuits, 12-kw GE station "sure" by Dec. 1, says gen. mgr. Humboldt Greig; WAKR-TV, Akron, No. 49, considering interim low-power to get going early in 1953, says president Bernard Berk; WMAC, Massillon, O., No. 23, is "shooting for next Feb. 1," in words of grantee Edward Lamb; New England TV Corp., Fall River, Mass., No. 46, starting date "in vicinity of May 1953"; WEEU-TV, Reading, Pa., No. 33, "looks like about July 1, 1953," according to manager Thomas E. Martin who reports FM facilities on Mt. Penn will be expanded to add GE equipment.

Other replies are too indefinite to merit reporting, especially from the uhf grantees worrying about availability of transmitters -- but we'll continue to keep you posted as fast as definite dope is forthcoming.
PIX HITCH Tix Pitch to TV." Thus characteristically, Variety banners Sept. 6 report that movie promotions on TV are paying off at boxoffice—noting that $23,000 was spent that week in Los Angeles area alone for plugs via TV. No longer trial balloon, movie promotions on TV are admittedly reaching vast audiences and helping exhibitors in their eager efforts to hype boxoffice. As an example, 20th Century-Fox this week bought 75 spots on ABC's WJZ-TV to plug The Snows of Kilimanjaro—campaign running from Sept. 12-20, climax'd by 45-min. telecast final evening.

Extent of growing use of TV's "unquestionable power as a promotional medium"—and dollars & cents results therefrom—is theme also of excellent roundup in Sept 6 Motion Picture Herald, also one of movie trade's most important organs. Foremost example cited is RKO's outlay of several hundred thousand dollars on TV to plug King Kong. As direct result, old picture earned "phenomenal gross" during summer. RKO exploitation chief Terry Turner said:

"Our use of TV has increased the gross at the boxoffice anywhere from 25 to 200%. RKO found that where King Kong was supported by TV trailers, the opening day was 40% above normal. The day will come when we will spend $5,000,000 on TV instead of magazines. There will have to be an adjustment all around. It will mean changes in booking and clearances to take the best possible advantage of TV."

And King Kong isn't an isolated case. Warner Bros. recently invested heavily to plug Our Lady of Fatima on N. Y. TV stations, spending more than $5000 in one week with what Warner executives called "excellent results." Paramount's Caribbean opened to a $4000 house instead of normal $2900 at Philadelphia's Fox Theatre as result of TV advertising. MGM used medium in Cleveland for its Callaway Went Thataway and raked in added revenue. Encouraged by King Kong example, RKO repeated plan for Sudden Fear, The Big Sky, Clash by Night, The Lusty Men, One Minute to Zero, and reaped tidy windfall, especially when coupled with guest appearances of stars.

Stanley Kramer Co., thrilled by payoff on mere $5000 for High Noon on KTTV & KLAC-TV, Los Angeles, may revamp its advertising setup to accomodate TV, reports Variety.

While formats differ, plugs used for King Kong are expected to be pattern for future promotions, thanks to astonishing success. This called for 55-second TV trailers, scenes from pictures and spots—campaign beginning 10 days before film opened and continuing through entire run. Full cost of the promotions has usually been borne by the distributors, with circuit exhibitors chipping in. High costs are cited as chief bar to more participation by independent distributors.

Biggest drum-beater in its field currently is International Telemeter Corp., which advances 3 new suggestions as future possibilities for its pay-as-you-see system: (1) Turning over "fair share" of its coin-box take to NCAA members to help compensate for loss of gate receipts via telecasts. (2) Installing "yes" and "no" buttons on coin boxes so viewers can register their answers to any public questions put before them on TV; answers would be recorded on magnetic tape. (3) Including special slugs with soap bar purchases to be used to buy additional Telemeter programs.

Associated Broadcasting Development Corp. is name of new company formed in England to promote sponsored TV. Directors include Sir Alexander Aikman, chairman of EMI; Norman Collins, ex-BBC, now chairman of High-Definition Films; C. O. Stanley, chairman of Pye Ltd.; Sir Robert Renwick.

PARAMOUNT-DuMONT "control" issue entered final stages of long FCC investigation this week as both parties and FCC's Broadcast Bureau filed their proposed findings. On all other issues, including ABC-UPT merger, proposed findings are due Sept. 19.

Paramount and DuMont recapitulated all their arguments to effect that former doesn't control latter, and therefore, their various licenses should be renewed. If FCC rules favorably, each company can expand its TV ownership to 5 stations.

Broadcast Bureau contended that neither company has affirmative control of DuMont, but that Paramount's "veto" power (through ownership of all "B" stock, 2.9% of "A", election of 3 directors out of 8) gives it negative control. Following are Bureau's main points:

(1) Majority of both "A" and "B" stockholders must approve any corporate action.
(2) Treasurer Paul Raibourn, Paramount v.p., "has been an active and dynamic influence in DuMont's financial and other affairs" through his supervision of funds and his joint responsibility with Dr. DuMont for many important actions.
(3) Paramount can solicit proxies and gain control of board.
(4) DuMont withdrew Boston application in 1945 when Paramount opposed it.
(5) "Checks and balances" in company prevent Dr. DuMont's group from gaining control. Only twice did "A" directors force through measures Paramount directors disapproved.

Paramount and/or DuMont gave these counter-arguments to those five points:

(1) "A" stockholders dominate management and DuMont's financial condition permits expansion without Paramount's consent.
(2) Raibourn withdrew from DuMont activities after 1946, no longer supervises books but depends on company auditors.
(3) All "A" stockholders possess same power and, in fact, DuMont can win any proxy fight.
(4) DuMont crossed Boston application, picked Pittsburgh because it was on coaxial route.
(5) Paramount has almost always approved Dr. DuMont's policies—and in the 2 cases when they didn't, DuMont won.

Pressure on FCC for quick, favorable decision on ABC-UPT merger mounts daily, as ABC's AM-TV affiliates complain that uncertainty has seriously affected network's full business.

Theatre-TV proponents, in sarcastic answer to AT&T's most recent reply to requests for data on intercity transmission facilities (Vol. 8:36), argue that it's not for AT&T to decide whether specifications for 10-mc bandwidth are "necessary and practical." Motion Picture Assn. of America and National Exhibitors Theatre TV Committee, seeking information for hearing which starts Oct. 20, also contend that: (1) Necessary equipment and its cost are available or can be developed. (2) Cost data of existing facilities, which AT&T supplied, are of no value since existing service is "wholly inadequate and unsatisfactory." (3) Question is not whether AT&T can ultimately meet requirements, "but when and for how much." (4) Each party in FCC proceeding is under duty to furnish all available data.

TV-radio programming probe by Harris subcommittee of House Interstate & Foreign Commerce Committee (Vol. 8:20, 23, 26, 35) resumes in Washington Sept. 16 to hear Mutual's M. Hollis Scavely and NARTB's TV director Thad H. Brown Jr. and govt. relations director Ralph W. Hardy.

Union wage scale for TV film actors is in effect on virtually all filmed programs, with signing of 10 more contracts this week, Screen Actors Guild announced. Contracts provide: (1) Minimum salaries of $70 a day & $250 a week for single role in single picture, $320 for 2 films a week, $375 for three. (2) Additional payments to actors for re-use of TV shows. (3) Additional payments if films are exhibited in movie theatres. SAG is currently negotiating contracts in New York with ad agencies for actors in film commercials after winning 2-year jurisdictional fight with TV Authority. Latter demanded role in current negotiations, but parent union, Associated Actors & Artistas of America, ruled that SAG has sole jurisdiction over film actors, although TV Authority retains right to represent performers in live shows.

GRANT OF $5,000,000 for educational TV from Ford Foundation's Fund for Adult Education has officials of Joint Committee on Educational TV more optimistic than ever about prospects of actually putting reserved channels to use.

. Grant is not only largest to date but it's first designed to assist in station construction as well as program development. Fund will operate on principle that "the Fund helps those who help themselves," chairman Paul H. Helms stating that aid "will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden."

In addition to Ford grant, JCTET officials justify their optimism by reporting such activities as following:
(1) Some 30 more applications will be filed in next few months, many of them "serious" in the sense that funds will definitely be available for construction. To date, although 242 channels (about 12% of total) are reserved for non-commercial education, only 14 have been applied for, 8 of them granted (see TV Factbook No. 15 and Addenda to date).
(2) "Exploration" is in full swing at various levels—city, state, regional, national. Among more active states cited: New York (5 grants to its state university already), Connecticut, New Jersey, Pennsylvania, Ohio, Illinois, Oklahoma, Minnesota, Washington, Wisconsin, California, North Carolina. Southern Regional Education Board, representing 14 states, plans big session on TV soon. National Assn. of Educational Broadcasters holds annual convention in Minneapolis Nov. 6, hopes to add impetus to campaign.

(3) Though most broadcasters are antagonistic, JCTET thinks it will have better luck with manufacturers whose recently appointed committee (Vol. 8:32) has been consulting with JCTET. Optimism is based on theory that manufacturers anticipate good equipment market among educational grantees as well as new markets for receivers in areas too sparsely populated to attract commercial stations.

(4) Though teachers' pay is low and many schools are physically decrepit, it's a practical fact that those who hold schools' purse strings can be sold on TV more easily than they can be persuaded to raise salaries and improve school facilities.

Cost-to-coast theatre-TV hookup—first in history—for Sept. 23 Wallace-Marciano heavyweight title bout in Philadelphia (Vol. 8:36), will also be biggest yet. With AT&T theatre-TV facilities to west coast available for first time, approximately 40 theatres have signed up so far, some already sold out at $3-5 per ticket. Philadelphia and New England states were blacked out. Meanwhile, in Montreal this week, New Jersey boxing commissioner Abe J. Greene told National Boxing Assn. convention that increasingly tight hold on fight promotions by International Boxing Club and 2 major TV chains will doom small promoters by (1) tying all big fights to TV, (2) then ending fights on home TV, and (3) eventually forcing all major bouts into theatre TV.

TV occupies first 2 days of SMPTE convention in Washington's Hotel Statler Oct. 6-10, is subject of following papers: TV facilities of CBC, by J. E. Hayes, CBC; film projection with image orthicon camera, R. D. Chipp, DuMont; new variable focal length TV lens, Frank Gillette & Louis Raffiere, General Precision Labs; echoes in TV transmission, Pierre Mertz, Bell Labs; NTSC color. A. V. Loughead, Hazeline; dichroic mirrors, Mary Ellen Widdop, RCA; kinescope chemical image, Ralph E. Lovell & Robert M. Fraser, NBC; Signal Corps' mobile TV unit, John S. Auld, Signal Corps Photo Center; lighting movies for TV, Karl Freund, Hollywood; camera control system for TV films, Ferenz Fodor, Filmcraft Productions.
Telecasting Notes: From the authoritative spokesman of the commercial side of TV-radio, Sponsor Magazine: Talent & production bill for sponsored programs on the 4 networks will run "around $98,000,000" during 1952-53 season (Sept.-June); Sept. 8 edition of Sponsor publishes complete tabulation of all TV network commercial shows now booked, with estimated talent & production costs. It also reports that CBS-TV estimates its time sales for network time alone, after agency commissions & discounts, will run $53,000,000, or 90% ahead of 1951 when figure was $28,000,000 or 28% ahead of 1950... Major boom in both TV & radio spot this fall is predicted by Sponsor, which says combined dollar volume is expected to reach $65,000,000 in final quarter with "much new money being pulled out of other media"... All media except radio (off 19%) showed gains in July over July 1951, reports Printers' Ink; best gain was by business papers, up 24%, with TV up 18%; outdoor 13%, magazines 10%, newspapers 4%; TV's "DFs" is what Variety calls the "casualties of the continuing exodus of N.Y.-berthed shows to the Coast" as "more and more sponsors [are] growing film conscious and spreading their Hollywood wings." Axings at NBC-TV are cited; plus fact 16 fewer programs are originating this season in its N.Y. studios... Iowa viewers, interviewed for TV applicant WHO, Des Moines (same ownership as WOC-TV, Davenport), for most part (75%) didn't object to TV commercials—but 25% were annoyed by some of the advertising, mainly tobacco, beer & soap sponsorships; survey is published as 1952 Iowa Radio-TV Audience Survey. Dr. Whan's survey also found that Iowans in TV homes still spend 55.5% of daily listening time at radios... Operations of WNEW, New York, one of most successful AM independents, will be subject of article tentatively scheduled for October Fortune Magazine; big AM station is to get same dollars & cents treatment as WMJ-TV last winter (Vol. 8:1).... New TV-movies tieup for joint promotions is planned in Chicago between NBC and local theatres following pattern of deal network's WNB & WBNC arranged with 500 N.Y. theatres to swap facilities for mutual plugs via trailers, guest appearances, etc. (Vol. 8:33).... Metropolitan Opera Co. will present 2 or 3 operas in English as part of Ford Foundation's Omnibus shows starting on CBS Nov. 9, Sun. 4:30-6 p.m. Operas will be specially produced, not telecast direct from stage Teleprompters have been installed for clients by Chicago's WNBQ, first of NBC-owned stations to announce use; others reported also to have it, also network headquarters—CBS-TV having signed contract some time ago... KBTW (not KVOD-TV) will be call letters of new Denver station on Channel 9 for which FCC recently issued CP to owners of KVOD (Vol. 8:29).... New WHUM-TV, Reading, Pa., due Dec. 1, appoints H-R Representatives Inc. (Frank Headley) as exclusive national rep... Joe E. Brown will play role of circus manager in new program alternating every fourth week with Milton Berle show on NBC-TV... GE will conduct two 2-day TV studio lighting clinics for engineers and production experts at Cleveland's Nela Park, starting Oct. 13... WHAS-TV, Louisville, raises Class A hour rate Oct. 1 from $500 to $600, one-min. from $100 to $120.

Problem of high-gain antennas with beams so narrow that they sometimes overshoot vital population centers (Vol. 8:20) has been solved to satisfaction of ABC's engineering topkicks.

You'll recall ABC's experience with "nulls" (weak or non-existent signals) when it fired up its new Empire State Bldg. antenna (Vol. 7:51). We asked ABC's Frank Marx and John Preston to sum up their work to date, got this response from letter: "In the spring of 1948, our field experience with KECA-TV in Los Angeles began to confirm our earlier fears of the effect of antenna vertical radiation pattern nulls on service at short and medium distances from the antenna. In Los Angeles, using the standard in-phase antenna, the first null below the horizon fell across the center of Pasadena, resulting in weak and sometimes unusable service even though the Mt. Wilson antenna could be seen from the receiving location. "We corrected this problem, in the face of discouraging opinions from the manufacturers, by changing the phase of the current in a particular layer of the antenna by a particular amount to provide null 'fill-in.' In 1950, we designed our main Empire State antenna in a similar manner.

ABC then considered feasibility of "shaping" antenna patterns to minimize "useless and perhaps even harmful" radiation above horizon, succeeding in designing 8-gain antennas providing 50%-100% more power below horizon. "On the general subject," Preston concludes, "we have for some time looked with disfavor on high gain antennas which achieve desired values of ERP toward the horizon, but at the expense of inadequate fields within the service perimeter. Such antennas, in our view, truly produce 'paper kilowatts.' We greatly favor lower antenna gain (or the equivalent in special vertical pattern shaping) and higher transmitter power to achieve the desired horizontal ERP. In fact, I believe our experience and views along these lines have greatly influenced the expedited activity in development of 50-kw vhf transmitters. We fully expect a similar trend toward custom-built antennas."
STATISTICS POINT UP FAVORABLE TREND: Football and the World Series are about to add another fillip to nicely-moving TV trade -- but the most impressive news continues to come out of RTMA's weekly production & inventory figures.

First September output week, ended Sept. 5, continued high pace set in mid-August, with 133,458 TV units turned out (19,525 private label) -- only slightly down from the 18-month peak of 144,212 achieved the preceding week (Vol. 8:36).

Better yet, factory inventories fell once more -- to 226,089, lowest since mid-March, and comfortably down from worrisome high of 491,834 in June (Vol. 8:24).

Radio output dropped to 129,074 (50,883 private) as of Sept. 5 from 170,208 the week preceding. Radio inventories fell to 286,961 from 307,109. Week's radios were 44,622 home sets, 18,036 portables, 29,784 clock, 36,631 auto.

Thus, first 36 weeks of year have brought forth slightly more than 3,215,000 TVs, 6,140,000 radios -- so that it's reasonably certain the industry will make (and sell) even more than the 4,400,000 TVs and 10,900,000 radios averaged in an RTMA board poll last November.

We got average guesstimate of 4,850,000 as year's TV output in our own poll of 9 top producers in June (Vol. 8:24), guesses ranging from 3,700,000 to 5,500,000.

Next week's RTMA meetings in New York may well take time again for this popular game. Our own guesstimate is nearer 5,500,000 than 5,000,000 this year.

As for 1953, we're inclined to go along with Sylvania's Frank Mansfield, who heads RTMA statistics committee. He forecasts at least 5,000,000 sets in 1953, maybe 5,500,000 depending on number of new markets opened up by new stations.

For 1954 & 1955, Mansfield thinks 5,700,000 is good guess; then a possible tapering down as new markets consolidate their new telecasting gains. For 1956, he guesstimates 5,500,000. After that, by TV's tenth business year, he thinks replacement market will really be reflected. Heretofore it has been disappointing because of extraordinary long-life of TV sets -- now reckoned in terms of 8-10 years!

With 5,000,000 sets per year as replacement factor, eventually, Mansfield foresees minimum 6,500,000 sets per year by 1961. He emphasizes these are his own guesstimates, in no sense attributable to RTMA.

TV sets-in-use went above 18,350,000 as of Aug. 1 (Vol. 8:34). No less a spokesman than NBC's press v.p. Sydney H. Eiges predicted, at Pittsburgh TV-radio exposition the other night, that 20,000,000 will have been sold in U.S. by end of this year. At present rate, sets-in-use by year's end might well reach that figure.

Longer range, Dr. Allen B. DuMont estimated 40,000,000 sets sold by 1956 -- or double the probable "census" of Jan. 1, 1953.

All of which presages tremendous business ahead, other factors being favorable. What with new markets, second- & third-sets in the home, obsolescence and (touchstone of the whole trend) the acceptance now of TV as an indispensable adjunct of most households, it's probably fair to say that TV is well on the way to the same "98% saturation" now claimed for radio.

Note: Looks like RTMA chairman A.D. Plamondon Jr. will also assume pro-tem title of president after Oct. 1, when resignation of Glen McDaniel is effective. No successor to paid presidency is in sight. Provision having been made by last board, it's good guess that the elected chairman will step in. Headquarters meanwhile will function under capable direction of gen. mgr. James D. Secrest.
Topics & Trends of TV Trade: “Coming in here like a ton of bricks” is enthusiastic report from Buffalo on signal of Toronto’s new CBLT (Channel 9). Our correspondent is Dick Levy, of W. Bergman Co., Philco distributor, and his comments are worth repeating because they indicate how people in a one-station market also welcome new TV services—with consequent increase in demand for TV sets and accessories.

“If the high standard they set last night is maintained,” writes Levy day after opening of CBLT this week, “we’re due also for a big business in antenna and/or booster sales. I have a rotorless (switch) job and small booster. Works fine.” He goes on to laud CBLT’s “more leisurely, less commercial pace”, “better and smoother film projection” and “obvious emphasis on quality, perhaps at the expense of quantity.” As a major TV-radio sponsor himself, he liked particularly CBLT’s News Magazine, which included films from British, German, French & Dutch TV sources and kines from ABC, NBC & WOR-TV.

Canadian RTMA is bucking competition of Rediffusion Inc., Montreal, which has been feeding closed-circuit TV programs from its own studios to about 100 subscribers, and now advertises it will carry “all CBC programs” transmitted by newly-opened CBFT—including baseball games sponsored by CRTMA. Undoubtedly, set makers object not only to “resale” of programs for which they’ve paid but to fact Rediffusion supplies own receivers, which are 16-in. units made by Britain’s Ekco Ltd. Canadian GE, Westinghouse & Admiral are reportedly ready to sail into Rediffusion, which now says it plans new and “more objective” promotion. It charges $5.60 weekly for first year, $3.60 second, $3 third. Company furnishes wired radio service in such places as Hong Kong, Singapore, Malta, Malaya, as well as in England. Retailing Daily keeps running account of situation, has good roundup in Sept. 9 issue.

Future of printed circuits excites Hallicrafters about as much as it does Motorola, first to mass-produce radios with the technique (Vol. 8:33). In New York this week, president William J. Halligan told press that: (1) On Oct. 15, he’ll begin mass production of printed-circuit clock radios to sell for $34.95 & $37.50, about 50% below prices of similar sets produced conventionally. (2) Twenty girls will be able to assemble 1000 sets a day, compared to the 100 girls needed today. (3) Single dip can make about 100 connections. (4) As for TV sets: “Right now we can do about 1000 of these connections in a single dip, so the day isn’t far off when TV sets will also be turned out on such an assembly,” effecting about 25% savings to consumer. (5) Time is approaching when one man will control entire TV and radio assembly lines.

Canadian RTMA reports July TV set sales by factories were at record 7492, with list value of $3,398,944, apparently in anticipation of new Montreal and Toronto. Steady rise brought sales for first 7 months of 1952 to 38,178 worth $17,703,801. Montreal jumped ahead in month’s sales with 52% of July sales, Toronto-Hamilton 27.3%, Niagara Peninsula 8.5%, Windsor 7.7%, remaining 4.5% going to other areas. Inventory as of July 31 totaled 17,817. All sales of Canadian-manufactured TVs to that date amount to 116,616 valued at $55,217,825.

Canadian Admiral Corp. doubling plant capacity in Toronto to 42,000 sq. ft., will employ about 300 when expansion is completed. Two-year-old plant is now turning out 200 TVs daily in addition to radios and record players.

Majority of Freed Radio creditors have accepted plan to pay 50% over 3 years, 50% in preferred stock, reports Referee John E. Joyce, who will hold confirmation hearing in New York Federal Court Oct. 9.

Merchandising Notes: Admiral publishing page ads in 140 Sunday newspapers Sept. 21 to promise “no longer than necessary delay” in delivery to dealers of new 21-in. plastic table listing at $200, tax & warranty included (Vol. 8:33). Ads say Admiral is convinced 21-in. screen-size is most-demanded size, state new all-glass “Dynaray” tube was developed for it by Corning Glass at cost of $250,000, says 4 plants are “working around the clock” to accelerate manufacture and delivery of tubes and cabinets. Admiral ads take no cognizance of intra-industry squabble over tube size, some rivals claiming it’s really an extended 20-in. providing some 225-sq. in. picture area vs. 245 for other 21-in. . . . Mexican market, growing, reacting unfavorably to alleged “dumping” of old TVs at so-called bargains, with major manufacturers joining in warning public against buying pigs-in-poke . . . How Denver’s city officials, wholesalers and dealers prepared for and met problems involved in coming of TV to first new post-freeze market (Vol. 8:29) is told in September Electrical Merchandising; good reading for other soon-to-get-TV markets . . . Fada has 20 new models ranging from 17-in. table at $200 to 24-in. blonde console at $470, all prices inboard . . . Muntz’s new 27-in. will be ready by Oct. 1, offered at $370 for walnut console, $400 walnut console, $10 & $15 extra mahogany & blonde, all plus tax and warranty. . . . Meck opens own retail stores in Chicago, Pittsburgh & Indianapolis this week, bringing total to 16 in 13 cities . . . “Buck Rogers” kit being distributed by Sylvania as dealer giveaways to children, designed to bring parents into stores to buy TVs, as part of $500,000 promotion campaign in TV markets over next 90 days. . . . Westinghouse conducting about 100 TV service schools this month and next to coach servicemen and dealers, with particular emphasis on its plug-in uhf receptor.


Eager-beaver uhf applicant WVEC, Hampton, Va. (Norfolk area), seeking Channel 15, has area distributors for Admiral, GE, Philco, RCA, Zenith already signed up to provide sets with built-in uhf and external adapters for demonstrations of their efficiency to dealers is also bringing in GPL remote and manual cameras for closed-circuit TV demonstrations as promotional buildup Oct. 3 in Chamberlain Hotel. In Reading, Pa. area, where uhf WHUM-TV is promised by Dec. 1, Admiral this week advised dealers they can give away uhf tuning strips with all Admiral sets; strips are good for sets made last 4 years. Zenith unveils new tone 21-in. full-door consoles—in mahogany at $400 & $460, cherry $460—as additions to its 1953 line (Vol. 8:23); also offers 25 new radios ranging from portable at $30 to radio-phono console at $330. San Francisco’s Western Winter Market has been set for Feb. 2-6.
Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for July 11-Aug. 10: Richard F. Dooley received 7 Admiral in exchange for Canadian Admiral, holds 57,301; Wallace C. Johnson received 150 Admiral in exchange for Canadian Admiral, holds 150; Lynn C. Park received 100 Admiral in exchange for Canadian Admiral, holds 24,920; F. H. Uriell received 50 Admiral in exchange for Canadian Admiral, holds 1250; Lila F. Geiser bought 100 Cornell-Dubilier “A” (Oct. 1946), sold 66 (Nov. 1950), holds 130; Herman M. Stein gave 200 Davega pfd. as gift, holds 100 common; Benjamin Abrams bought 800 Emerson through Max & Helen Abrams Foundation (Nov. 1951), 200 through trusts for children (June 1952), 300 through trusts for grandchildren (June 1952), holds 296,139 personally and through trusts and foundations; R. B. LaRue bought 100 General Precision Labs, holds 700; Philip F. LaFollette bought 200 Hazeltine, holds 1000; Paul V. Galvin sold 150 Motorola, holds 151,525 personally and through trust; Robert W. Galvin sold 150 Motorola, holds 64,108 indirectly through trust; Richard S. Lawton bought 100 Sentinel (June 1952), holds 100; Sherry O'Brien bought 300 Sentinel jointly with wife (April 1947), holds 300; James O. Burke gave 4200 Standard Cell as gift, holds 351,460 personally and through Tripp Building Corp.; Harvey W. Harper bought 100 Tung-Sol (June 1952), holds 73,114 common, 1000 pfd. personally and through LCM Corp.; Walter P. Marshall bought 25 United Paramount Theatres, holds 125; W. S. Woodfill bought 100 Zenith, holds 200.

* * * * *

Dividends: Arvin, 50c payable Sept. 30 to stockholders of record Sept. 15; Corning Glass, 25c Sept. 30 to holders Sept. 17; Decca, 171/2c Sept. 30 to holders Sept. 16; Erie Resistor, 20c Sept. 15 to holders Sept. 8; Loew's, 20c Sept. 30 to holders Sept. 16; Standard Radio, Ltd., “A”, 10c Oct. 10 to holders Sept. 19; Square D, 35c Sept. 30 to holders Sept. 16; Muter, 15c Sept. 30 to holders Sept. 15; Sparks-Withington, 15c Oct. 7 to holders Sept. 19; IT&T, 20c Oct. 15 to holders Sept. 19; General Electric, 75c Oct. 25 to holders Sept. 19; Canadian GE, 82c Oct. 1 to holders Sept. 15; Canadian Westinghouse, 50c Oct. 1 to holders Sept. 15; United Paramount, 25c Oct. 17 to holders Sept. 29; Raytheon, 60c Oct. 1 to holders Sept. 15.

Banner year was enjoyed in 1951 by TV, radio and electronic parts jobbers with parts sales of $350,000,000, gain of 10% over previous year, according to National Credit Office annual report which noted, however, that decline in TV sales in early part of 1952 forced jobbers to cultivate other electronic business. Report disclosed 41 new jobbers have gone into business since March 1951, with majority showing initial investment of over $20,000; 11 jobbers folded in same period. NCO said radios still constitute largest part of replacement market.

Walter Bros. Pictures Inc. and subsidiaries earned $4,958,846 ($1 a share) on gross income of $8,349,009 for 9 months ended May 31, 1952 vs. $5,808,000 (86c) on $8,487,000 like period year ago.

Weston Electrical Instrument Corp. showed net profit of $546,141 ($3.40 a share) on sales of $14,205,380 for first half of 1952 vs. $275,752 ($1.72) on $9,129,698 same period last year.

Alliance Mfg. Co. reports 1951 net income of $627,223 ($4.11 a share) on net sales of $9,518,302; comparisons unavailable.

Arvin reports net income of $778,639 (87c a share) for quarter ended June 30, compared with $889,609 ($1 same 1951 period.

Capitol Records reports net income of $424,717 (82c a share) for year ended June 30, compared with $419,414 (74c) in 1951.

Trade Personal: Wm. H. Chaffee, Philco v.p. & director of purchases, placed in charge of newly formed Radio Division, with v.p. Frederick D. Ogilby continuing in charge of the TV Division — both reporting to div. president Larry F. Hardy ... Wilson Oelkers, purchasing agent for Philco TV-radio div., promoted to gen. purchasing agent, succeeded by his asst. Merle N. Thompson ... Harold M. Detrick, ex-v.p. & gen. mgr. of Magnavox plant in Greenville, Tenn., named mgr. of manufacturing for new Westinghouse TV-radio div. plant in Metuchen, N. J. ... Richard A. Norman, supt. of subminiature tube manufacturing at GE's Owensboro plant, appointed mgr. of manufacturing for GE's CR tube operations in Syracuse under Robert E. Lee, mgr. of operations ... Robert C. Gray, ex-mgr. of technical operations of RCA Service Co., promoted to northeast area mgr. in charge of New England, New York and New Jersey territories with headquarters in RCA Bldg., N. Y. ... Marvin Hobbs, electronics advisor to Munitions Board chairman John Small, Sept. 12 joins Raytheon TV & Radio Corp. as Washington representative; he returned Sept. 8 from 5 weeks in Europe as consultant to Mutual Security Agency ... Dr. Sidney J. Stein promoted to director of research, International Resistance Co. ... Dr. Carl F. Moen, ex-Penn State professor, joins Electro-Voice Inc. as senior engineer under v.p. A. M. Wiggins ... Wm. F. Anderson, NPA military equipment section of electronics div., resigns to join DuMont TV sales dept.

Among 100 largest U. S. manufacturing companies, from viewpoint of assets at end of 1951, National City Bank of New York lists Radio Corporation of America, $370,000,000 assets, 185,592 shareholders, 57,657 employees; General Electric Co., $1,460,000,000 assets, 252,993 shareholders, 210,200 employees; Westinghouse Electric Co., $1,004,000,000 assets, 102,912 shareholders, 105,654 employees. Note that RCA & GE have more stockholders than employees.

Seven TV-radio manufacturing corporations, covered in Wall Street Journal quarterly survey, showed $9,244,000 earnings in second 1952 quarter, down 13.6% from $10,- 704,000 same 1951 period. Seven motion picture firms showed $6,789,000 earnings, down 12.1% from $7,720,000. Twenty-two electrical equipment companies showed $55,- 939,000, down 14.4% from $65,366,000.

I-T-E Circuit Breaker reports net income of $1,382,418 ($4.75 a share) on net sales of $32,090,861 for 6 months ended June 30, compared with $864,721 ($3.25) on sales of $21,149,088 same 1951 period. Backlog of unfilled orders was $34,070,000 vs. $35,539,000 in 1951, while backlog at end of 1951 was $59,023,000 vs. $57,530,000 at end of 1950.

RKO reports net loss of $3,712,834 for 6 months ended June 28, compared with loss of $724,290 corresponding 1951 period. Deficit was $1,756,818 for quarter ended June 28, compared with net profit of $351,645 (9¢ a share) same 1951 quarter.

Technicolor Inc. reports little change in earnings for first 6 months of 1952, with consolidated net profit of $1,- 025,420 ($1.10 a share) compared with $1,061,395 ($1.14) same period last year. In second quarter 1952, profit was $506,472 (54¢) vs. $571,624 (51¢) in second quarter 1951.

Twentieth Century-Fox reports 6 months net income of $962,493 (35¢ a share) compared with $1,071,113 (30¢) for first half 1951. For quarter ended June 28, company showed profit of $928,492 (34¢) vs. $196,337 (3¢) same 1951 period.

Webster-Chicago reports net loss of $272,432 on sales of $7,674,945 for 6 months, compared with profit of $409,- 943 on sales of $8,829,723 same 1951 period.

Noting expansion of electronics employment from a few hundred workers in 1922 to almost 300,000 this year, BLS declares engineers, electronic technicians, tool and die makers and skilled machine tool operators are still in short supply.

Engineers comprise over 5% of industry's employees, one of highest ratios of engineers to total workers in any American industry, report says, adding that more than 33% of all electronics workers were employed in Chicago, New York and Philadelphia areas last year. Assembly workers comprise 35% of all employees; quality control, 10%; metal working and tooling, about 9%.

One of a series of occupational pamphlets prepared in cooperation with Veterans Administration, bulletin is available for 25¢ from Supt. of Documents, Washington.


Two engineering projects under study by Joint Technical Advisory Committee (of RTMA & IRE): (1) Methods of reducing bandwidth of channels for mobile communications—a study requested by FCC. (2) Elimination of unnecessary requirements contained in Commission's engineering standards, such as burdensome frequency checks, extensive "proofs of performance" for stations, etc. JTAC hasn't undertaken any big TV project since color fracas simmered down and final TV allocation plan was issued. Ralph Bown, Bell Labs director of research, is chairman of 8-man committee for this year.

RCA's tiny Vidicon camera tube, introduced 2 years ago, has finally been commercialized. Intended primarily for industrial use, tube (Type 6198) measures 6-in. long, 1-in. diameter. Commercialization will undoubtedly speed expansion of industrial TV. Series of components to be used with tube will be available this fall.


Baltimore & Ohio R.R., with RCA, will stage demonstration of industrial TV's utility in operation of a railroad yard at B&O's Barr Yard, Chicago, Sept. 16.

One of transistor's limitations, temperature, is gradually being licked. GE's Dr. John S. Saby reports operation of junction type at 270 degrees.

Dr. Oliver E. Buckley, chairman of board of Bell Labs, retired this week; he was president 1940-51, was succeeded by Mervin J. Kelly.

Western electronic achievement award by Pacific IRE goes this year to Dr. J. M. Petit, Stanford U.

European TV-FM allocation plan—first of kind ever attempted—has been signed in Stockholm by the 22 nations of western Europe. Monumental document, worked out by telecommunications engineers and diplomats of 31 nations at European Broadcasting Conference ended July 30, is similar in scope to American TV allocation plan—but its problems were more complicated in many respects because of absence of standardized TV channels or bandwidths among European nations.

Allocation is effective Oct. 1 and fully in force July 1, 1953, and is officially described as "preliminary" and open to revision any time within next 5 years. Principle of plan is to provide for orderly growth of TV & FM in Europe with maximum coverage and minimum interference. Main aim is to bring every European within reach of TV & FM eventually.

As in U. S., TV and FM will cover 3 separate bands. European TV bands will be 41-88 & 174-216 mc (162-216 in France), compared with 54-72, 76-88 & 174-216 in U. S. European FM band is 81.5-100 mc vs. American 88-108. Plan allocates most larger European cities 2 TV stations each, fits in other stations around countryside. Instead of rigid rules on co-channel separation and maximum power and antenna heights, European plan uses complicated sliding scale to assign tentative powers and heights for each individual assignment in order to provide minimum interference.

Framers of allocation plan were faced with several accomplished facts which made their task more difficult. First, they were powerless to order frequency shifts of existing stations. But principal difficulty lay in fact that European countries have already adopted different bandwidths for TV channels, and that channels aren't standardized—that is, they may overlap even in 2 countries which use same channel widths. Plan's drafters had to reckon with France's 14-mc channel, Britain's 5-mc, the 7-mc used by rest of western Europe, plus Soviet bloc's newly adopted 8-mc channel—and fit them all together in unified allocation plan. Incidentally, Belgium, which is adopting both France's 819-line system and rest of Europe's 625-lines, says it will use 7-mc channel for both.

Plan sets up no standards for transmissions; these are left to individual nations. Some nations may use "FM band" for AM broadcasts, although most European nations have already adopted FM. In Britain, for example, long-standing FM-vs.-AM dispute still rages.

Although the 9 nations of Soviet bloc helped draft allocation plan and are expected to abide by it—at least so far as stations near border are concerned—they refused to sign final document. Among those attending conference were FCC chief engineer Edward Allen and State Dept. officials.

TV has been discontinued in Basle, Switzerland, after 8 weeks of experimental telecasts, reports Commerce Dept. Official reasons: public indifference, no funds. Basle's voters rejected proposal to finance TV experimentation with public funds. Private financing and some public money had been used to present 24 telecasts of 1½ hours each under direction of Basle Broadcasting Cooperative.

Rome news dispatch tells of Italian radio technician's success in building TV set capable of consistently picking up British stations 1000 mi. away; he's Achille Marincolo, 35, and Italian State Radio experts are analyzing his circuit design.

France plans new TV stations (819 lines) at Strasbourg, Lyons, Marseilles, Bordeaux, Toulouse and probably Rennes. French Govt. also announced that it has decided on CBS color system but has no plans to introduce regular colorcasts in near future.
LET THERE BE LIGHT—but less of it—is new policy laid down by Democratic National Committee's astute TV-radio chief Kenneth Fry in ruling out bright newscast lights for Adlai Stevenson's speeches in favor of the less brilliant lighting required for the more sensitive TV cameras.

Stevenson had been showing up badly on TV—sort of ghostlike—so Fry took action in San Francisco this week, ordered lights dimmer in face of vehement protests from newsmen. Result was vastly improved images of Stevenson on the air. Now, GOP publicity people are also studying idea, probably will adopt it to offset Gen. Eisenhower's extremely poor TV appearances.

That TV isn't denting size of turnouts for political rallies is attested by both political camps. Eisenhower-Stevenson speeches have been chiefly in big cities so far, but turnouts have been heavy enough to prove TV stimulates rather than deters attendance. GOP's Ed Ingle cites example of Philadelphia, where some 30-40,000 people milled around 16,000-capacity Convention Hall this week to hear like even though he was telecast.

Democrats are following "TV routing" for Stevenson so far as possible. They're generally conceded to be outsmarting GOP so far as use of TV-radio is concerned. On Sept. 15, they're going to show documentary films of Stevenson's campaign speeches and crowd reactions on NBC-TV, 10:30-11, simulcast on MBS. GOP plans similar Eisenhower films, date and network to be announced.

ABC's new radio rate structure is going into effect Oct. 1, effecting reductions to advertisers by way of better discounts along same lines as those of CBS (Vol. 8:32) and NBC (Vol. 8:36). No affiliates meeting was called; they're being notified currently by mail with riders to present contracts. Evening discounts run up to 62%, cutting costs to advertisers about 25%; afternoon rates remain unchanged; morning costs to advertisers are cut 5%; decreases are effected for Sat. a.m. & Sun. p.m. Payments to stations, computed on gross rates, are cut 15%, same as NBC, as against 14% by CBS. Regional affiliate meetings with ABC brass are planned next—not for purposes of discussing rates, however. First is scheduled in Hollywood, Sept. 29; others tentatively in New York Oct. 15, Chicago Oct. 22.

Complete football TV schedule of 11 National Collegiate Athletic Assn. games to be sponsored by General Motors on NBC-TV this fall (Vol. 8:32-34), was announced this wck. Schedule opens Sept. 20 with Texas Christian vs. Kansas at Lawrence; Sept. 27, Princeton at Columbus; Oct. 4, Michigan at Stanford; Oct. 11, Texas A. & M. at Michigan State; Oct. 18, Cornell at Yale; Oct. 25, Purdue at Illinois; Nov. 1, Ohio State at Northwestern; Nov. 8, Oklahoma at Notre Dame; Nov. 15, Alabama at Georgia Tech; Nov. 22, Southern California at UCLA; Nov. 29, Army vs. Navy at Philadelphia.

Among those registered as lobbyists on Capitol Hill, according to latest quarterly report, are RTMA president Glen McDaniel (whose resignation is effective Oct. 1); NARTB's president Harold Fellows, govt. relations chief Ralph Hardy, attorneys Vincent Wasilewski & Abiah A. Church; CBS Washington v.p. Earl Gammons; NBC Washington v.p. Frank Russell; Motion Picture Assn.'s Jack Bryson.

Tiny weekly magazine Quick, published by Cowles, adding 32 pages to its New York edition, starting Oct. 20, to include TV program listings, technical data, etc.


Interests already in TV are noteworthy among this week's 13 new TV applications. Seeking Channel 10 in Norfolk is group headed by General Teleradio Inc., the General Tire & Rubber Co. subsidiary operating MBS and owning WOR-TV, WNAC-TV & KHI-TV, plus many radio properties; it's 40% stockholder, with 8% held by big local appliance dealer Harry B. Price, 8% by auto dealer Pretlow Darden, more stock by other local interests. Seeking Channel 9 in Charlotte is theatre-dept. store group that includes Wolfson-Myer interests, owning WTVJ, Miami, who are also among applicants for Jacksonville & Tampa. Big Jefferson Standard Life Insurance Co., which owns WBT & WBTV, Charlotte, and part of WFMY-TV, Greensboro, is applicant for Channel 8 in Florence, S.C., where ex-FBI man Melvin Purvis, who owns local WLOS (AM), would run station to be linked to WBTV. First application from Vermont filed this week (by WCAX) seeks Channel 3 in Montpelier. From Walla Walla, Wash. came Channel 4 application by local daily, Union-Bulletin. Week's other applications were all for uhf: San Bernardino, Cal., Channel No. 30, Orange Belt Telecasters; Atlanta, No. 26, WQXJ; Macon, No. 47, WMBL & WXEX (see story, p. 3); Worcester, No. 14, Geo. F. Wilson, Detroit, No. 50, WJLE (John L. Booth); Grand Rapids, No. 23, John L. Booth; Mt. Airy, N. C., No. 55, WPAQ; Trenton, N. J., No. 41, WBUD, Morrisville, Pa. Dismissed were Kingsport, Tenn. application for No. 28 by WPKT, and Roanoke application for No. 28 by John W. Rollins. Score now stands 744 applications on file, 298 of them for uhf. [For details about this week's applications and FCC actions, see TV Addenda 14-I herewith; for complete list of all applications and all post-freeze FCC actions, see TV Factbook No. 15 & Addenda to date.]

More enthusiasm than money marks application for uhf Channel 30 in San Bernardino filed by 3 young men this week. Organized as Orange Belt Telecasters, they propose to build station for $22,575, operate it first year for $40,530. They plan to build own 250-watt transmitter, though they say "all the engineers that we have spoken to [are] very pessimistic about the entire idea. Even professional engineering concerns were very vague about uhf design." The 3 principals, who propose to constitute entire staff first year, are: Hal R. Heywood, 25, who worked about a year for KDYL-TV, Salt Lake City, to be gen. mgr.; Bertram W. Shaw, 24, salesman for Kierluff Co., sales mgr.; Everett L. Carson, 30, engineer at Edwards Air Force Base, chief engineer.

General counsel Benedict Cottone and engineer Louis DeLafleur are FCC members of U.S. delegation to Oct. 1-Dec. 15 conference of International Telecommunications Union in Buenos Aires (Vol. 8:36). Chairman and vice chairman are State Dept's Francis Colt DeWolf and Harvey Otterman. Other delegates: John D. Tomlinson, Sidney Cummins & Florence Trail, State Dept.; Capt. E. E. Berthold, Defense Dept.; Philip Siling, RCA; C. K. Collins, AT&T; Fred D. Meinholz, New York Times & ANPA. McCall's second annual awards to women in TV-radio, due in January, is to be judged this year by Irene Dunne, actress; Dr. Earl J. McGrath, U.S. commissioner of education; Mrs. Oscar Ahlgren, president, General Federation of Women's Clubs; Elizabeth E. Marshall, 1951 winner; Otis Lee Wiese, publisher of McCall's Magazine.

Henry Laden, attorney and engineer, who resigned in 1949 from NBC, where he was asst. gen. counsel, to open own law offices, died at 51 of heart attack Sept. 10. He was president of Ballantine Laboratories since 1950.

David R. Markey, asst. professor of speech (including radio) at Pennsylvania State College, is writing history of NARTB as his Ph.D. thesis, with approval of NARTB board.
COMMR. JONES RESIGNS TO PRACTICE LAW: FCC's stormy petrel, mainspring of the abortive color TV issue and more recently a bitter critic of the majority's "freeze-lift" and allocation policies, Commr. Robert F. Jones handed his resignation personally to President Truman Friday. He will join Arthur W. Scharfeld, radio specialist, in the practice of law in National Press Bldg. here; firm name will be Scharfeld, Jones & Baron -- third partner being Mr. Scharfeld's present associate, Theodore Baron.

Resignation became effective immediately, Jones not even participating in this week's heavy FCC agenda. Ex-resident of Lima, O., he was GOP Congressman from that district from 1939 to 1947, resigning in mid-term to accept FCC appointment, which expires June 30, 1954. He's 45, graduate of Ohio Northern U; as one of young-est members of Congress (elected at 32) was a very popular figure on Capitol Hill.

Successorship is conjectural. Staff people being mentioned are Wm. Massing, asst. secretary, an Indiana Democrat who has been with FCC and predecessor Radio Commission since latter's inception in 1927, and Mrs. Fanney Litvin, examiner, a Montana Democrat, also a Radio Commission veteran.

It's believed ex-Federal Judge Justin Miller, California Democrat, former NAB president, now NARTB chairman, who is serving part time as chairman of Salary Stabilization Commission, could have post if he wanted it -- as could Neville Miller, onetime mayor of Louisville, also an ex-NAB president, close personal friend of Wilson Wyatt, Adlai Stevenson's personal manager. Neville Miller, now a Washington attorney, is in fact most likely next chairman of FCC if Stevenson should win.

Party in power is entitled to majority. Appointment must necessarily be a recess one, requiring Senate confirmation. Since Commission has 3 Democrats (Walker, Hennock, Bartley), 2 Republicans (Hyde, Sterling), one independent (Webster), it's apparent President Truman can name either a Democrat or Republican for interim term.

(Portland's First Station on the Air: It took a born-again easterner, who confesses he'd never been west of Chicago until this week, to lead in pioneering not only TV but uhf TV in the nation's largest unserved city -- Portland, Ore.

This week, he threw the entire industry -- telecasters, manufacturers, distributors, even the Federal regulators -- into a dither of excitement by the amazing manner of his successful effort to bring TV service into Portland quickly. His new KPTV (Channel 27) went on the air at midnight Thursday, only 60 hours after trans-mitter and tower completed journey across continent!

Having staked a bonanza TV claim in Cleveland, where he sought and obtained a vhf grant in 1949, while skeptical local interests sat on their hands, 44-year-old Herbert Mayer, president of Empire Coil Co., New Rochelle, N.Y., asked for and got first uncontested grant (uhf) in Portland last July 11, immediately upon lifting of freeze (Vol. 8:28). Local interests had disdained the uhf channel he sought.)
What's most astonishing was that some 5 weeks after grant he bought up the RCA-NBC experimental uhf station in Bridgeport, tower and all (Vol. 8:35); had it dismantled Aug. 25 and shipped by trucks and special freight car to Portland; got it installed and 250-ft. tower up within 2½ days after arrival Sept. 11, along with a small cinder-block building; went on air for tests at 12:01 a.m., Sept. 18; and --

KPTV begins carrying NBC-TV network, some films and a few commercial spots this Saturday, Sept. 20, to give city its first program service. Formal debut date is Oct. 1, time of World Series, and in a matter of months consulting engineer Ben Adler will have 25,000-sq. ft. studio-office building ready in downtown district.

It's much too early to gauge signal values, though RCA, Philco and other set makers have crews on hand taking measurements. First report from RCA fieldmen was that test patterns were very good within 10-mi. radius, and from Philco that its built-in antennas got excellent pictures 8 miles from transmitter.

By Friday afternoon, dealer Earl Heider reported good reception in Salem, 40 air miles away, and field testers told of clear pictures in Vancouver, about 15 miles. Transmitter on 1300-ft. Council Crest is 6 mi. from downtown Portland, and some 85% of the metropolitan area's population is within 10-mi. radius.

Engineers are cautious about early spot checks, though one noted that a 250-ft. antenna surmounting 1300-ft. elevation offers "ideal conditions" and told of "very satisfactory signals" despite building obstructions to line-of-sight. There were other reports that reception in some shadow areas wasn't too good.

Commercial program service was to start at 4:30 p.m. Sat., with Mayer on air to introduce "first uhf commercial in history" over "only station of its kind in the world." Commercial is RCA's "Success Hill," 18-min. film of old Bridgeport operation. Then, at 5 p.m. (8 p.m. EST) NBC-TV pipes in All-Star Revue -- another good break for KPTV, inasmuch as Jimmy Durante and Margaret Truman are stars. After that come Show of Shows, Hit Parade, possibly a local wrestling show.

Station signs on Sun. with Philco Playhouse, which comes at 6-7 p.m. PST, then 2-hour film "Meet John Doe." Going light on spots at outset, Mayer is programming on day-to-day basis at first. He has 3 camera chains on hand, ready for local productions. Rate card's base is $250 an hour, $50 per spot.

Were the set makers ready? Not too many of them -- for even RCA, from whom Mayer had bought the plant, had no thought that he could beat his announced intention of striving for debut "possibly by Election Day, Nov. 4."

But there's little doubt about availability of sets -- in matter of weeks. And there's none about the industry's eagerness to see Mayer's faith in uhf upheld, if only for its own profit. (See roundup on set and tuner activity, p. 8.)

This is indeed uhf TV's proving ground, which all segments of the business, especially other prospective telecasters & the set manufacturers, are eyeing keenly and critically. If the technicians are satisfied, if customers buy the slightly-more-expensive uhf receivers or the converters, if Mayer puts this one over, he will go down in the annals of telecasting as one of its most venturesome pioneers.

When Mayer and his Washington counsel, Morton Wilner, called on FCC chairman Paul Walker last Monday to tell him KPTV was ready to go on the air Wednesday, that veteran radio regulator thought they were simply joshing. They assured him of their seriousness, whereupon Mr. Walker at regular Wednesday session of Commission pushed through the required STA (special temporary authority). One minute after midnight KPTV's power was turned on.

Mayer is the toast of the town as well as the trade, meanwhile; was to be introduced to local bigwigs at luncheon Saturday. Already the newspapers refer to him as Portland's "Mr. Television." It's his first visit to the city of his new enterprise. He's managing things personally, now recruiting permanent staff. With assistance of his advance man -- a non-TV chap from his factory named Dick Freeman.

Assuming consistently satisfactory signals, it's regarded as a foregone cer-
tainty that Mayer will make his Portland operation pay. While other local applicant are forced into competitive hearings in their quest for remaining channels, he stands to gain year or two head start on any competition.

Whether this property will turn out as successful as his WXEL in Cleveland, for which he has declined offers up to $5,000,000, is conjectural. Empire Coil, a major transformer manufacturer, and WXEL, he says wryly, will have to carry the load for KPTV during its swaddling days; also for the other uhf he’s building in Denver.

**FCC TO SPEED UP TV GRANTS; 8 MORE CPs:** Commission came up this week with a plan to quicken the pace of granting TV applications, beginning next month. And to show it meant business, it knocked off 8 uhf grants, including one educational.

Amending its Temporary Processing Procedure, FCC announced that on Oct. 15 it will stop processing conflicting applications. It will just skip over them — and act only on applications which are uncontested.

Since there’s already big backlog of applications set aside for eventual hearings — and there’ll be lots more by Oct. 15 — new procedure won’t work hardship on anyone. Commission noted 65 applications are now scheduled for hearing, and 168 more have been advised they’ll have to go to hearing. As hearings progress, an backlog of processed conflicting applications has been whittled down, FCC will process another batch of them — but that will be far in future.

Speedup may enable Commission to nearly double its rate of turning out CPs, some at FCC believe. It certainly will permit them to skip whole groups of cities on priority lists — and it will considerably lessen grounds for complaints by some Group A applicants that Group B cities are getting better deal (Vol. 8:37). Speed-up plan was proposed and pushed by Comr. Bartley.

All grants this week — as last week — were from Group A priority list. Commission doubled back to some cities high on list — even made a grant in Denver — and at same time got as far down as Waco, 38th city. In Group B, next city to be acted upon is Worcester, the 110th.

* * * *

Week’s new CPs, all uhf, went to: Montgomery, Ala., WCOV, Channel No. 20; Little Rock, Ark., Donald W. Reynolds (publisher & broadcaster), E.H. Rowley (movie man) and Kenyon Brown (KWFT, Wichita Falls), No. 17; Fresno, Calif., Fresno Bee-KMJ (McClatchy), No. 24; Denver, Mountain States Television Co., No. 20; Columbia, S.C., WCOS, No. 25, and WNOK, No. 67; Roanoke, Va., WROV, No. 27. Non-commercial educational uhf No. 43 went to Syracuse for U of State of N.Y., already granted 5 others.

Grants bring total CPs to 60 to date — 12 vhf, 48 uhf. With only 6 filed this week, total pending is now 739.

Competitive applicants in following cities were notified they must go to hearing: Knoxville, Fresno, Madison, Wis., Jackson, Mich., Waco & Weslaco, Tex.

Question of overlap is also being thrown into hearing in 2 of above cases: KYNO, Fresno, which has interlocking ownership with KCOK, applicant for Tulare; and WACO, Waco, whose principals have also applied for TV in other Texas cities.

[For details about foregoing, see TV Addenda 15-J herewith; for reports on other Commission actions, see stories on p. 6.]

Comr. Sterling sharply dissented from Syracuse educational grant, on the grounds U of State of N.Y. failed to show financial readiness to build station.

* * * *

**FCC appears adamant in its determination to hold all hearings in Washington.** On Sept. 19 it turned down 3 petitions to hold all or part of hearings for Denver, Portland and Tampa-St. Petersburg on their respective home grounds.

Awaiting decision is big stack of petitions by parties to hearings, asking that they be permitted to present engineering data to show the population they would serve. Broadcast Bureau’s hearing div. has consistently opposed these requests, arguing that FCC’s Sixth Report has already determined minimum Grade A & B coverage requirements to which all applicants are required to adhere — and, therefore, that coverage isn’t subject to argument in hearing. Commissioners and staff met on question Sept. 19 until 7 p.m., failed to come up with answer.
THEATREMEN & TV—"SPLIT PERSONALITY": Official optimism, private pessimism. That pretty well summarizes the prevailing sentiment among some 700 delegates to Theatre Owners of America convention this week in Washington with respect to their ability to win any drawn-out economic battle with up-and-coming TV.

What you heard at the convention depended on where you were at the time: In the meetings, plenty of pep talks along the line that "TV can't hurt us, boys"; in the corridors, long faces and openly-expressed fears about what TV has already done and threatens to do further to dwindling boxoffice (Vol. 8:37).

Astute Louis Schine, v.p. of Schine Theatres and a man who specializes in reading handwritings on the wall, expressed what a lot of progressive exhibitors were thinking, but not daring to say, when he told us:

"Where a good movie competes with a bad TV show, people would rather go to the movies. But where a good movie competes with a good TV show, the tendency of people, in my area at least, is still to stay home and watch the TV show."

In Schine's statement is implicit warning to TV to improve its programs if it is to improve its financial position and exploit the gains it has made. For TOA is embarking on a large-scale public relations program to sell movies to the American public as "your best entertainment" -- in coordination with a drive by the movie producers to make better films.

How best to meet the TV competition? Retiring president Mitchell Wolfson, who owns the highly successful WTVJ, Miami, and seeks other TV outlets, called on exhibitors to "share the fruits of my experience" and apply for TV channels. After his speech, he predicted many exhibitors would do just that. So far about 35 theatre entities have applied for some 60-odd stations (Vol. 8:37).

From producers' standpoint, MPAA president Eric Johnston told the theatremen motion picture industry "is going to make films especially for TV" -- which will benefit theatres by enabling Hollywood to turn out "better pictures for theatrical exhibition." Said Johnston: "TV programs will be predominantly on films, no matter who makes them. If we don't make them somebody else will. It's as simple as that."

* * * *

Theatre TV was offered as another approach. S.H. Fabian, president of the chain bearing his name, said $75,000 had been collected by his National Exhibitors Theatre-TV Committee, made an impassioned appeal for further financial contributions. He held out the prospect of off-hour revenues for movie houses by use of theatre TV until full-scale programming is an actuality.

Incidentally, in connection with theatre TV, TOA brass were lavish in their praise of Eidophor (Vol. 8:26), which Wolfson characterized as a "combination of capital, experience and enthusiasm." His description drew much applause.

It was a bitterly divided convention, unable to agree on the two most important topics on its agenda -- industry-wide arbitration and the govt.'s 16mm suit against 12 major producers & distributors to compel them to make their films available to TV (Vol. 8:30-32,34). After much blasting at govt. action, the convention decided only to refer to its regional offices the question of whether to attempt to be named as a co-defendant (TOA was listed only as co-conspirator) in an effort to fight the suit in court.

NO TABOOS ON NEWSPAPERS OR THEATRES: Except for Comr. Hennock's preoccupation with educational channels, FCC as now constituted shows no disposition to discriminate for or against any particular class of applicant for new TV stations.

Newspaper and movie interests, for example, would seem to have little cause for worry that they'll be excluded just because they happen to be newspaper or film folk. Against competitive applicants, save for local monopoly situations, they are given as good chances as radio broadcasters, for example. Indeed, many of the radio stations best known to the Commission, which are also TV applicants, are identified with newspaper ownership.

Foregoing is fair estimate, we believe, of way things shape up now at FCC, though attitudes could change. But it's fact that 15 of the 60 post-freeze grants
of CPs have gone to companies embracing newspaper ownership. And movie exhibitors in last 2 weeks won first such grants -- for Rockford, Ill. and Little Rock, Ark. (see TV Addenda 15-I & 15-J).

Hitches can develop, of course, as in case of ill-starred holdup of ABC-UPT merger so that FCC might probe ancient Paramount anti-trust history. We recall, too, virtual "freezing" of all radio grants, changes, even purchases, if they involved newspapers, lasting 3 long years in the early '40s. This resulted after President Roosevelt remarked that "something ought to be done" about newspaper ownership of radio, whereupon FCC undertook long, exhaustive probe that fell flat on its face.

It takes Congressional legislation to discriminate against "classes" of TV or radio ownership -- and even in high-riding New Deal days the Commission preferred to use the stifling tactics of delay rather than go to Congress to ask for a law.

Part owner of a newspaper in Bloomington, Ill. and, until he was nominated, once small stockholder in TV application for Springfield, Ill., Gov. Stevenson if elected President is hardly expected to show the same bias as Mr. Roosevelt. Even his speech chiding the press for being predominantly pro-Eisenhower hardly presages any such attitude -- particularly in view of the jealously guarded record of TV-radio, through the years, for fair reporting and equal treatment.

Study of the records (TV Factbook No. 15 with Addenda to date) shows 40 of the existing 110 TV stations owned in whole or part by newspapers, to say nothing of the 3 owned by Meredith and the half-of-one by Time Inc. (with ex-FCC chief Wayne Coy). And about 20% of the TV channels thus far applied for involves newspaper interests, which usually also have AM-FM interests. There are, in fact, 125 newspaper entities seeking 140 channels out of total of 739 applications on file.

The newspapers identified with the 15 (out of 60) post-freeze CPs granted to this date: Holyoke Transcript, New Bedford Standard Times, Youngstown Vindicator, Cleveland Plain Dealer and News (minority interest in Youngstown grant), Spokane Chronicle and Spokesman-Review, Fort Lauderdale News, South Bend Tribune, Erie Dispatch (for Massillon, O.), Akron Beacon Journal, Reading Eagle, Jackson (Miss.) Clarion-Ledger, Honolulu Star-Bulletin, San Juan (P.R.) El Mundo, Fresno Bee; and Little Rock grant this week involved publisher of Ft. Smith Southwest American.

For list of some of the more prominent newspaper interests applying for new TV stations, see item below.

Some of the major newspaper interests seeking new TV stations (nearly all already in AM or FM), whose applications still await FCC action or must go to competitive hearings (see story above): Hearst, applying for Pittsburgh & Millaukei (already owner of station in Baltimore, part owner of one in Scattle); Cowles, for Des Moines, Sioux City, Minneapolis; Paul Block, Des Moines & Toledo; Frank Gannett, Elmira & Rochester, New York, Hartford, Danville, Ill.; Guy Gannett, Portland, Me.; McClatchy, Sacramento (granted in Fresno this week); Scripps-Howard, Knoxville (already owns stations in Cleveland, Cincinnati, Memphis); Scripps League, Spokane; Ridder, Duluth-Superior & Milwaukee (already own one in Minneapolis); Capper, Kansas City & Topeka; Jack Knight, Chicago & Milwaukee; Cox, Miami (already owns stations in Dayton & Atlanta); Brush-Moore, Canton, O.; Pulliam, Indianapolis; Perry, Pensacola; Southwest (Donald W. Reynolds—granted in Little Rock this week), Ft. Smith, Ark., Reno & Las Vegas, Nev.: Morgan Murphy, Duluth, Eau Claire, Madison, Wausau, Wis. and Lafayette, Ind.; Newhouse, Portland, Ore. (already owns station in Syracuse, and son of Samuel Newhouse applying also for Harrisburg, Pa.). In addition Meredith Publishing Co., which has TV stations in Syracuse, Omaha & Phoenix, is applying also for Rochester, St. Louis & Minneapolis. And publisher of Omnibus Magazine is among applicants for New Haven.

Gael Sullivan's departure as Theatre Owners of America executive director was officially noted by TOA as a "resignation." Actually, it was akin to the case of an employee who tells his boss, "You can't fire me; I quit." We learn that TOA brass, displeased by Sullivan's political activity as campaign manager for Sen. Kefauver's unsuccessful bid for Democratic presidential nomination, slashed his salary from $50,000 to $25,000 last April in move to get rid of him. Sullivan finally capitulated in angry name-calling session behind closed doors at TOA Washington convention Sept. 14, bolted room after blaming TOA chairman Charles P. Skouras for his ouster. He gets severance pay, was unavailable for comment but sources close to him denied published reports he had received "flattering offers" from TV interests.

International Telemeter Corp.'s projected community antenna system, now being built in Palm Springs, Fla., due to begin operating between Oct. 15-Nov. 1, according to president Carl Leserman. Installation of ITC's pay-as-you-look system, he reports, should be around next Feb. 1. Company is half-owned by Paramount Pictures.

New president of Theatre Owners of America, succeeding Mitchell Wolfson, is Alfred Starr, Nashville circuit operator. Reelected at TOA convention in Washington Sept. 15 were Charles P. Skouras, chairman; Walter Reade Jr., New Jersey exhibitor, exec. v.p.
FOR FIRST TIME, FCC has ordered an existing TV station—WGAL-TV, Lancaster, Pa.—to competitive hearing with another applicant for same channel. At same time, it advised the 3 Crosley stations—in Columbus, Cincinnati & Dayton—that their applications for power boosts raise questions of overlap requiring a hearing. Comr. Sterling dissented in both actions.

In the Lancaster case, Commission granted permission of WLAN (Peoples Bestg. Co.) for chance to get crack at Channel 8, to which WGAL-TV is supposed to shift (from Channel 4) under the allocation plan. FCC majority ruled that since show-cause order for WGAL-TV’s channel shift hasn’t been “finalized,” WLAN or anyone else could legally apply for Channel 8 facilities in Lancaster and be accorded competitive hearing. However, Commission granted WGAL-TV a conditional modification of license to move to Channel 8 and operate on minimum power pending decision in hearing.

Commission strategy in ordering hearing apparently was to lessen the possibility of its channel-shift proposals being challenged in court. WLAN attorney Arthur Scharfeld, however, said his client would “very likely take further court steps to prevent interim operation [of WGAL-TV] on Channel 8.”

Similar Commission action is expected in case of WBKB, Chicago, which is supposed to shift from Channel 4 to 2, inasmuch as Zenith Radio Corp. also has application for Channel 2 there. The Chicago and Lancaster channel shifts where the only ones for which show-cause orders weren’t “finalized” in Final Allocation Report.

In conjunction with its action on WGAL-TV, FCC ordered WDEL-TV, Wilmington, owned by same Steinman interests, to participate in same hearing because of overlap questions involved in its requested power increase. Commission told WDEL-TV to refile application for its shift from Channel 7 to 12, specifying minimum power. Lancaster hearing promises to be knock-down-drag-out. In letter notifying WLAN, Commission said hearing “will determine [WLAN’s] financial qualifications [and] whether misrepresentations were made [in] its application for construction permit.”

Controlling interest in WLAN is held by Frank H. Aldoeverff, owner of Lancaster Electrical Supply Co., who also controls WKOP, Binghamton A.M. station and TV applicant. FCC’s letter said investigation showed that WLAN had called in notes totaling $60,000 from Lancaster Electrical and $10,000 from WKOP, and listed these funds as “cash on hand” on balance sheet in its TV application. Then, Commission charges, WLAN advanced WKOP $75,000, and WKOP listed these funds on its balance sheet when it applied for TV—after which they were returned to WLAN.

Comr. Sterling’s dissent in Lancaster case charged Commission’s action had no legal precedent because change in channel assignment was initiated by FCC and not by station. Said he: “If the Commission anticipated that it would be required to entertain competing applications in the [30 cities required to shift channels], it should have so indicated. [Moreover,] if consideration had been given to competing applications for the [30] channel changes [and] if hearings were necessary, it would have [been] impossible to have lifted the freeze on April 11, 1952.”

In the Crosley case, FCC said pending applications by WLWT, WLWC & WLWD to boost power to 100-kw simultaneously with shift in channels “would cause Grade A overlap between Cincinnati & Dayton stations and Grade B overlap between all 3 stations.” But in order to get channel shifts accomplished as quickly as possible, it requested Crosley to amend its applications to specify operation on new channels with present powers.

FCC HAD BUSY WEEK, meeting nearly all day for 4 days and into the night on Friday. In addition to those reported above and on p. 3, these were among its more important TV actions:

It rectified error in its allocations in response to long-standing petition of WMCT, Memphis (Vol. 8:18-19) —but not in the manner station had requested. WMCT had pointed out that FCC’s proposal to shift it from Channel 4 to 5 violated the 150-mi. minimum spacing, since No. 5 was also allocated to Nashville, 187.5 miles from WMCT transmitter. WMCT asked permission to switch to Channel 3 instead. This brought sharp protest from WREC, Memphis applicant for Channel 3.

Dilemma was solved by moving Channel 5 from Nashville to Old Hickory, Tenn. (pop. 8500), 11 mi. away, subject to rule-making. Commission pointed out that Channel 5 would still serve Nashville area under this arrangement, and WMCT may now move to Channel 5 in Memphis without violating minimum spacing. Comrs. Webster and Hennock dissented from order.

In another order, Commission denied petitions by Wisconsin State Radio Council (U of Wisconsin) and commercial TV applicant WISC, who asked that Madison’s single uhf channel be reserved for educators so that commercial applicants could compete equally on uhf (Vol. 8:19). Comrs. Walker and Hennock dissented.

FCC also turned down petition of CP-holder WFMJ-TV (Youngstown, Ohio) to change Channel 73 to 1—a apparently opening way for early grant (probably next week) to Polan Industries, sole applicant for No. 21 in Youngstown.

Week also saw flood of petitions, including one by Empire Coil Co., now preoccupied with its Portland and Denver uhf projects, asking permission to drop its St.

Petersburg application for uhf Channel 38. City of St. Petersburg (WSUN), only other applicant filing for same channel, immediately asked Commission to cancel scheduled Oct. 15 hearing and grant its application forthwith, since it no longer has competition for channel.

Two broadcasters told Commission they’ve found way to squeeze extra uhf channels into allocation table. WBBY (Waterbury American-Republican), scheduled for Oct. 1 hearing with WATR for Channel 53, proposed addition of No. 23 to Waterbury by switching uhf channels in Poughkeepsie & Middletown, N. Y. And WMIT, Marion, N. C., asked FCC to assign Channel 18 to clingman’s Peak, N. C., which it said wouldn’t upset any other allocations.

Pittsburgh Mayor David Lawrence’s proposal to add Channel 4 to Irwin, Pa. 14 miles from Pittsburgh (Vol. 8:33-34), ran into opposition from Pittsburgh applicant WWSW, charging proposed “juggling of assignments is wrong and unnecessary” and calling on Commission to “meet the issue directly” by assigning Channel 4 to city of Pittsburgh itself “and not in such a way as to make the Commission appear guilty of subterfuge.”

Pre-hearing conference on Denver this week brought ruling from examiner James D. Cunningham that all applicants will exchange exhibits Oct. 1; then contestants for each channel will be heard in order of docket number, presenting engineering testimony first.

Examiners were selected for hearings scheduled to begin Oct. 15: William G. Butts, for Harrisburg; Basil P. Cooper, for Tampa-St. Petersburg.

Venezuela’s first TV station, YVKA-TV, operated by Govt., is now under construction with RCA equipment on mountain top overlooking Caracas, due on air in November.
Station Accounts: TV-radio use for Army and Air Force recruiting isn't definite yet, but $1,000,000 contract for advertising in all media was awarded this week to Dancer-Fitzgerald-Sample (John Simmons, account executive). Army personnel working with ad agency won't have specific media plans for 3-4 weeks, predict little use of TV because budget figure is lowest in years ... Success of Saturday Evening Post and Look in use of TV has impelled Coronet to eye it, with idea of placing short film subjects ... Anheuser-Busch placing United World's weekly film Headlines on Parade in selected markets, thru D'Arcy Adv., St. Louis ... National City Bank of Cleveland sponsoring Ted Malone in Today's Top Story on WXEL, Mon.-thru-Fri., 11:10-11:15 p.m.; he's moving to Cleveland Big May dept. store, Hollywood, went into TV first time Sept. 16 as sponsor of webster Webfoot on KLAC-TV, Mon.-thru-Fri., 5-5:30 p.m., with Jimmy Weldon, ventriloquist, and his talking duck; 3-year contract involves $150,000 a year, show being aimed at children, placed thru Milton Weinberg Adv.... Union Oil Co. sponsoring Pasadena Junior League's pop concerts, staged at Santa Anita racetrack, 4 times on KTLA, Fri. 10-10:30 p.m., thru Foote, Cone & Belding ... California Fish Canners Assn. sponsoring 3½-hour remote of annual Fishermen's Fiesta on KTLA, Los Angeles, one hour to be fed also to KPIX, San Francisco ... Addison Industries Ltd., Toronto TV-radio manufacturer & distributor (Norge), buying Sunshine Sketches of a Little Town, based on Stephen Leacock stories, on CBLT, Toronto, Tue. 7:30-8:00 p.m., with repeat in French on CBFT, Montreal, Thu. 8-8:30, thru F. H. Hayhurst Co., Toronto ... Among other advertisers reported using or preparing to use TV: National Cranberry Assn., thru BBDO, N. Y.; Life magazine, thru Young & Rubicam, N. Y.; Flostoll Products Inc. (canners), thru Ruthrauff & Ryan, San Francisco; Aid Soap Mfg. Co. (Purity soap), thru John R. C. Williams Adv. Agency, Pittsburgh; Ferrara Confectionery Co. (Honey Nougats & Torrone Ferrara), thru Admiral Adv. Agency, N. Y.; Brillo Mfg. Co., thru J. Walter Thompson Co., N. Y.

Personal Notes: Staff of upcoming new KBTB, Denver (KVOD), due on air Oct. 12, includes these new executives named by manager Joe Herold: Jerry Lee, ex-WOAI-T, San Antonio, commercial mgr.; Carl Blesner, ex-WREN, Topekat, chief engineer; James Butts, ex-WOI-TV, Ames, studio supervisor; Sam Fromman, ex-WGMD, Omaha, production facilities mgr.; Mrs. Rose Lee Sanders, ex-KFJX, Grand Junction, Colo., office mgr.; Russell Olsen, ex-chief transmitter engineer, WEWS, Cleveland, is chief engineer of new KPTV, Portland ... Charles C. Bevis Jr., NBC's mgr. of KOA, Denver, transferring to another executive post, being succeeded at KOA by Don Searle, veteran broadcaster, onetime ABC western div. v.p., who becomes one of new group, including Bob Hope and local residents, who recently purchased station and applied for TV (Vol. 8:28, 35) ... Alfred H. (Doc) Morton, TV-radio consultant, ex-NBC v.p., onetime RCA European mgmt., recently with 20th Century-Fox, named director of State Dept.'s Voice of America under Dr. Wilson Compton, succeeding Roy D. Kohler, career foreign service officer ... Warren Abrams named mgr. of CBS-TV spot sales, Detroit, with Ralph Patt now devoting whole time to radio ... Russell G. Winnie, asst. gen. mgr. of WTMJ & WTMJ-TV, elected to board of directors of Milwaukee Journal ... Earl M. Johnson, MBS station relations v.p., is now engineering v.p. for network and its WOR & WOR-TV, succeeding Jack Poppele, resigned (Vol. 8:37); he'll also head WOR recording div.; Robert C. Mayne, WOR-TV sales mgr., promoted to sales manager, replaced by John F. Sloan, ex-sales mgr. WPAT, Paterson, N. J. ... Wally McGough, ex-sales mgr. WJAC-TV, Johnstown, named sales mgr. WTVN, Columbus ... Herbert Stewart, ex-commercial mgr., WTVN, Columbus, and gen. mgr. of WICU, Erie, joins Orange TV Broadcasting Co., Tampa, new station applicant ... Henry E. Ringgold, v.p. of Edward Petry & Co., assigned to gen. sales mgr. of TV div., his asst. Larry Fields being named AM sales mgr. ... Ben Wickham, ex-Cleveland News, joins executive staff of WXEL, Cleveland ... Robert Hurleigh, news editor of WGN & WGN-TV, named chairman, and WKBK asst. gen. mgr. S. C. Quinlan named vice chairman, of Chicago Unlimited, dedicated to promoting Chicago as center of TV-radio-film production ... W. F. Craig now director of TV for Procter & Gamble, W. M. Ramsey continuing in charge of radio ... Chet Kulesza, ex-Ellington & Co., now chief of TV film commercials, Sherman & Marquette, with James S. Campbell as TV copy writer ... Lester J. Malletts named business mgr. TV-radio dept., Emil Mogul Co., now located in larger quarters at 250 W. 57th St., N. Y.; Nat B. Eisenberg is supervisor of creative programming, Florence Katz TV-radio timebuyer, Marvin Schloffer production supervisor ... John H. Heyen, ex-J. Walter Thompson Co., ex-CBS Washington, appointed TV-radio relations director of Ford Motor Co. ... Paul C. Phillips named TV production supervisor in New York office of N. W. Ayer ... Wm. K. Holl, FCC executive officer, named managing officer of newly reorganized District of Columbia gvt.

OUTPUT AT PEAK, INVENTORY DOWN TOO: Up still more went TV set production last week, down again went factory inventories. Output of 156,987 (9812 private label) for week ended Sept. 12 was highest since March 1951, was about 23,500 more than week preceding, beat previous 1952 peak of 144,212 for week ended Aug. 29.

Factory inventories, continuing downward, went to 212,197 from 226,089 the week before; it's lowest inventory figure since last March.

Radio output jumped to 208,809 (90,154 private) from 129,074 the preceding week, inventory of 267,754 being very nearly the year's low. Radios produced week ended Sept. 12 were 75,245 home sets, 25,510 portables, 45,610 clock, 62,444 auto.

With TV output for first 37 weeks of year adding up to some 3,372,000 units, we stick to guesstimate of nearer 5,500,000 than 5,000,000 for 1952 (Vol. 8:27). At RTMA sales managers meeting in New York this week, they forecast 5,775,000 for 1953.

Trade reports continue good meanwhile, predicated not only on buying mood of public but on hot new markets (Denver, Portland, others to come). Big 4 producers all say "business is good," while in this week's crop of reports --

Sylvania has Buffalo factory going from 5 to 6-day week to keep up with orders; GE reports dealer demand is running 20-25% ahead of same period last year; Raytheon’s Wm. L. Dunn said July-August sales to distributors were 10 times greater than same months last year; DuMont's Dan Halpin reports TV shipments in week ended Sept. 13 highest in company's history.

And Motorola's Paul Galvin, noting that whole industry is enjoying "healthy demand," predicted second half 1952 sales will exceed like 1951 period by 50%.

UHF IN PORTLAND SPURS TUNER ACTIVITY: "Another Denver", is the way manufacturers and their trade outlets gleefully contemplate the opening up of the Portland (Ore.) market, hitherto TV's largest unserved city (see page 1).

That they're delighted is an understatement; nonetheless, most of them were caught with their tuners down. And it looks like there will be a shortage of TV sets capable of receiving uhf in Portland for several weeks at the very least -- by which time the set makers will have caught their breath, made their own soundings, geared up production of uhf sets & attachments, and otherwise planned their sales campaigns.

Actually, potential demand in Portland is even bigger than Denver. Metropolitan Portland, with 702,829 population, is nation's 21st market, while Denver area, with 563,832, is 28th -- though city of Denver itself has 415,786, Portland 373,628. RCA consumer products division's Ray Saxon predicts sales of 60,000 sets in Portland area over the remainder of this year.

First into city with most sets was RCA, apparently; it had worked hand-in-glove with KPTV people to hasten station on air. It had about 300 sets shipped in via air freight, followed by 2500 more -- all with 2-channel "selectors" built-in at $24.95 added to list. By November, it will be in production with all-channel set. the converter tentatively listed at $49.95. It also has a one-channel selector to sell at $9.95, not yet shown. Adapters will later be sold separately.

The sudden word that uhf was on the air came to most manufacturers from their distributors, who kept the wires hot with demands for "sets -- plenty of them." The manufacturers admittedly were caught short -- some hadn't started production of uhf sets and converters, others had made only token runs -- but they were confident that in very short time uhf sets would be pouring into Portland. However, none would venture prediction as to when supply would catch up with demand.

Virtually all new-model sets have provision for insertion of some type of uhf converter within the cabinet -- so that manufacturer or distributor can install
tuner and sell it as vhf-uhf set, or consumer can buy it as vhf-only, insert converter later. Many of the sets now being sold in Portland are vhf, sold with pledge that converter will be installed at earliest possible date.

Portland's big Meier & Frank dept. store, eager to get going in TV ever since the political convention pipe-ins (which it ran itself), opened its block-long TV dept. Sept. 15, drawing thousands all day long and into the evening. Sets on floor and in show windows picked up closed-circuit telecasts from seventh floor of store, featuring movies as well as live shots of store displays and crowds.

Store listed 16 brands of sets it is handling in double-page ad in Sunday paper: Admiral, Capenart, Crosley, DuMont, Emerson, GE, Hoffman, Magnavox, Packard-Bell, Philco, RCA, Sparton, Sylvania, Trav-Ler, Westinghouse, Zenith.

Biggest tuner maker, Standard Coil Products Co., whose tuner tuners are said to be used in about 30% of sets, is grinding out tuner strips for Channel 27 at its Los Angeles plant for insertion in Portland-bound turret tuner sets. Production will start Sept. 22 at Standard's Chicago plant. Though some strips are now being sent to Portland as well as to manufacturers, company official says it will be "two or 3 weeks before we can cover whole industry." Strips retail at $13.95 a channel.

Among other large tuner manufacturers, the P.R. Mallory Co. is pushing its all-channel converters, marketed under its own brand name and under that of some TV set makers. Mallory reports it has shipped "several hundred" to Portland area, is now stepping up production with bulk of output to go there. Company spokesman said "few thousand" have been sold across the country, mainly for use as dealer demonstrators. The continuous-type external converter retails at $42.50.

Sarkes-Tarzian Inc., which makes tuners for Westinghouse, Sylvania & others, is planning to market external one-channel "matchbox" converter with own power supply, which can be attached to back of any set and aligned to any channel.

Spurred into feverish activity by the sudden news from Portland, the set manufacturers we could reach gave these reports:

Admiral has carloads of sets rolling to Portland -- all vhf. Standard Coil uhf strips will be rushed to distributor, who will insert them before delivering to dealers. Addition to list price, while not yet set, will probably be around $10 a channel, with strip installed. All current Admiral owners in new uhf areas will get strip free until end of year; Sparton has made same guarantee on its sets.

Crosley says 2 carloads of its vhf-uhf all-channel sets (about 300) have now arrived in Portland, that it's selling no vhf-only sets there but is merchandising as one package its uhf "Ultratuner" plus conventional vhf set. "Several hundred" of its Ultratuners ($50 list) are already in Seattle and Portland, and Crosley is stepping up its vhf-uhf set production, held first Portland dealer meetings Sept. 18-19 at new Crosley Distributing Corp., plans educational uhf indoctrination meetings for servicemen & dealers. GE hasn't shipped any sets to Portland yet, but promises that when it does, they will have 3-channel "translator" built in. Some engineering prototypes are on way, but translators aren't yet in production. They'll add some $26 to cost of set.

Raytheon says 30% of its production is now vhf-uhf sets, but first carload is on way to Portland. All-channel receivers cost $40 more than their vhf-only counterparts. Sales v.p. W.L. Dunn calls Portland "no problem," reflects general attitude of manufacturers when he says: "Orders are pyramiding every day; we're so far behind I don't think we'll ever catch up."

Philco, rushing sample vhf-uhf sets to Portland early in week, had own crew of engineers there taking measurements. Combination set, not scheduled for quantity production until month's end, has continuous uhf tuner, lists at $50 more than vhf-only. Sales v.p. Fred Ogilby reports "perfect reception" using only built-in antenna at 6 locations up to 8 miles from Portland transmitter. Philco plans to ship no vhf-only receivers to Portland.

Tele-King, which manufactures private-label TVs for Macy's, shipped several
hundred vhf sets via air, offering with them an outboard one-channel converter at loss price of $3.50; for 2 channels, 2 of the units were recommended.

As previously reported (Vol. 8:5,11,19,32): Zenith has begun production of tuning strips. Westinghouse is now offering uhf "receivers" at $14.95 each; there is room for 2 in recent Westinghouse sets. CBS-Columbia plans all-channel set in January; will also make plug-in type fixed-channel converters. All sets in Arvin line are available as vhf-uhf at $50 extra.

Topics & Trends of TV Trade: Clinical observer Howard W. Sams, whose big staff of technical diagnosticians in Indianapolis probably know more about the innards of more TV-radio receivers than any other single lab in the land, comes forth in his bi-monthly Photofact Index & Technical Digest with these startling statistics:

One billion, 688 million mechanical parts will go into TV sets in 1952. This will call for the melting of 1,200,000 lbs. of solder and use of 82,000 miles of wire. Electronic components add up to more than one billion, 350 million items, including well over a half billion resistors, 433 million capacitors, 100 million transformers, 65 million coils, 8 million metallic rectifiers.

Figure out for yourself what 10,000,000 or so radios will add, to say nothing of the multitudes of defense and industrial electronics items now being produced.

Philco has boosted prices $10-$30 on 8 models of line introduced last June, and has introduced 5 new models. Readjusted prices, it was stated, reflect "new chassis features and higher production costs," and are on these models (increases in parentheses): 1852, 17-in. mahogany console $280 ($10); 1852L, same in blonde $300 ($10); 1854, 17-in. mahogany console $300 ($10); 1854L, same in blonde $400 ($10); 2124, 20-in. mahog. table $240 ($10); 2125, same in fruitwood $280 ($10); 2260, 21-in. mahog. console $370 ($20); 2272, 21-in. full-door console $430 ($30). The 5 new models are a 17-in. blonde table, $220; 17-in. mahogany table (with new TV-90 high-fidelity chassis) $280, fruitwood $300; 20-in. blonde table $260; 21-in. mahogany console $350.

Mitchell Mfg. Co., Chicago (E. A. Tracey, head of old Majestic, v.p.), primarily an air-conditioner manufacturer, is offering 17-in. TV console in mahogany at $290.50, blonde $270.50; 21-in. at $329.50 & $339.50; also 13 table radios from $20 to $30, portable phono at $30—manufactured for it by Sonora. TV-radio div. is headed by Leonard Solomon.

Andrea unveiled 5 new 21-in. receivers this week, each with built-in AM radio and optional uhf tuner. They're mahogany table at $380, blonde $390; open-face mahogany console $430, blonde $480; full-door mahogany $500; full-door blonde or walnut French Provincial $520; full-door mahogany combination $625, blonde $650.

Westinghouse adds 3 new models to current line (Vol. 8:24): 20-in. simulated leather table at $260, mahogany $270; 20-in. modern mahogany console $300; 21-in. mahogany combination $350, blonde $355.

Stromberg-Carlson ups price of its Chinese Classic TV line (red, ivory, ebony) to $565 list in east, $575 in west & south, representing $20 & $25 increase, forced by higher production costs.

RTMA board confirmed chairman A. D. Plamondon Jr., president of Indiana Steel Products Co., as president of association (Vol. 8:37), taking over from Glen McDaniel, whose resignation is effective Oct. 1. Since Mr. Plamondon is not on fulltime or paid basis, board this week elevated gen. mgr. James D. Secrest to executive v.p. Mr. McDaniel, who will practice law in New York, was retained as general counsel, succeeding John W. Van Allen, retiring.

Trade Miscellany: Dealers in Denver market receive shipments of 24,821 TVs between last Jan. 1 and Aug., of which 16,875 were received in August, representing RTMA, which shows these county totals: Adams-2278, Boulder-1355, Denver-19,825, Jeffe-1103, Larimer 365, Weld 587.

In first flush of one of Denver market last July 18 (Vol. 8:29, 30), chairman Rocky Mountain Electrical League, H. S. Law, predicted 50,000 sets would be sold by end of year, 90,000 within months, making 50% saturation... Newly opened Port market, though short of uhf-converted receivers (see 8), expected to have not less than 5000 TVs sold by end of this week... States & counties of whole U. S. to Wednesday, 2,406,757 TVs were shipped (out of 2,588,816 produced during first 7 months of this year), are tabulated in RTA release this week covering 30-week period to July figure of 8460 for Colorado indicates most shipments in August... Majestic Radio (Wilcox-Gay) has dropped trademark infringement action in Federal court in N. Y. Saroni & Gentile Inc., manufacturer of custom TV cabinets, and its distributor Television Corp. of America age- ing to discontinue using name "Majestic" or "Majestic Products"... Techron Corp. (GE subsidiary) got judgment last week in U. S. Circuit Court of Appeals upholding Wilmington district court's decision that Telicen Corp. was stopped using "Telicon" brand on TVs & radios... "Trap radio" with 8 tubes and enclosed in sponge rubber, $92.50 item being produced by Farm King Radio Co., Lyons, Ill., distributed through Tractor Supply Co., 318 N. Halstead, Chicago... RCA and Noma Electric Co. noting for former either to acquire Noma's Estate Radio Div. or to have some of its distributors handle Estate.


New amplifier equipment for community antennas, designed for use in its Antenaplex systems providing 1, 2 and 3-channel service, has been announced by RCA. Designated SX-8CT tower amplifier system, new equipment input amplifier strips tuned to any vhf channels, output strips tuned to Channels 2, 4 & 6. System has frequency response within 3 db for 6-mc bandwidth, rated power output of 1.25 volts a.c. across 75 ohms.

First "commercial" model of its industrial TV was announced this week by RCA. Using Vidicon tube, new closed-circuit chassis model TVT-5, was described "in marked advance" over "experimental" models previously available. Camera uses only 3 tubes, including Vidicon and electron system—consisting of 2 units—uses 2 tubes. Uses of new "commercial" chain were demonstrated Sept. 16 at B&O freight yard in Chicago (Vol. 8:37).

New aid to technicians is Circuit Digest, a supplement to Caldwell-Clements' monthly Television Retailing, which gives schematics of 4-8 new TV receivers, tube locate guide, parts lists, servicing tips.
Trade Personalities: Seymour Mintz, Admiral adv. director since 1944, elected v.p.; Joseph Ptacik, asst. to adv. director, promoted to appliance div. sales promotion mgr., succeeding John Walt, now with Henri, Hurst & McDonald ... Dr. Allen B. DuMont off with sales mgr. Dan D. Halpin Sept. 24 for series of distributor-dealer meetings in Western states to last until Oct. 6 ... Frank Folsom, RCA president, off Sept. 20 on month’s flying trip to Europe ... Henry Bowes, gov’t. sales mgr. for Philco in Washington, named special TV representative planning new markets ... J. A. (Shine) Milling, executive v.p., Howard W. Sams & Co., recently an RCA Victor v.p. and director of NPA Electronics Div., named chairman of gov’t. relations committee of Assn. of Electronic Parts & Equipment Mfrs. ... Richard W. M. Ritter named western regional mgr., Kimble Glass Co.’s industrial & electronics div., with headquarters in Toledo; Thomas F. Logan transferred from N.Y. to Philadelphia branch, succeeded by Jerrold H. MacMillan, and Wm. H. Lewis is shifted from Philadelphia to new Syracuse branch ... Walter Lederer, Bendix Radio adv. mgr., named district mgr. for mid-eastern states ... R. E. Kochler, plant mgr. of subsidiary Flora Cabinet Co., promoted to plant mgr., Capehart-Farnsworth technical products div., Ft. Wayne ... Wm. G. Frick, ex-contract dept. sales mgr., named mgr. of Capehart-Farnsworth Cleveland sales region ... Fred E. Ellinger succeeds late Jerome Prince as president of Waldom Electronics Inc., Chicago, continuing also to operate his Ellinger Sales Co. ... James Hunter promoted to v.p. & director of production, engineering & research, Columbia Records Inc. ... Fred Mann, ex-Trans Vue sales mgr., new sales mgr., National Electronics Mfg. Co. (Natalie Kalmus TV) ... Robert G. Smith named Zenith southwest sales mgr., replacing Matthew F. Barnes, transferred to San Francisco ... James D. Lane, ex-Emerson West Coast Corp. sales mgr., named parent company’s northwest field sales rep in Portland ... L. E. Cotsen, Tung-Sol eastern sales mgr., appointed renewal sales mgr., replaced by Walter R. Olhsen.

Importance of electronics industry on both military and civilian levels is expected to be thoroughly recognized by new top-level NPA officials. Succeeding Henry Fowler as administrator is west coast industrialist Richard A. McDonald (chairman, Crown-Zellerbach Corp.), who has appointed Horace B. McCoy as his deputy. As NPA asst. administrator and director of Commerce Dept.’s Office of Industry & Commerce. Mr. McCoy has been extremely alert to problems of the electronics industry and close to NPA’s Electronics Div. Succeeding Mr. McCoy as asst. administrator for the Textile, Leather & Specialty Equipment Bureau—which is responsible for NPA’s electronics programs—is his former asst., Richard Murphy.

Use of guided missile equipped with TV transmitter was revealed from Korea this week and got big front-page splash—but didn’t excite electronics people who recognized device as the World War II RCA “block” equipment “decked up a bit.” Missile was successfully guided to enemy targets 150 miles from the carrier Buxer as TV receivers installed on carrier’s deck and in mother plane gave control officers same view of flight as Hellcat pilot of World War II days.

Dr. Wm. E. Taylor, ex-U. of Tennessee, Oak Ridge National Laboratory & Purdue, named physicist in charge of Motorola’s transistor & semi-conductor research at lab in Phoenix, Ariz.

Jacob J. Mucher, 71, retired founder of Clarostat Mfg. Co., died Sept. 15 at home of his daughter, N. H. Victor Mucher, present president of Clarostat, is one of 3 surviving sons.

Financial & Trade Notes: “Only the airlines show a larger percentage of expansion over the decade—less significant, however, in view of the fact that total 1951 assets of the 11 rated airlines are less than General Electric’s growth during the 10-year period.” Thus Forbes Magazine (Sept. 15) comments on the “big story” of electrical equipment, documenting remarkable asset growth of top companies over last 10 years and tabulating other basic financial factors. It’s noteworthy that 9 of the 10 companies covered are TV-radio producers, though the one that isn’t, McGraw Electric, is called “best by 10-year test” by Forbes. These are the tables, as published by the well-known financial journal:

I. Electrical Equipment Lineup, 1942-51

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales Growth</th>
<th>Income Growth</th>
<th>Dividend Payout</th>
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</thead>
<tbody>
<tr>
<td>General Electric</td>
<td>141.6%</td>
<td>164.5%</td>
<td>52.3%</td>
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<tr>
<td>RCA</td>
<td>71.3%</td>
<td>121.1%</td>
<td>48.3%</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>15.4%</td>
<td>11.2%</td>
<td>41.5%</td>
</tr>
<tr>
<td>Philco</td>
<td>238.7</td>
<td>16.1</td>
<td>4.0%</td>
</tr>
<tr>
<td>Motorola</td>
<td>146.2</td>
<td>30.0</td>
<td>24.9%</td>
</tr>
<tr>
<td>McGraw Electric</td>
<td>416.3</td>
<td>24.7</td>
<td>24.9%</td>
</tr>
<tr>
<td>Sylvania</td>
<td>899.9</td>
<td>12.3</td>
<td>3.0%</td>
</tr>
<tr>
<td>Raytheon</td>
<td>241.1</td>
<td>10.9</td>
<td>3.1%</td>
</tr>
<tr>
<td>Avco</td>
<td>351.6</td>
<td>0.9</td>
<td>2.5%</td>
</tr>
<tr>
<td>Admiral</td>
<td>112</td>
<td>1.3</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

II. Electrical Equipment Ranking, Based on 1942-51

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales Growth</th>
<th>Income Growth</th>
<th>Dividend Payout</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Electric</td>
<td>10.7%</td>
<td>11.2%</td>
<td>5.7%</td>
</tr>
<tr>
<td>RCA</td>
<td>9</td>
<td>1</td>
<td>4.2%</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>9</td>
<td>1</td>
<td>4.7%</td>
</tr>
<tr>
<td>Philco</td>
<td>10</td>
<td>1</td>
<td>1.9%</td>
</tr>
<tr>
<td>Motorola</td>
<td>7</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>McGraw Electric</td>
<td>7</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Sylvania</td>
<td>7</td>
<td>1</td>
<td>0.7%</td>
</tr>
<tr>
<td>Raytheon</td>
<td>6</td>
<td>1</td>
<td>1.0%</td>
</tr>
<tr>
<td>Avco</td>
<td>3</td>
<td>1</td>
<td>0.3%</td>
</tr>
<tr>
<td>Admiral</td>
<td>2</td>
<td>0</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Rank order numbers in the first six columns are based on performance figures in the corresponding columns of Table I. Column 7 shows price-earnings ratios of common stock, computed on the basis of last full year of earnings as reported or estimated. Column 8 averages the rankings in the first six columns in order of importance. * 1941-51.

RALPH E. STOLKIN, president of Empire Industries, Chicago, and v.p., of National Video Corp., Chicago TV tube maker, heads syndicate reported nearing completion of negotiations to buy 1605 shares of RKO stock (about 30%) from Howard Hughes for $7,350,000. He’s also a major principal in groups that recently purchased KJR, Seattle, and KOIN, Portland, from Marshall Field (Vol. 8:27) and are now applicants for TV in those cities (see TV Addenda 15-R). He’s v.p. & 21.75% stockholder Mt. Ranier Radio & Television Broadcasting Corp., present KJR licensee, other offices & stockholders including Ted Gamble, Howard Lane, Edward Burke, Sherrill C. Corwin. He holds same amount of stock in Mt. Hood Radio & Television Broadcasting Corp., now licensee of KOIN, with these and other principals. At 53, Stolkin is noted for having run a $15,000 loan into several million dollars in 2 years, mainly selling ball point pens, and he now has oil, gas and ranching interests in Texas.

Indiana Steel Products Co. reports earnings of $145,164 ($1.02 per share) for first 6 months of 1952 after provision of $255,000 for Federal taxes. This compares with $415,523 ($2.90) after $700,000 taxes same 1951 period. Company reports resignation of v.p. Frank A. Hayden and election of P. R. Doetz as chairman.

DuMont sales for 24 weeks ended June 15 rose to $29,036,000 from $25,012,000 same period last year; net profit was $55,000 vs. $108,000 in 2,561,054 common shares outstanding at end of both periods. Current operations are reported at “increased rate of profit.”

Emerson reports net profit of $1,005,359 (52¢ a share) for 39 weeks ended Aug. 2, about one-third of the $3,039,943 ($1.57) in same 1951 period.
**Telecasting Notes:** Flushed with its success in covering July political conventions for Admiral, ABC-TV has evolved, and from Oct. 9 will showcase, new news digest program titled *All-Star News*, including live pickups from Chicago and Washington, has hired noted newsmen Louis Ruppel as director; he's former CBS press chief, recent editor of Collier's. Schedule: Mon. 9-10, Wed. & Sun. 8-9, Thu. 8-8:30, Fri. 8:30-9. For all owned-&-managed stations, ABC-TV this week signed up for INS Telenews... CBS key WCBS-TV, New York, boasts August was $1,000,000, with first 2 weeks of Sept. exceeding $500,000 in sales & renewals... Cleveland's WXEL Sept. 12-13 dedicated new addition with 60x55-ft. studio, 2 stories high, which consulting engineer Ben Adler describes as "ideal size"; also dedicated was 300-seat downtown Esquire Theatre, converted for TV and equipped at cost of $300,000... Add high film costs: 26 half-hour Abbott & Costello films sold for $104,000 to Los Angeles' KTTV; *Radar of the Jungle*, 26 half-hour series, by Arrow Productions, for reported $216,500, to outlets in N. Y., Philadelphia, Denver, Toledo, Los Angeles, San Francisco. Both begin in October... Gen. Eisenhower "sat" for 40 TV spot commercials in studios of Transfilm Inc. this week; they're for sponsorship by Citizens for Eisenhower, thru Ted Bates & Co. C. E. Hooper Inc. offering new "truth-accurate rating system" called *TV- Área Hooperatings* and covering 40 markets with 90% of receivers... Ted-radio telethon carried on *Philadelphia Inquirer's* WFIL & WFLY-TV for 15½ hours Sept. 7 raised $220,000 for cerebral palsy relief; on Louisville's WHAS-TV, about $100,000 was raised in telethon running from 10:45 p.m. Sat. to 2 p.m. Sun., Sept. 13-14... Political telethon that didn't pay off (same as in Wisconsin where primary candidate Len Schmitt opposing Sen. McCarthy lost out) was that of Marriner Eccles on KSL-TV, Salt Lake City; he went before cameras nearly 20 hours in vain effort to win GOP nomination for U. S. Senator... Phenomenal growth of General Tire & Rubber Co.'s TV-radio empire (operates WOR-TV, WNAC-TV, KJH-TV, MBS & 7 AM stations), which last year accounted for 10% of company's $7,790,467 net profit, is detailed in long anecdotal roundup in Sept. 15 *Wall Street Journal*... Animal trainers and a leading veterinarian conduct *A Kid & His Dog*, new show on WMAL-TV, Washington, Thu. 9-9:30 p.m.... Edward Petry & Co., in format of TV script, is distributing 15-p. *A Quickie on Quickies* to promote advantages of station identification announcements, calling them TV's "talking billboards"... UHF grantee WSBA, York, Pa., aiming for Dec. 1 debut, set up camera chain in tent at last week's York Interstate Fair, drew large crowds with "see-yourself on TV" gimmick, had staff members in attendance to answer public's questions about uhf... CBLT, Toronto, will have new 500-ft. antenna up by Oct. 1, reports engineering director Gordon Olive, increasing ERP 20-fold.

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**SELF-REGULATION, not censorship, is only answer to alleged "offensive" TV-radio programs.** So testified NARTB's govt. relations director Ralph Hardy and TV director Thad Brown this week as Harris subcommittee of House Interstate & Foreign Commerce Committee resumed its programming probe, resumed since June (Vol. 8:20, 23, 26, 35, 37). They cited improvement since inception of TV Code, despite fact that only about 100 written complaints have been sent to Code Review Board. Chairman Harris suggested that more Code publicity is needed. Under questioning, witnesses also emphatically stated that local station operators—not networks, agencies or package producers—determine what goes on air, as Congress intended.

In 2 days of hearings, subcommittee also heard: (1) ABC's acting general counsel Mrs. Geraldine Zorbaugh, who said that 1946-51 crime trend was same in 10 TV cities as in 10 TV-less cities—backing this up with FBI statistics. (2) DuMont director Chris J. Witting, who testified that forced regulation of programs would "destroy the creative ability of the industry." (3) Churchman Dr. Clinton N. Howard, who blasted beer commercials. (4) Self-styled "metaphysical practitioner" Walter H. Wilson, who protested that spot announcements devoted to fighting disease spread fear and cause disease.

Subcommittee moves to New York Sept. 23-24 to hear NBC, CBS & National TV Film Council officials, returning to Washington Sept. 25-26 to hear FCC, American Civil Liberties Union, National Assn. of Catholic Men, National Assn. of Gagwriters.

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**Three vhf and 3 uhf applications comprised this week's new batch filed with FCC, bringing total pending to 739, of which 291 are uhf.** Three applications were dismissed on request—Empire Coli, seeking Channel No. 38 in Tampa-St. Petersburg; KOIN, No. 6, Portland, Ore.; WBML, Macon, No. 47. Portland station is now owned by new firm, already applicant for No. 6. WBML is now joint applicant with WMEX for No. 47 (Vol. 8:37). New applicants are WOTL, Toledo (owned by Congressman Frazier Reams), No. 11; group owning WJDX, Florence, S. C., No. 8; Central Florida Enterprises, Orlando, No. 56; Polan Industries, Terre Haute, Ind., No. 69; WFRB, Utica, N. Y., No. 19; M. B. Rudman, Galveston, Tex., No. 35. (For details about foregoing new applications, see TV *Addenda* 15-J herewith; for complete list of all post-freeze applications, see TV *Factbook* No. 15 & Addenda to date.)

TV "bandwagon" appeal is offered as inducement to prospective stockholders in Providence TV application—not yet filed—in full-page ad in Sept. 14 *Providence Journal*. Television Associates of Rhode Island Inc. (Philip A. Ostrow, chairman) calls its plan to sell 505,606 shares at $1 each only one for "publicly owned TV station in Rhode Island." Ad uses question-answer technique to inform public that TV is profitable investment, that 93 out of 105 stations last year earned average of $850,000 each and that stock purchase carries option on further issues.

Add political stakeholders: Stimson Bullitt, 33-year-old son of Mrs. A. Scott Bullitt, president of Seattle's KING & KING-TV, won Democratic nomination for Congress in Washington state primary Sept. 9. He's a director of the stations, was collegiate middleweight boxing champion at Yale. *Note:* Republican candidate to unseat Senator Benton, of Connecticut, is Prescott S. Bush, CBS director and partner in firm of Brown Brothers Harriman & Co.

Mexican TV-radio tycoon Emilio Azcarraga reported planning station in Tijuana, for which Federal transmitter and RCA antenna have been ordered. Besides operating XEW-TV, Mexico City, he holds CPs for 8 other stations (see p. 36, TV *Factbook* No. 15).
100 CPs This Year, Dozen on the Air? More new stations taking the air sooner than seemed possible. More in prospect during next few months than trade's fondest hope.

That's the outlook now, particularly for uhf -- and uhf accounts for all but 12 of the 63 new station grants since the freeze was lifted in July.

Besides Denver's first outlet (the vhf KPEL-TV) and Portland's first (the uhf KPTV), there could be as many as a dozen additional stations on the air before this year ends -- mostly in new markets.

It's a fair guess, too, that at its present rate -- and it plans to accelerate consideration of all non-competitive applications -- the FCC will have granted more than 100 new TV outlets before the year is out. Most will be uhf, which should gain impetus by speed with which Portland's got on the air.

Considering only grantees actually seeking to get going by or before next Jan. 1, here's the way things look now -- on basis of best information from stations and equipment manufacturers:

* * * *

Next vhf on air will be Denver's KBTV (KVOD-AM), now scheduled for Oct. 2 tests with 12-kw on Channel 9 and for commercial debut with CBS affiliation Oct. 12. Only other probable vhf this year is Senator Lyndon Johnson's KTBC-TV, Austin, Tex., using interim equipment on Channel 7 and shooting for Dec. 1 with good prospect. There's bare possibility Ed Craney-Bing Crosby KXLY-TV, Spokane, can get on before year ends, having acquired old KSL-TV transmitter -- but few think they can make it.

Uhf station prospects, despite paucity of high-power equipment, are better than at first seemed likely. WHUM-TV, Reading, Pa., which is to be GE's uhf showcase (as Portland's KPTV is RCA's), is good bet for Dec. 1 (Vol. 8:36); and now comes promise from WICC-TV, Bridgeport, that it will get on the air by January as "the first uhf commercial station to be built in New England." It gets Federal's first transmitter, but claim to "first" may be disputed by WWLP, Springfield, Mass., next highest on GE priority list, and possibly by WHYN-TV, Holyoke, Mass.

Empire Coil's Herbert Mayer, also building uhf in Denver, still aims for Thanksgiving or Xmas debut there; WSBA-TV, York, Pa., for Nov. 1 or Dec. 1; and, before end of year, WSST-TV, South Bend, Ind.; WAFB-TV, Baton Rouge, La.; WKST-TV, New Castle, Pa.; WAKR-TV, Akron; possibly Youngstown grantees WFMJ & WKBN.

Senator Robert F. Kerr's WEEK-TV, Peoria, Ill., and the Pursleys' WKAB-TV, Mobile, Ala., are likewise willing to use low-power in order to get on before year ends, may do so with interim GE equipment. And Jackson (Miss.) Clarion-Ledger says, "Everything is being done to give some service by Christmas."

* * *

We've confined foregoing to those grantees high on the manufacturers' uhf priority lists, who are willing to risk interim low power against time (maybe next
year) when factories can turn out equipment with higher power. Another high priority is Atlantic City's WFPG (Fred Weber) -- but it hasn't gotten CP yet.

There's many a slip, and some of these may not make it. But there's no doubting their serious intent, no mistaking their pressures on transmitter people, who cannot possibly keep pace rest of this year -- and probably most of next year -- with FCC grants, particularly so far as uhf equipment is concerned. They're taking blunt position now that they will not deliver any equipment to grantees who intend to stall or put it in storage. Curiously enough, of the dozen or more vhf plants known to have been delivered during freeze, and to be in storage, not one is held by a grantee; all holders are either going to hearings or not yet processed.

We can report on a few more respondents to our continuing survey of plans of grantees. All who reported this week hold uhf CPs, all have ordered RCA equipment:

Roanoke's WROV-TV hopes to be on the air in December, but hasn't any assurances yet that equipment will be delivered in time, according to gen. mgr. Frank E. Koehler. Montgomery's WCOV-TV starts building Oct. 15, is assured Truscon tower in time for March 1 debut, states gen. mgr. Hugh M. Smith. Ft. Lauderdale's WFTL-TV now has March 1 target date, reports mgr. Robert Bowles. And WCOS, Columbia, S.C., will require 6-8 months, or until mid-1955, reports president Charles W. Pittman.

U of Southern California's well-heeled Allen Hancock Foundation, also a uhf grantee, is reported ready to go as soon as it can get equipment, having own studios and an FM plant in operation; but delivery time is still in doubt. And in Manhattan, Kan., Kansas State College's vhf has home-made plant in works, may get going soon.

Note: Quietly and unobtrusively, Mexico City's newest TV station, possibly the highest in the world, began operational tests -- XEG-TV at Cortez Pass, some 45 air miles from city at altitude of 13,000 ft. above sea level and 5500 ft. above Mexico City. Its Channel 9 signals, reports owner Emilio Azcarraga, will cover not only Mexico City's 3,000,000 population but 3,000,000 more in 76 other communities.

(For Trade Reports on UHF Receivers, Converters and Other Equipment, see page 10)

**UHF IN PORTLAND—EARLY REPORTS GOOD:** We're getting favorable reactions, for most part, to uhf propagation and reception in Portland, Ore., where WPTV began operation on Channel 27 last week (Vol. 8:38) -- first commercial uhf station in being.

But it's too early at this writing, only 6 days after first programs went on the air Sept. 20, to offer any definitive data. In fact, field measurements are still being taken and field strength surveys to date haven't yet been evaluated.

RCA as the developer of the experimental station in Bridgeport, which was dismantled, transported and set up in Portland in matter of weeks, is considerably more restrained than some of its own competitors. It will say only this much:

"The results achieved in Portland by KPTV are in the process of being carefully surveyed [but] appear to be better from a coverage standpoint than those in Bridgeport, undoubtedly due to the greater height of the transmitting antenna and the line-of-sight transmissions to most of the metropolitan area.

"In line-of-sight areas the coverage obtained was close to that forecast by the FCC curves. Some shadows beyond local obstacles have been noted, but not to a major extent. There has been some fill-in of signal beyond obstacles. Over-all preliminary results indicate the market area is being covered well and good reception has been observed in several directions at considerable distance.

"Data is still being analyzed in order to draw quantitative conclusions. Interest in TV is so keen that the public was most willing to cooperate with the survey, and usually gathered in droves wherever the survey trucks stopped."

Not only RCA but most other major manufacturers of sets, tuners and transmitters had -- and some still have -- field crews in Portland. Set makers test with particular attention to receptivity of own receivers, of course. One of first crews on hand was Philco's -- and an early evaluation of uhf by that hard-hitting manufac-
turing and merchandising organization is far less restrained than that of RCA.

"I'm frankly excited about uhf," TV sales v.p. Fred Ogilby told us, stating
that he has had no adverse reports at all. He's frankly interested in market, but
realistic enough to know that the going market can't be any better than signals.
And from that standpoint, he observed: "I only hope the rest of the new uhf areas
are half as good as Portland. We're shipping sets as fast as rails can carry them."

Philco marketer Henry Bowes, back from Portland Friday, said he accompanied
field crew, saw excellent pictures at 20 different spots within city. The crew told
him there are some bad spots, he said, but coverage generally is good. Acceptable
pictures have been received in Salem, 40-mi. southward, and even 10 miles beyond.

Good pictures can be had on built-in aerials in town, said Bowes. All over
the area there's great enthusiasm for TV and uhf -- and Bowes says we can look for
some more uhf applicants in that area as result of KPTV's showing.

From still another reliable source, whom we're not at liberty to name: "We
got excellent reception up to and within 21-28 mile radius, then 'snow' up to 40.
We found few blind spots, except behind hills and directly under the transmitter --
conditions the engineers can lick. Buildings and trees weren't as bad as we first
thought they would be. We're amazed by the results so far, though engineering data
must be awaited for any true evaluations."

* * * * *

Are the networks and reps lukewarm towards uhf? There's good reason to say
many are, on basis of what their station-relations men (usually mere armchair tech-
nicians) have been telling uhf grantees and prospective grantees.

But fact is that Portland's KPTV not only is NBC-affiliated already but is
being represented in national spot field by NBC-TV spot sales. And CBS-TV signed
first affiliation this week with uhf -- WHUM-TV, Reading, Pa., due Dec. 1 -- while
ABC-TV signed WICC-TV, Bridgeport, due Jan. 1 or thereabouts.

3 MORE CPs AS FCC GIRDS FOR HEARINGS: Commission made 3 more uhf grants this week,
officially added 3 new vhf channels and one uhf to its allocation table -- and pre-
pared to grease the skids for competitive hearings, which begin next week.

FCC reached 42nd city on Group A priority list, 115th on Group B, but passed
over some applications on B list -- in Trenton, N.J. and Lorain, O. -- because their
processing hadn't been completed. This week's grants:

Youngstown, Polan Industries, Channel 21; Harrisburg, Pa., WHP, Channel 55;
Ann Arbor, Mich., WPAG, Channel 20. Polan already holds uhf grant for Ashland, Ky.

Commission acted on 20 competitive applications, notifying them that hear-
ings are required. They are in Lebanon, Pa., Harlingen, Tex., Sioux City, Ia., Man-
chester, N.H., Springfield, Ill., Columbus, Ga., Wichita, Kan., Portland, Ore.

Thus far FCC has granted 63 CPs, 12 of which have been vhf. Another 13
applications were filed this week, bringing total pending to 744.

[For this week's grants, applications, etc., see Addenda 15-K herewith.]

* * * * *

Grant to Polan Industries was challenged both within and without Commission.
CP was issued fast on heels of FCC's Sept. 19 decision rejecting petition by Youngs-
town grantee WFMJ-TV to change from Channel 73 to 21 (Vol. 8:38). Comrs. Walker and
Bartley dissenting from grant to Polan, charging it was made too quickly and didn't
give WFMJ-TV "an opportunity to take such action as it desired in the light of the
Commission's action [turning down] its petition."

Another application for the same channel was filed this week by Valley Tele-
vision Co. (Youngstown auto dealer Albert B. Wagner) -- after grant had been made to
Polan. Attorney Paul Segal then filed petition for reconsideration of Polan grant.

Five of the applicants set aside this week for hearing were also notified
to prepare to answer questions concerning their corporate authority to construct
and operate a TV station.

Commission added new channels to allocation table through these actions:

(1) Changed boundary of Zone III so as to include Jackson, Miss., formerly
in Zone II, permitting assignment of Channel 3 to that city. Action was taken on petition of WJDX, Jackson, which pointed out nearest assignment of Channel 3 was in Pensacola, Fla., 218 miles away. Minimum co-channel separation permitted by rules is 190 miles in Zone II, 220 miles in Zone III.

(2) Finalized its proposals to add Channel 6 to Temple, Tex., Channel 10 to Lafayette, La., in changes affecting New Orleans, Baton Rouge, Mobile and San Angelo, Tex. (Vol. 8:31); and added Channel 59 to Fremont, O. (Vol. 8:32).

FCC turned down request of WBRY, Waterbury, to waive one-year ban on new changes in allocation plan and add new uhf channel to that city (Vol. 8:38). WBRY was scheduled for competitive hearing Oct. 1 with WATR for Channel 53 (Vol. 8:32), but dropped its application this week. Commission then canceled hearing, paving way for grant to WATR, whose application now is uncontested.

Commission also canceled Oct. 15 hearing for Channel 38 for St. Petersburg-Tampa, inasmuch as Empire Coil has withdrawn its application, thus leaving City of St. Petersburg (WSUN) only applicant for that Channel (Vol. 8:38).

Some speedup in hearing procedures is expected to result from conferences of commissioners and staff with bar committee headed by Wm. Dempsey (Vol. 8:37). Second such meeting was held Sept. 26, participants reporting good progress. Comr. Hyde said group "will recommend some changes in practice."

Commission itself is still grappling with knotty problem of whether to over-rule its Broadcast Bureau and give applicants opportunity to show superiority of technical facilities -- ability to serve more people, provide stronger signal. FCC hopes to rule early next week on the pile of petitions making this request -- before first hearings begin Wednesday on applications for Denver, Portland and Canton, O.

No new hearing examiners have been named since mid-August, but appointments are expected momentarily. Meanwhile, FCC assigned examiner J.D. Bond to Jackson, Mich. hearing Oct. 20.

THEATRE TV LOOMS AS A HOT COMPETITOR: Home TV now has a strong rival when it comes to bidding for rights to top-notch sporting events. Theatre TV, even in its present "closed-circuit" stage, proved this week that it's in a position to outbid the commercial networks -- for first-rate boxing attractions, if not other features.

Record theatre-TV hookup carrying the Sept. 23 Walcott-Marciano heavyweight title bout from Philadelphia was virtual sellout at 50 theatres in 31 cities, where fans fought for chance to pay $3-55 a ticket. Home TVs and radios were blacked out -- a prerequisite to successful theatre TV -- sorely disappointing many set owners.

Fight promoters were guaranteed minimum of $120,000 from theatre TV -- a figure that was easily surpassed on basis of about $1 out of each admission going to International Boxing Club. While commercial TV sponsors have matched and exceeded this figure for big bouts in the past, there's another angle in fight promoters' enthusiasm over theatre TV: fight films for later theatre distribution.

Fight films are virtually worthless for subsequent theatre showings when "live" bout has already been viewed on home TV. But when theatre-TV gets exclusive rights, it's another story. As result, fight films are expected to swell the IBC coffers another $100,000-$150,000 or even more -- especially in light of the fight's much-talked-about, action-packed climax. To compete with the theatre TV-film package, a home-TV sponsor would have to offer $250,000-$300,000 for fight rights.

True, number of home TV stations and size of audience are increasing. But so is number of TV-equipped theatres. So you can expect plenty more theatre-TV exclusives in the future.

Theatre TV went coast-to-coast for the first time with this week's bout via Nathan Halpern's Theatrix Network TV Inc. But because of time-clearance hitches on AT&T circuits, kinescopes showed first round in California theatres as fight was entering 7th round in Philadelphia. Only one equipment failure was reported -- in New York where theatre was forced to refund $12,000 when projector didn't work.

RCA equipment was used at 36 theatres, all reporting uninterrupted coverage,
among them Smith Management Corp.'s S-3 Drive-In, Rutherford, N.J. -- first drive-in ever to carry theatre TV. There, 1,300 auto loads of fans at $10 a car and 1,200 "walk-ins" at $3 a head jammed traffic, built bonfires, raised furore. Estimated 20,000 persons crowded into normal 3500-capacity space -- in one case, 3 men squeezed into car trunk -- and hundreds more crashed gate, literally and with binoculars.

Projection system was mounted in 5-ton truck, threw picture more than 125 ft., longest throw ever used in theatre TV. Signal was microwaved from Empire State Bldg. to Rutherford Center, thence via cable to drive-in. Owner Philip Smith enthusiastically predicted, morning after, that outdoor theatres alone will some day gross as much as $10,000,000 in one night from theatre-TV attractions.

Note: Only station known to have beaten blackout was radio station WILD, Birmingham, which ingeniously picked up Mexican broadcast and hired U of Alabama Spanish teacher to translate for local sportscaster.

STEEL FOR NEW STATIONS—OUTLOOK TIGHT: New TV grantees are going to have to scratch hard for steel for big towers and studio buildings until well into 1953. As result of steel strike, NPA now plans to make no allocations of steel for such purposes until April 1953 -- except for projects which were under way before strike.

NPA has exhausted its supply of steel for fourth-quarter industrial building -- and TV-radio projects went by the boards. Among those deferred was application by WTOP for $1,750,000 Washington TV-radio studio & office building (Vol. 8:33). Only one post-freeze grantee, however, had applied for fourth quarter materials.

Situation will be nearly as tight in first quarter 1953, say govt. planning officials -- meaning no allotments for "new starts" on construction projects. General easing of shortage is expected in second quarter 1953. Some steel industry chieftains -- and their opinion is shared by many govt. planners -- see end to practically all metals scarcities by mid-1953.

Current shortage of steel won't keep new stations off air, as we've noted previously (Vol. 8:32): New grantees still will be able to use AM or FM towers to support TV antennas; or buy used towers (as did Portland’s KPTV) or certain types of prefabricated towers; or employ various makeshift devices -- or use their self-allotment privileges.

Via the self-allotment route, a builder may write his own priority ticket for 5000 lbs. of copper, 4000 lbs. of aluminum, 25 tons of steel per quarter -- enough steel to put up a respectable 200-ft. tower. The super-towers, though -- the 500- & 1000-ft. ones -- still appear to be out for some time.

Theatre Owners of America, through incoming president Alfred Starr, of Nashville, this week denied our report that Gail Sullivan’s resignation as executive director came as the climax of bitterness against his political activity on behalf of Sen. Kefauver’s unsuccessful bid for the Democratic presidential nomination (Vol. 8:38). Our source of information was a usually reliable authority within the top echelon of TOA itself. But Mr. Starr states we were entirely wrong; he himself arranged and the TOA board approved Mr. Sullivan’s 3-month leave of absence to act as the Tennessee Senator’s campaign manager. He also cites the TOA executive committee’s warm endorsement of Mr. Sullivan’s 4-year tenure and its unanimous resolution of regret at his resignation, which he had discussed with top TOA officials for more than a year because of his desire to enter more lucrative fields. Since it’s not our policy or purpose to injure, embarrass or impeach the reputation of anyone, and in light of Mr. Starr’s statement, we sincerely regret any damage or annoyance Mr. Sullivan may have suffered as a result of the story.

New blast at Justice Dept. 16mm anti-trust suit against 12 major film producers and distributors (Vol. 8:30-32, 34,38) came this week in adoption of AFL convention resolution sharply criticizing action. Resolution was sponsored by International Alliance of Theatrical Stage Employees, Screen Actors Guild and California State Federation of Labor.

AT&T and theatre-TV proponents meet Sept. 30 to discuss data on intercity transmission facilities requested by Motion Picture Assn. of America and National Exhibitors Theatre TV Committee for Oct. 20 hearing before FCC (Vol. 8:30, 36-37). Latest development in long-drawn-out dispute reflects new conciliatory attitude on part of AT&T, as expressed in Sept. 22 letter; it repeated that equipment hasn’t been developed yet and “cost information is therefore not attainable” but requested meeting for “mutual understanding of our respective problems.” Parley will bring together top legal and technical representatives at MPAA offices, Washington.

William J. Scripps Associates, telecommunication consultants, was announced this week by the Detroit News’ TV-radio pioneer (WWJ & WWJ-TV) to offer services in planning, engineering, designing and construction of all kinds of telecommunications systems—radio, commercial & industrial TV, multiplex, teletype, facsimile, telephony, radar, sonar, film recordings. Associated with Mr. Scripps are Dr. Walter Duchinsky, who installed UN building’s communications system, and William L. Foss, Washington consulting engineer. Mr. Scripps has severed active association with WWJ & WWJ-TV, but continues as a director of the newspaper. New firm is setting up offices in Birmingham, Mich., New York and Washington.
Telecasting Notes: It cost Republican National Committee something more than $75,000 for TV-radio simulcast Sept. 23 of Sen. Nixon's explanation of his $18,000 expense fund. Official sources reveal 62 NBC-TV stations were lined up, plus 194 CBS-radio stations & 560 MBS. TV bill ran $46,000, preempting Astounding Circle Theatre. On Hollywood Radio, about 5 minutes of Louella Parsons were preempted. Biggest combined audience in history is probable for Nixon's 9:30-10 p.m. program, TV audience estimated at 25,000,000, radio audience at 46,000,000. Hollywood wags noted that Sen. Nixon's speech from Los Angeles competed on TV in some cities with Suspense, Quick on the Draw and Dangerous Assignment. CBS-TV & ABC-AM combined, right after Nixon talk, carried Gov. Stevenson's speech from Baltimore, cutting it 3 minutes short of ending; it was second time the networks have had to fade him out for mis-timing his conclusion. If Nov. 4 election brings out biggest vote in history, as some anticipate, current NARTI-promoted "Register & Vote" campaign will have played perhaps the decisive role; practically all TV-radio stations have joined campaign to overcome public apathy, regardless of their owners' political predilections.

It's good guess that station owners & managers are about evenly divided as between Eisenhower & Stevenson, though no such poll has been among newspapers has been taken; being so rigidly regulated, chances are such poll of broadcasters-telecasters will get only anonymous replies, if any.... Add politics and VIP's seeking TV (Vol. 8:28-29): Richard H. Balch, who has held CPs for both AM & FM in Utica, N.Y., but dropped both, and who is now applicant for WEF there (TV Addenda 15-J), was Democratic candidate for lieutenant governor of N.Y. in 1950 and mgr. of Harriman's recent campaign for presidential nomination. And Paul V. McNeutt, applicant this week for WEF in Ft. Wayne with fellow lawyer (see TV Addenda 15-K); he's a Democratic bigwig, onetime gov. of Indiana, high commissioner to Philippines, now chairman of United Artists. Officialdom hasn't done too badly in TV grants thus far. There are now-building KTCB-TV, Austin, Tex., owned by wife of Sen. Lyndon Johnson (D-Tex.); WEEK-TV, Peoria, Ill., controlled by Sen. Kerr (D-Okl.); WLP, Springfield, Mass., headed by ex-economic stabilizer Roger L. Putnam. Radio station ownership by politics—and preparing to use TV: New York & New England Apple Institute, thru Charles W. Hoyt Co., N.Y.; Junex Products (Junex reducing pills), thru Harold Kaye Adv., N.Y.; Wyler & Co. (soap), thru Weiss & Geller, Chicago; J. Colonna Brother (Italian Wines), thru Tracey, Kent & Co., N.Y.; Geo. Co., (watch bands), thru BBDO, N.Y.; Lan-O-Sheet Inc. (cleaner & soap), thru Bruce B. Brewer & Co., Kansas City, Mo.; Nebraska Consolidated Mills Co. (Duncan Hines cake mix), thru Gardner Adv., St. Louis; Salada Tea Co., thru Hermon W. Stevens Agency, Boston.

There are quite a few—got dragged into heat of campaign this week when N. Y. Herald Tribune reported Sept. 26 that Mrs. John J. Sparkman, wife of the Democratic vice presidential nominee, got $6501 in dividends last year from her 49% ownership of WAVU, Albertville, Ala., 500-watt daytime local controlled by Pat M. Courington, husband of her niece... Sen. Benton (D-Conn.), campaigning for reelection, bought 6 hour-half telephonic talkathons, sidewalk interviews, movies of his career, plus Meet the Press type of interviews, on WNC-TV, New Haven; ending series last week because he felt he might be over-wearing his welcome, he began series of radio talks... Dr. Allen B. DuMont doesn't do along with those who think TV's future rests mainly on film; in Los Angeles this week he said live shows rather than film will dominate "because of costs"... "Films for TV" is new section announced to start in November Television Rates & Data... Broadcast Information Bureau, 535 Fifth Ave., N.Y., this week issued 5th edition of its TV Film Program Directory devoted to "series, serials & packages"... Many N. Y. theatres leased by networks as TV studios are fast reverting to original owners or remaining vacant, says Sept. 25 Billboard, citing as reasons a trend to filmed TV shows and shift of many live network TV programs to west coast... Smart promotion idea: 60 teen-agers take over complete operation of WKY & WKY-TV, Oklahoma City, for full day, chosen on basis of best letters written in advance stating why they're interested in TV-radio as career; stunt went on over so well it's to be made annual event... Best TV promotion of the year: The Story of ASCAP, presented in 2 chapters on Ed Sullivan's Toast of the Town on CBS-TV, Sun., Sept. 28 & Oct. 5, 8-9 p.m. Success of recent Bertrand Russell interview on film has led NBC-TV to shoot another 30-min. interview with poet Robert Frost at his Vermont home... Walter J. Damm, gen. mgr. of WTMJ-TV, Milwaukee, shattered gallon bottle of Wisconsin milk against first column of new 1032-ft. tower, used wrench & nuts painted gold, at ceremonies this week marking erection of steel for antenna of new 25-kw transmitter expected to be ready about March 1... Roanoke's WROW-TV, granted CP only last week (TV Addenda 15-J), conducted closed-circuit TV at Roanoke Home Show this week as promotion for hoped-for December debut.

Station Accounts: Note of caution and some pertinent observations arising from increasing use of TV advertising to promote movie attendance: "We do not believe," writes asst. mgr. Russ G. Winnie, WTMJ-TV, Milwaukee, "that TV stations can justify taking clips from motion pictures for use as commercial announcements without being extremely careful to examine the contents of these clips. Someone clipped out of King Kong, a super-horror picture, the most terrifying portions possible and they wanted to run them in children's programs. This type of promotion is inconsistent with our idea of children's programming. [If this] practice is to be followed, we have a notion that the slickest clips possible will be used for commercials on future motion pictures in an effort to sell movies to the public. At least out here in Milwaukee, we have our conscience to live with"... In buildup of new Cinemarina system of 3-dimensional movie projection, which has premiere in New York next week, McCann-Erickson included spot TV... Standard Oil of Calif., already sponsoring Chevron Theatre, buys added film series of classical musicals with vocalists & ballet titled Standard Hour on 6 western stations... Ford Dealers of Detroit sponsoring filmed highlights of 1 of Michigan football games every Mon. night on WWJ-TV, coach Fritz Crisler commenting; Willy-overland dealers in Baltimore banded to buy one quarter each of 8 Sat. p.m. high school football games on WAAM... Among other advertisers reported using or
Personal Notes: Harry C. Wilder, who sold WSYR & WSYR-TV, Syracuse, to Newhouse newspaper interests in 1950 and continued as president, retires this week to devote time to his own radio and business interests, including WEIL, New Haven, and WTRY, Troy, N. Y., both TV stations. Telford Taylor, onetime FCC gen. counsel, recently small defense plants administrator, who has resumed law practice at 400 Madison Ave., N. Y., reappointed gen. counsel of Joint Committee on Educational TV. Mortimer Watters, gen. mgr. of WCPO-TV, Cincinnati, chairman of new ABC-TV advisory board comprising Kenneth Berkeley, WMAL-TV; Otto Brandt, KING-TV; William Lane, WLTV; Franklin Snyder, WXEL. . . .


Don Kearney, TV spot sales mgr., appointed national sales mgr., ABC-owned TV stations; Mae H. Dehn named business mgr. of WJZ-TV, New York.

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Network TV-Radio Billings
August 1952 and January-August 1952
(For July report, see Television Digest, Vol. 8:35)

ALL NETWORKS shared in jump in TV time billings during August, totaling $12,736,521 as against $10,315,067 in July and $9,302,071 in August 1951, according to Publishers Information Bureau report Sept. 26. Their total time sales for first 8 months of this year amount to $111,677,702, which compares with $73,459,488 for same period last year. First-place NBC-TV leads CBS-TV by nearly $10,000,000.

August radio network billings also went up for all save MBS, totaling $10,937,244 as against $9,554,737 in July; for the 8 months network radio, at $103,982,740, is about $15,000,000 behind same 1951 period. CBS continues to lead in radio, NBC some $300,000 behind it for the month. ABC alone is running ahead of 1951, both for August and for the 8 months. The complete PIB report:

**NETWORK TELEVISION**

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**NETWORK RADIO**

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**NETWORK TELEVISION—January-August 1952**

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**Spots and Overall**

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.

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Spot radio cuts aren’t in wind, despite revised rates structures of CBS, NBD & ABC (Vol. 8:33, 36-37), says Sept. 22 Sponsor Magazine, which surveyed stations, national reps, timebuyers—and concluded: (1) Any spot changes will be on individual basis, not national pattern, with some up, some down. (2) Most stations will eventually cut evening and/or raise morning rates, but not soon. (3) Currently booming national spot business will stiffer resistance to proposals for cuts. (4) Simultaneous day-night changes aren’t inevitable, but many stations will make them. (5) TV’s expansion will soon force single day-night rate rate. (6) Rate-card selling, not “deals,” will return as regular formula. If and when cuts do come, stations are expected to avoid discount changes, if possible, to make buying easier, not harder.
Congress' probe of TV-radio programing has ended—for time being. Rep. Harris (D-Ark.), chairman of investigating subcommittee of House Interstate & Foreign Commerce Committee, indicated his group's next action will be the summarizing of data and reporting to House, although slight possibility exists that ad agencies and sponsors will be called at further hearings following November elections. It's probable subcommittee won't recommend specific legislation, but will confine itself to urging (1) that FCC keep watch over program standards, and (2) that the industry continue its efforts at self-regulation.

Subcommittee wound up its proceedings with 2-day sessions in New York and Washington this week. NBC v.p. Charles R. Denny and CBS-TV president J. L. Van Volkenburg, in New York, followed lead of industry witnesses last week in emphasizing that self-regulation, not legislative control, is answer to alleged "offensive" programs (Vol. 8:37).

Washington witnesses included: (1) American Civil Liberties Union counsel Herbert M. Levy, who urged that program content be left to local operators and who condemned NARTB's TV Code as detrimental to program quality and possibly illegal. (2) Mrs. Winfield D. Smart, National Council of Catholic Women, who cited surveys taken in Falls Church, Va. to show too many crime programs on air before 9 p.m. (3) Albert J. McAlonon, Rhode Island Juvenile Court, who asked that Congress lend support to groups fighting juvenile delinquency by "supervising" TV. (4) U. S. Brewers Foundation counsel Clinton M. Hester, who answered prohibitionists' frequent blasts against beer commercials by discussing constitutional issues of 21st amendment. (5) Miss Alice Keith, National Academy of Broadcasting, who condemned crime shows.

Rep. Harris also put into record letter from ex-FCC chairman Wayne Coy, who explained that illness prevented his personal appearance and stated that any ban on TV-radio beer advertising would be discriminatory if aimed at only one medium.

ABC-UPMERGER still looks like good bet for December decision—favorable. Proposed findings were filed jointly by ABC and United Paramount Theatres this week, along with arguments for Paramount Picture Corp.'s fitness to hold TV Licenses, thus leaving only the DuMont and FCC Broadcast Bureau briefs still pending.

Last week's deadline extension to Oct. 3, asked for by FCC (Vol. 8:38), shouldn't delay final decision, inasmuch as examiner Leo Resnick's order noted that filings before deadline are enabling him to keep pace with the work. Moreover, no more postponements will be granted.

Final decision, accordingly—after allowing for Resnick's original decision, time for filing exceptions and FCC's deliberations—should come by December (Vol. 8:34). As things stand, decision is quite sure to be favorable. ABC-UPMERGER's joint proposal this week contends FCC should approve merger because: (1) New resources will promote network competition. (2) UPT officials will provide valuable business experience, showmanship, management ability. (3) Additional resources will promote research. (4) ABC needs revenue sources, other than broadcasting, such as other 3 networks have. (5) Better programing will result, stimulating other networks to improvement. (6) Merger won't tend to lessen competition since both theatre and broadcasting divisions will still have plenty of competition.

Paramount Picture Corp.'s arguments for renewal of its licenses: (1) Its officials have necessary legal, technical & financial qualifications. (2) It has pioneered in TV. (3) There's no anti-trust evidence in its telecasting history. (4) It has no restrictive policy towards TV in films, stories, talent. (5) Transfer of licenses after consent decree didn't need FCC approval because transfer was involuntary and wasn't accompanied by change in management or beneficial ownership.

New 73-page edition of RCA's Application Data & Filing Information for TV Stations has been sent to consulting engineers. Expanded loose-leaf manual contains new chart showing estimated studio equipment and operating costs for 4 classes of TV stations, bar graph charts comparing equipment and operating costs vs. coverage for all channels, chart showing antennas and transmitters which may be used together, data on suggested antenna feed systems, depression angles for different antenna heights, etc. It's available from broadcast equipment section, engineering products dept., Camden, N.J.

WJAC-TV, Johnstown, hopes to send good picture into Pittsburgh when it completes FCC-required channel switch from No. 13 to No. 6 and goes to 70-kw power by Oct. 1 or 2. Station is currently operating with 500-watt standby transmitter while regular 5-kw job is being converted for Channel 6 operation. Of the 50 stations required by allocation report to shift channels, so far only one—WSAZ-TV, Huntington, W. Va.—has completed the change (Vol. 8:32).

TV ban on legislative and judicial proceedings was urged by Federal Bar Assn. convention in Washington Sept. 22. Govt. lawyers adopted resolution after hearing Rep. Celler (D-N.Y.) say that TV produces "ham acting" and that "rights of witnesses are completely forgotten in the zeal to do a good job of acting." Similar action was passed by New York State Bar Assn. Jan. 25 (Vol. 8:4), but rejected by New York City Bar Assn. (Vol. 8:3).

Improvement of TV pictures through better use of lighting will be subject of two clinics sponsored by GE at its Lighting Institute in Nela Park, Cleveland, week of Oct. 13. Meanwhile, CBS will test its new 5,500,000-watt C-1 lighting system at its multi-million dollar Television City in Hollywood Oct. 3 under direction of inventor George C. Izenour.

Network Accounts: Ten sponsors during last 2 weeks have purchased 102 segments of weekday 7-9 a.m. Today, reports NBC-TV sales v.p. John K. Herbert. They're Plymouth, thru N. W. Ayer; Beacon Wax Co., thru Allied Adv.; Kleenex, thru Foote, Cone & Belding; Nylast, thru Wm. E. Weintraub Co.; Noma Electric Co., thru Albert Frank-Gunther Law; West Coast Lumbermen's Assn., thru MacWilkins, Cole & Weber; International Silver Co., thru Fuller & Smith & Ross; Pharma-Craft Corp., thru Ruthrauff & Ryan; DeSoto and Polaroid, thru BBDO ... Bob Hope this week signed $2,000,000 contract, called biggest single deal in radio history, for 35 weeks of taped 15-min. shows to be carried on NBC-radio, Mon.-Thur.-Fri. 9:30-9:45 a.m. EST, starting Nov. 10, and for 26 weekly half-hour variety shows tentatively set for Wed. nights on NBC, both sponsored by General Foods; his TV will be confined to rotating appearances on Colgate Comedy Hour . . . Sterling Drug (Bayer aspirin) sponsors Inspector Mark Saber—Homicide Squad starting Oct. 6 on ABC-TV, Mon. 8-8:30, thru Dancer-Fitzgerald-Sample . . . P. Lorillard Co. (Esaysy cigarettes) Oct. 7 starts The Embassy Club with Bob & Ray on NBC-TV, Tue. 10:30-10:45 p.m., thru Lennen & Mitchell . . . Pepsi-Cola starts Short, Short Dramas Sept. 30 on NBC-TV, Tue. 7:15-7:30.

— Conde Nast Publications (Vogue, Glamour, etc.), like Time Inc. and Meredith, is staking claim in TV with election of its president I. S. Patcevitch to board of Telenews Productions Inc., now providing newscasts and planning to expand into film programs. He's latest stockholder.
PRICES GOING UP, SHORTAGES FORESEEN: Now comes a wave of price increases -- mostly $10 or $20 on selected units, generally attributed to higher production costs but at least in one case to higher discount allowances to distributors & dealers.

Whether it's a trend, or merely a natural manifestation of the new TV boom, it's too early to say. Trade papers are full of denials of manufacturers, big and little, that they also intend to hike prices. But past experience tells us that this in itself could be a signal that they too will be caught in the wave.

For the fact is that Philco's price increases last week (Vol. 8:38) were followed this week by similar announcements from Admiral, CBS-Columbia, Muntz and Sylvania (p. 11). Even earlier (Vol. 8:35), Scott raised prices, and latest hikes were second for Muntz which early in August raised entire line $20-$30 (Vol. 8:31).

No one will be surprised if more are announced before these words are read. For apparently the spectre of materials shortages signalled by steel (Vol. 8:35), at first scoffed at, is now regarded as real: components are costing more -- picture tubes, transformers, condensers, tuners; labor costs are going up.

There's even the possibility that TV sets will be in short supply soon, the New York Times reporting: "A serious shortage in all types of TV receivers is developing rapidly and will grow worse as the active fall season goes into the Christmas rush period." The Times goes on to say that retailers report leader sets in most lines already "critically short" and "probably virtually unobtainable by late Nov."

If set shortages do develop, they can also be attributed to the opening up of new markets -- notably Denver & Portland as starters -- which are taking great numbers of receivers.

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Besides those we've quoted in this column in recent weeks, several more set makers came out with statements this week that reflect the current TV boom, which is also getting marked attention on the stock exchanges where electronic shares enjoyed brisk activity. In fact, Admiral, Motorola, Magnavox & Zenith went to new highs.

Westinghouse TV-radio sales are way up, with "radio production completely sold out and no further radio orders being accepted for the balance of this year," said Joseph F. Walsh, TV-radio sales mgr. That could mean materials allotments from now on will be concentrated on TVs rather than radios, though he didn't say so.

Olympic Radio's president Percy Schoenen said demand has absorbed both accumulated inventories and expanded output, adding that TV set output will be expanded from 500 to 700 per day next week and to 900 before end of year.

Stromberg-Carlson's president Robert C. Tait, whose company raised prices on high-end units last week (Vol. 8:38), predicted shortages "before Christmas." They are already manifest in lower-priced lines throughout the industry, he said. Stromberg itself has practically no inventory left and now can't make sets fast enough.

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Declining factory inventories are again reported by RTMA, with only 205,658 sets on hand as of Sept. 19 -- down from 212,197 the preceding week and continuing the steady downward trend that began in July and that has ameliorated any fears that may have been felt when peak of 491,834 was reached in early June.

TV output was 156,791 (10,378 private label) for week ended Sept. 19, almost same as peak week's 156,987 as of Sept. 12.

Radio output was 191,213 for week (81,347 private label), inventory 246,933. Both figures are down from week before (Vol. 8:38). Week's radios were 71,276 home receivers, 32,304 portables, 35,329 clock, 52,304 auto.

Note: Dealer inventory figures now being compiled by RTMA aren't yet ready; last distributor inventory report, as of July 25, was 392,356.
UHF PIONEERING—PROBLEMS FOR TV TRADE: Some plain facts about uhf receivers, converters, antennas and associated equipment were laid on the line before about 2000 electronic distributors this week at Atlantic City.

Figuratively in the shadow of Portland's new uhf station -- for that was the main topic of conversation -- delegates to National Electronic Distributors Assn. convention put some tough questions to manufacturers' panel headed by International Resistance Co. v.p. Harry Ehle, and got some forthright answers.

The electronic distributor's principal customer is the TV-radio serviceman, and most questions centered around availability and suitability of uhf antennas and transmission line -- but highly interesting discussion on receivers, converters and uhf problems in general got started when distributor in audience asked:

"What will be the fringe area for uhf?"

Some 20-30 miles from transmitter, as rough rule-of-thumb, answered panelist Robert Furst, engineer for David Bogen Co. He was joined by Kenneth Weitzell, mgr. of GE's commercial engineering tube dept., who added:

"There's no such thing as a clearly defined fringe area." In case of uhf, he said, area of best reception will be limited sharply at first, because:

1. Stations will start out with far lower signal strength than current vhf stations, because of unavailability of high-powered uhf transmitting equipment.
2. Current uhf sets aren't nearly as sensitive as today's vhf. He pointed out that unwanted noise developed within modern vhf sets averages about 7 db, while the first uhf receivers and tuners develop about 20 db -- "approximately the level of the first TV sets of years ago." A 3-db reduction in receiver's noise level, he said, is equivalent to doubling transmitter power. As manufacturers reduce noise level in uhf receivers, fringe areas will be pushed farther out.

Antennas and lead-in wire contribute to "fringe area" problems in uhf, said Channel Master v.p. Harold Harris. Uhf antennas work under severe limitations of size, he said, and are greatly affected by moisture and dirt. Transmission line losses, too, are far greater in uhf than in vhf.

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What about converters? Do they work? That question was bothering good many distributors. Sylvania engineer Wilfred B. Whalley answered for panel when he said any of converters on market will work "satisfactorily." Mr. Furst added that "the immediate problem is to get converters into the field that will fill the primary need and operate reasonably well. The long-term problem is to perfect them."

If there's any shortage of uhf antennas -- and distributors seemed to think there was -- it wasn't evident at NEDA convention. Each antenna maker hawked his own "answer" to all uhf problems -- from $3.50 up -- and almost every one was sure the other fellow's antenna wouldn't work at all.

Manufacturers of lead-in line -- represented on panel by engineers L.C. Abel of Anaconda and R. D. Maddox of Belden -- took most thorough grilling from the distributors. Summary of their replies: Uhf transmission line will be "slightly more costly than the present flat-ribbon type, but not as expensive as coaxial." Standard impedance will be 300 ohms, as in vhf. Field tests on uhf line are still going on, but the present uhf type is adequate as interim measure.

Distributors were frankly impatient with manufacturers' inability to deliver the uhf goods. Typical questions: "Two stations will probably come on the air in our city [York, Pa.] before anybody has equipment to receive them; what should we tell our customers?" "Why didn't you learn anything in Bridgeport?" "Why did the manufacturers miss the uhf boat -- didn't they know it was coming?" "Who's waiting for whom -- the antenna manufacturers or the transmission line manufacturers?"

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Distribution and service trades were given word of warning by Mr. Harris -- which could well be heeded throughout the TV merchandising fraternity:

"We're feeling our way in uhf," he said. "Your responsibilities to yourself and the industry will be very great in these early days. Your customers should be made aware that they are pioneering uhf -- that the early installations are not the
ultimate." He cautioned against buying large quantities of any uhf equipment, as new developments in the field will be rapid. He concluded with this advice:

"Just before uhf is scheduled to come to your town, it would be wise to send a member of your organization to the nearest existing uhf area, to determine which products are good, which are bad, which will work, which won't -- and make your own purchases accordingly."

**Topics & Trends of TV Trade:** Strong concern over TV receiver oscillator radiation is expressed by FCC in letter to RTMA president Glen McDaniel. Commission said it's "especially concerned with reports of uhf tuners, uhf tuning strips and internal converters, and built-in tuners [which] do not propose to use the standard intermediate frequency and fundamental operation which your organization agreed upon." Letter adds:

"If non-standard tuner designs are developed commercially, the problem of receiver radiation might well be aggravated to a degree which will require more effective suppression of oscillator radiation than would otherwise be required."

Commission's letter, dated Sept. 17, pointed out that it has proposed limitation of 15 uv/m at 100 ft. for radiations from TV-radio receivers and other equipment, and that it had based allocation plan on standard IF of 41.25 mc on advice of RTMA. Letter continued: "It is possible that before the problem is ultimately solved some modification of the suggested 15 uv/m at 100 ft. limitation may have to be made for uhf receivers. If a standard IF of 41.25 mc. is made effective by the manufacturers, [such] an adjustment may be feasible."

Also mentioned in letter were interference from TV receiver sweep circuits, and spurious receiver responses. RTMA was requested to submit information "concerning the steps which are being taken" to reduce these radiations.

Reply by Mr. McDaniel assured Commission: "We have gone to work immediately to compile additional information on, and gave renewed attention to, the problems discussed in your letter." He added that reports on radiation tests on 1952 receivers will be available soon and that RTMA's committee R15 on radiation problems "hopes to be in a position to recommend standards for uhf receiver radiation reduction by the end of this month."

Keen competition in 21-in. table offerings sees RCA out this week with new wood table model listing at $250, priced inboard. Table ensemble is $29 extra. This is now low-end of 21-in. line, introduced last June (Vol. 8:25), whose Lambert table listed at $280 & $290.

Prices on most of Admiral's recently introduced new line of consoles & combinations (Vol. 8:33) were increased approximately 5% this week, sales v.p. Wallace C. Johnson stating move was necessitated by higher production and materials costs.

Sylvania raised list prices this week on 6 models by $10, on one by $20, at same time hiking distributor discount about 1½% and suggesting same for dealers. The $20 increase applied to console combination.

CBS-Columbia ups prices $10-$30 on its 3 top-end models, restores price cuts on its low-end and medium-cost receivers to original lists at introduction (Vol. 8:24).

Muntz raises prices of 20-in. tables $10 to $140 and 21-in. table & console to $200; 21-in. console with doors is up $20 to $230. Tax & warranty are extra.

Admiral accessories div. (Ray Peterson, mgr.) to distribute Multi-Tel couplers manufactured by Brach Mfg. Corp., div. of General Bronze Corp.

David Bogen Co., New York (sound equipment) plans to have new all-channel uhf continuous tuner in February.

**Merchandising Notes:** August TV sales in 7 counties of southern California, as reported to Electric League of Los Angeles by 28 brands (excluding some of top private-label), totaled 186,298—13% more than August 1951—for cumulative total of 1,347,154. Washington area, where competition often is cut-throat, has new Big-10 Group of independent TV, radio & appliance dealers, headed by James P. Fulford, organized for centralized buying, cooperative advertising, competition with chains; claims $5-000,000 buying power. FM dept. of NARTB supplying kit of "material for self-propelled promotion" of FM-equipped radios, designed to persuade listeners to buy them as Xmas gifts. DuMont reports it's increasing factory field force and expanding by 50% its distributor organization. Davega Inc. buys 15-min. sports show with Harry Wismer preceding world series game on WOR-TV.

Warning that independent service operators and parts distributors would be "cut to ribbons" by growing tendency of TV set manufacturers to introduce and service complete lines of tubes and parts for their own receivers came from Albert M. Haas, president of Philadelphia Television Contractors Assn., in address to National Electronics Distributors Assn. convention in Atlantic City this week. He advocated better selling job, price reductions and tighter credit as remedies. Meanwhile, plan for self-policing of TV service establishments—including voluntary adoption of a code of ethics, approval of qualifications by local Better Business Bureaus and display of emblem by those found qualified—is recommended to its members by National Alliance of Television & Electronic Service Assns. as means of combating unfavorable publicity against service trade.

RCA's expansion in appliance field, already signaled by distribution of Pedders-Quigan air conditioners under own brand name, made more definite by acquisition this week of Estate Stove Co., Hamilton, O., Noma subsidiary, subject to approval of Noma stockholders Nov. 5. RCA will thus manufacture and distribute "Estate" brand ranges and "Heatrola" gas & oil heaters. Estate's president Cecil M. Dunn becomes president of new RCA-Estate Appliance Co. Inc.

Muntz TV Inc., whose president Earl Muntz this week quit as president of Muntz Car Co. to devote full time to other enterprises, going into factory-to-consumer air conditioner business next spring; plans first pilot run of half, three-quarter & one-ton units at new 5,000-sq. ft. plant in Evanston, Ill., where some of its TV sets are made.


Hoffman Radio, west coast rep for Jerrold, reports it's installing community antenna systems for local firms in San Bernardino & Laguna Beach, Cal., each embracing 500 homes.

Hytron, tube-making div. of CBS, reported seeking site for new midwest plant.
Trade Personals: Donald MacGregor, v.p. of Zenith Radio tube-making subsidiary Rauland Corp., elected president & gen. mgr. of Webster-Chicago, succeeding R. F. Blash, now chairman; MacGregor was v.p. & gen. mgr. of Webster-Chicago before joining Zenith in 1947... Irving Rosenberg, gen. mgr. of DuMont plant, elected to executive committee of RTMA set div., replacing Dr. Allen B. DuMont... S. K. Wolf, ex-Federal, now associate professor at New York U, is president of new Microwave Services Inc., consultants and constructors in the telecommunications field; Dr. S. J. Begun is chairman... Lawrence J. Straw named Bendix Radio mobile sales mgr.; A. Howard Bode new director of industrial relations; Herman S. Sacks promoted to adv. mgr., succeeding Walter C. Lederer, now a district mgr. ... Keith J. Ackley, ex-Stromberg-Carlson, named RCA home instrument field sales rep in upstate N. Y.... John E. Kane, ex-Macy's and Raymond Rosen Co., now Sparten central iowa rep... Henry Taylor promoted to asst. director of research, Aerovox; Peter B. Grad, ex-Borden Co., named technical director... Wm. B. For has resigned as Sparten adv. mgr. to join Detroit staff of Holiday Magazine... D. R. Edge, Graybar mgr. of gov't. sales in Washington, adds title of mgr. of communications sales; Graybar also names J. M. Turner as operating mgr. in Jackson, Miss.... Harry M. Stephey succeeds Henry Bowes as Philco's gov't. & industrial sales div. mgr. in Washington; he will headquarter there but continue to administer Philadelphia & Dayton field offices.


IRE's highest award, the 1953 Medal of Honor, was bestowed on Dr. John M. Miller, supt. of Naval Research Laboratory's radio division No. 1, the 1953 Morris Liebmann Memorial Prize going to John A. Pierce, Harvard research fellow, and the Zworykin TV Award to Frank Gray, Bell Labs. In addition, IRE this week announced 49 new fellows, including: Edward W. Allen Jr., FCC chief engineer; John L. Callahan, RCA Communications Inc.; K. A. Chittick, RCA Victor; Arthur A. Collins, Collins Radio; W. W. Eitel, Eitel-McCullough; Lyman R. Fink, GE; Lewis B. Headrick, RCA, Lancaster, Pa.; Philip J. Herbst, RCA Victor; John Hessell, chief, radio communications branch, Signal Corps, Ft. Monmouth; Frank G. Kear, Kear & Kennedy, Washington; Royce G. Kloeffer, Kansas State College (TV station grantee); Edmund A. LaPort, RCA International; Russell R. Law, RCA Labs; Wm. A. MacDonald, Hazeltime; Jack A. McCullough, Eitel-McCullough; Allen B. Oxley, RCA Canada; Bertram Trevor, RCA Labs; Charles J. Young, RCA Labs.

Dividends: Motorola, 37½c payable Oct. 15 to stockholders of record Sept. 30; Emerson Radio, 10c Oct. 15 to holders Oct. 4; Audio Devices, 3½c Sept. 30 to holders Sept. 26; Packard-Hell, 25c Oct. 25 to holders Oct. 10; Technicolor, 50c Oct. 20 to holders Oct. 6.

Financial & Trade Notes: Excellent sizeup of "Electronics-America's Fastest Growing Industry" has been prepared for Oct. 1 Financial World by research specialist S. B. Lurie, of Paine, Webber, Jackson & Curtis. Semitechnical review intended mainly for investors concludes: "While the electronics industry is in the process of changing character, it probably will remain related primarily to the entertainment business as in the near future. Push-button factories are not going to materialize overnight. Microwave relay—an industrial electronics gadget which in effect represents a private telephone system without wires or cables—is more immediately exciting. This is being widely used by oil companies, pipelines, utilities, railroads, etc. At any rate, with the freeze on new TV stations having been lifted, entertainment TV will dominate the nearby electronics scene. A threefold increase in the number of sets-in-use—and a tenfold increase in the number of broadcasting stations—seems likely during the next 5 years. Sometime during this period, color and/or international TV will make new headlines.

"For the investor, the problem is simple yet complex. Certainly, the set makers and the broadcasting companies seem to have a promising near term future—one where merchandising ability and operating efficiency will be the 'payoff.' Similarly, the component parts makers in effect have 2 strings to their bow—for vacuum tubes and transistors require supporting parts whether they are used in entertainment or industrial apparatus. The latter is where a new field for success stories is being opened: i.e., which companies will make the instruments and controls applying electronics to industry? The die has not yet been cast as to whether the specialists—who are new and/or small companies—or the older established industrial giants will dominate the field."

Note: Standard & Poor's opinion that "the electronics industry is on the threshold of developments which, through impact on industry and on individuals, may prove as revolutionary as the automobile or the use of electric power." It estimates 1952 production valued at $4 billion, as against $250,000,000 in 1939.

Though DuMont lost $583,377 in 1951, shows net profit of only $56,000 for first 24 weeks in 1952 (Vol. 8:38), president Allen B. DuMont stated in San Francisco this week that his company will show profit of $2,500,000-$3,000,000 before taxes this year on sales of $75,000,000 (vs. $50,700,000 in 1951). He forecast 1953 sales at $115,000,000. Denver was cited as example of how new TV markets boost sales; in 30 days after new station opened there, dealers sold 20 carloads of DuMont sets, he said, each carload containing 150-200 units.

Improvement in TV-radio-appliance market which began last spring shows no signs of slackening, said Avco president Victor Emanuel, announcing net sales of $219,939,742 for 9 months ended Aug. 31, net income of $6,647,079 (72c on 8,889,400 shares). Same period last year saw net sales of $210,947,060, net income of $7,660,372 (84c on 8,755,533 shares). Latter profit figure included $1,032,507 non-recurring profits from sale of investments. Statement gave no breakdown to indicate sales and profit of Crosley's TV-radio manufacturing and broadcasting divisions.

General Instrument Co. reports net profit of $303,592 ($6c a share) on sales of $15,071,483 for 6 months ended Aug. 31, compared with net loss of $625,603 on sales of $9,062,968 same 1951 period. Second quarter showed net profit of $201,165 on sales of $5,541,253 vs. net loss of $89,053 on sales of $8,176,327 corresponding 1951 quarter. Board chairman Abraham Blumenkrantz said plants at Elizabeth, N. J., Chicopee, Mass. & Joliet, Ill. "are increasing their production to meet heavy customer demand for its vhf & uhf tuners and other TV and radio components."
EXPANSION of electronics industry across-the-board was the unmistakable sign everywhere as some 2000 jubilant delegates gathered at the National Electronics Distributors Assn. convention this week in Atlantic City. Unbounded optimism welled from the forum on uhf (see story, p. 10) and was echoed and re-echoed in the small booths where some 75 manufacturers displayed their literature and spoke with renewed assurances of the prosperity that was amply evident.

H. F. Bersche, RCA tube dept. renewal sales mgr., set the tone of the meeting with flat prediction of $1 billion in annual renewal business by 1955 and more than $2 billion by 1960. Then he proceeded to give flesh and sinew to this pleasing skeleton with some eye-opening statistics based on expansion of (1) uhf, (2) microwave relays, (3) industrial TV, (4) transistors, and (5) color TV, eventually.

Using RCA chairman David Sarnoff’s prediction of 1500 stations on air by 1957, Mr. Bersche foresaw 30,000,-000 additional TV receivers sold by 1957, or a total of 50,000,000 sets-in-use by that year. He was careful to point out that each receiver represents sales volume and potential for new and replacement tubes and components.

Quoting the Television Digest account of the “silent boom” in microwaves (Vol. 8:18), Mr. Bersche declared microwave system is rapidly replacing conventional open-wire telephone lines, lead-sheathed cables and coaxials, added FCC is receiving applications for microwave authorizations at the rate of 1000 miles per week after authorizing 20,000 miles by June 1956. He noted that each 200-mile path “is estimated to use replacement tubes at a rate of $3000 to $4000 annually.”

Turning to transistors, Bersche estimated 42,000,000 will be built into equipment in 1956 and added: “Rest assured that the present limitations of transistors will be steadily reduced under the persistent pressure of modern electronics research and, as their capabilities are enhanced, their uses will multiply. The unquestionable advantages of transistors will result in use rate of three or four hundred millions annually within a very few years.”

Color TV’s impact, he said, will be felt in these ways: (1) studio & receiver equipment will be more elaborate, require more tubes; (2) tri-color kinescope is more complex and somewhat more costly than black-and-white; (3) more and better test equipment will be required to design, manufacture and service receivers.

He concluded with this cheery prognosis: “The electronics distributing industry must in the next 8 years grow 3½ times its present size to keep up with industry growth.”

RKO may make TV films—“but we want to make it clear that at this time we have no intention of releasing any of the studio’s stock of film for TV.” This statement from Ralph Stolkin, now controlling figure in film company, came in response to reports new RKO control would release backlog of oldies. Stolkin heads syndicate which this week purchased 1,013,420 RKO shares from Howard Hughes, plus 36,000 held by RKO president Ned Depinet, for total of $7,345,940 (Vol. 8:38). Stolkin is president of Empire Industries, Chicago mail order firm, v.p. of National Video Corp., Chicago TV tube maker, and part owner of AM stations and TV applicants for Seattle, Portland and Springfield, Ill. Purchasing group also includes Sherill C. Corwin, principal in Seattle, Portland, Springfield, Wichita & Stockton TV applications and Texas oilman Edward Burke, also principal in the TV applications for Seattle, Portland, Stockton & Springfield.

Twentieth Century-Fox on Sept. 27, completing splitup of its theatre and film holdings, as required by court decree, formed 2 new parent corporations—20th Century-Fox Film Corp. and National Theatres Inc.—and will exchange share of each in the new corporations for every share in old. New 20th Century-Fox Film Corp. will acquire from parent company its worldwide picture producing and distributing assets, its foreign theatres and its entire interest in Elidophor theatre-TV system. New National Theatres Inc. will acquire 20th Century’s stocks in various U. S. theatre companies, including common stock in Roxy Theatre Inc. Spyros P. Skouras heads new film company, his brother Charles F. Skouras the theatre firm.

RCA ran color tests via 3 different subcarrier frequencies on WNBT, New York, Sept. 24-26, 9:45-10 a.m., bringing in Kino, Pro & Rise for the shows and asking public to report reactions. Tests will continue next week with other shows in line with FCC authorization and policy of developing compatible system. No comments on results were obtainable, except for informal statement that there are “still some bugs to be licked.” Four FCC members—Comrs. Bartley, Hyde, Sterling, Webster—jouneyed to RCA tube plant at Lancaster Sept. 22 to view latest developments on tri-color and other tubes.

CBS Laboratories Div. appoints Wilmot Castle Co., Rochester, N. Y., manufacturer of operating room appliances, as exclusive sales agents for its industrial TV system (color).
LOCAL INTERESTS combining as TV applicants, rather than going to costly competitive hearings, are noteworthy among this week’s amendments and 13 new applications filed with FCC, bringing total now pending to 744 (294 uhf). In Columbus, Ga., Martin Theatres and WDAK combined for uhf Channel No. 28, dropped separate applications for same. In Elmira, N. Y., Corning Leader amended to combine with Elmira Star-Gazette for No. 18, dropping former’s application for No. 24; Elmira newspaper (Gannett), incidentally, once held vhf CP, dropped it. In Fargo, N. D., KGFO combined with KVOX, Moorhead, Minn., just across Red River, to ask for No. 13. In Wichita Falls, Kenyon Brown’s KWFT joined with Houston Harte’s Record News and Times (KTRX) for No. 6.

Among other applicants, WFLF-TV’s Roger Cipp and partner Sam Towson, who own WARC, Rochester, applied for No. 15 there; KTVN-TV’s Charles Thieriot applied for No. 14 in Modesto, Cal.; new group headed by Walter Tison, WALT, Tampa, asked for No. 13 there; ex-Gov. Paul McNutt is partner in application for No. 69 in Ft. Wayne.

For New Orleans, the Times-Picayune (WTPS), also onetime holder of vhf CP, applies for No. 4. Other applicants of week: Jubel, III., Sanders Bros., appliance dealers, No. 48; Youngstown, Valley Television Co., No. 21; Greenville, S. C., Piedmont Radio Co., No. 23; Nashville, WMNK, No. 8; Parkersburg, W. Va., Frank Baer group (owners of WTBO, Cumberland, Md.), No. 15.

[For details about foregoing applications, see TV Addenda 15-K hereafter; for listing of all post-freeze applications, see TV Factbook No. 15 & Addenda to date.]

New TV station in Tijuana, Mexico, tentatively given call letters XEAC-TV, whose Channel 6 signal is expected to reach into San Diego and other contiguous U.S. areas after it gets under way in early November (Vol. 8:34), is now 60% owned by Mexico City’s XEW-TV, according to word from Emilio Azcarraga. At same time, it’s learned newspaper-radio tycoon Azcarraga is buying into Romulo O’Farrill’s XELD-TV, so that it’s anticipated they will have interlocking interests, possibly in equal parts; possibly also in O’Farrill’s XELD-TV, Matamoros (opposite Brownsville, Tex.). XEAC (AM) operator George I. Rivera will be minority stockholder and will operate new Tijuana station. It will use 5-kw Federal transmitter.

First “break” in football TV schedule of National Collegiate Athletic Assn. (Vol. 8:37) came this week as U of Pennsylvania, long-time advocate of unrestricted TV, got permission of NCAA’s TV committee to telesport Sept. 27 game with Notre Dame, also proponent of unrestricted TV. NBC-TV and sponsor General Motors agreed to substitute game, in Philadelphia only (WPTZ), for NCAA’s regularly scheduled Princeton-Columbia contest. Penn athletic director Fran Murray’s request noted that Notre Dame was sellout, that closest competition was Pennsylvania Military College-Adelphi at Chester, and offered to turn over TV receipts to inter-faith charities.

Questions on uhf are answered in layman’s language in new RCA pamphlet, Ultra High Frequency Television. Starting with smattering of basic theory and reasons for ultra TV, booklet undertakes answers to most common questions about uhf stations, receivers, tuners, etc. It predicts “perhaps 4 or 5 uhf stations on air late in 1952, urges public in current TV areas to buy uhf set now, convert later, rather than wait for uhf sets.

RCA was granted week’s extension of deadline for filing reply to govt. brief calling for compliance with N. Y. grand jury summons for voluminous documents relating to patents, color and FM (Vol. 8:11, 12, 25, 30) pending sweeping investigation of electronics industry. New deadline is Oct. 1.

CENSUS OF TV sets-in-use rose by 357,500 during August to U. S. total of 18,711,800, according to Sept. 1 report of NBC Research—so that, with 4 more months to count and with receiver sales booming, it’s reasonable to expect 20,000,000-mark to be reached by end of year. Best gains during August are reported for New York, up 30,000; Chicago 25,000, Detroit 22,000, San Francisco 15,000, Philadelphia 14,000, Indianapolis-Bloomington 13,000, New Haven 12,000, Boston 11,000, Los Angeles, Atlanta & Denver 10,000 each. The Denver count, obviously conservative at 15,000 total as of Sept. 1, is very likely to be disputed in view of official trade figures showing about 25,000 sets were shipped into area between Jan. 1 and end of August (Vol. 8:38). Following is Sept. 1 count by areas (consult individual stations for their estimates of total families within respective service ranges):

<table>
<thead>
<tr>
<th>Area</th>
<th>No. of Stations</th>
<th>No. of Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames (l)</td>
<td>2</td>
<td>3,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>3</td>
<td>200,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>3</td>
<td>410,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td>2</td>
<td>59,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>2</td>
<td>122,000</td>
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<tr>
<td>Bloomington (Indiana)</td>
<td>1(a)</td>
<td>92,000</td>
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<tr>
<td>Boston</td>
<td>2</td>
<td>322,000</td>
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<tr>
<td>Charlotte</td>
<td>1</td>
<td>185,000</td>
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<tr>
<td>Chicago</td>
<td>2</td>
<td>1,235,000</td>
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<tr>
<td>Cincinnati</td>
<td>3</td>
<td>327,000</td>
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<tr>
<td>Cleveland</td>
<td>4</td>
<td>647,000</td>
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<tr>
<td>Detroit</td>
<td>3</td>
<td>225,000</td>
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<tr>
<td>Dallas</td>
<td>2</td>
<td>186,000</td>
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<tr>
<td>Davenport-Rock Island</td>
<td>2</td>
<td>138,000</td>
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<tr>
<td>Dayville</td>
<td>1</td>
<td>15,000</td>
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<tr>
<td>Denver</td>
<td>1</td>
<td>115,000</td>
</tr>
<tr>
<td>Erie</td>
<td>1</td>
<td>90,000</td>
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<tr>
<td>Grand Rapids</td>
<td>1(d)</td>
<td>177,000</td>
</tr>
<tr>
<td>Kalamazoo &amp; Battle Creek</td>
<td>2</td>
<td>186,000</td>
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<tr>
<td>Greensboro</td>
<td>1</td>
<td>357,500</td>
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<tr>
<td>Huntington</td>
<td>1</td>
<td>177,000</td>
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<tr>
<td>Indianapolis</td>
<td>1</td>
<td>357,500</td>
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<tr>
<td>Jacksonville</td>
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<td>65,000</td>
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<tr>
<td>Johnstown</td>
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<td>49,000</td>
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<td>Kalamazoo</td>
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<tr>
<td>Kansas City</td>
<td>1</td>
<td>223,000</td>
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<td>Lancaster</td>
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<td>Memphis</td>
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<tr>
<td>Miami</td>
<td>1</td>
<td>106,000</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>1</td>
<td>177,000</td>
</tr>
</tbody>
</table>

(a) Bloomington, separately 185,000; Indianapolis separately 302,000.
(b) Does not include estimated 63,000 sets in Canadian area reached by Buffalo station.
(c) Does not include estimated 38,000 sets in Canadian area reached by Denver station.
(d) Grand Rapids separately 139,000; Kalamazoo separately 149,000.
(e) Estimate for Buffalo area. Estimated 2500 additional sets in Mexican area of Matamoros station.

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure, where overlap has 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.

Concluding is list of sets sold in Canada to date up to July 31, 1952, according to Canadian RTMA (Vol. 8:37). Since nearly all of these are in border areas, they add appreciably to audiences of stations in nearby U.S. areas. The Canadian area count as of July 31: Windsor 36,314, Toronto-Hamilton 45,971, Niagara Peninsula 19,412, Montreal 6622, other areas 6297.
LIST OF THE 68 NEW TV GRANTS TO DATE: We've asked so often for a handy tabulation of new-station grants, that we've recapitulated our Factbook-Addenda lists and carry full tabulation on pp. 7-8. These listings are necessarily abbreviated, and you may want to refer to original applications in Factbook or Addenda for details—but the essential data, such as city, grantee, channel, powers, etc. are shown.

To the end of this week, there are 68 grants, including the 3 already on air under special temporary authority. There are 13 vhf, 55 uhf. Nine of the construction permits went to non-commercial educational applicants.

If you have TV Factbook No. 15 and our weekly Addenda to date (blue sheets), you could have compiled this list yourself. We suggest you keep it current by simply adding to it the CPs granted each week. We'll again recapitulate every now and then, pending next semi-annual Factbook of Jan. 15, 1953 -- but your weekly reports enable you to maintain your own records very handily.

As for opening-date plans of the grantees, which by their nature are changeable -- particularly in the case of holders of uhf CPs unable to get equipment deliveries -- we shall continue to report on them piecemeal -- getting best information obtainable from the station principals themselves.

5 MORE CPs AS DENVER'S NEW KBTv TESTS: Denver's second outlet, KBTv on Channel 9, began engineering tests from its high Lookout Mt. transmitter site this week under STA granted by FCC authorizing interim power of 12.5 kw. Though juice was turned on Oct. 2, manager Joe Herold says it's too early for field strength reports, may not have anything definite until formal debut Oct. 12 (with CBS-TV service).

That makes third post-freeze station to take the air, second vhf -- first having been Denver's KFEL-TV on Channel 2 last July (Vol. 8:29), second Portland's uhf KPTV Sept. 18 (Vol. 8:38). In both areas, TV set sales are booming (pp. 10-11).

FCC granted 5 more CPs this week -- one vhf, 4 uhf -- as prospects for more new stations before end of year loomed a bit brighter than reported last week (Vol. 8:39). The vhf grant went to Lincoln, Neb., Channel 12 being awarded to Cornhusker Radio & Television Corp., headed by KOLN manager Harold Anderson.

The uhf grants went to: Asbury Park, N.J., Atlantic Video Corp. (Walter Reade theatres), Channel No. 58; Wilkes-Barre, Pa., No. 28 to Louis Baltimore's WBRE (NBC) and No. 34 to WILK (ABC); Saginaw, Mich., WKNX, No. 57.

Portland's KPTV, which as the pioneer uhf station is becoming a sort of petted darling of the industry, got an exceptional sendoff Oct. 1 when, just prior to the opening World Series telecast, owner Herbert Mayer's very telegenic 14-year-old daughter Sandra went before NBC-TV cameras to present scroll to RCA's Gen. Sarnoff.

Portland and rest of network first saw and heard FCC chairman Paul Walker welcome KPTV as "a harbinger of the more abundant TV to come." Sarnoff referred to
Mayer's effort as being "in the traditional pioneer spirit of the great Northwest," and likened the opening of "new uhf frontiers" to the Lewis & Clark expedition.

KPTV is now operating from noon to 11 p.m. daily, taking all 4 networks.

* * * *

Note: In reporting last week on probable new stations that may be expected on the air before end of this year -- based on equipment priorities and announced intention to make haste -- we inadvertently omitted to mention that both El Paso grantees, KROD-TV on Channel 4 & KTSM-TV on Channel 9, are trying hard to make it. And this week's dope is that KXLY-TV, Spokane, on Channel 4, is now aiming for start by Thanksgiving, though by no means certain to make it.

Looks at moment like WSBA-TV, York, Pa. (Channel No. 43) and/or WHUM-TV, Reading, Pa. (No. 61) will be next new stations, both aiming for November or at latest Dec. 1 debut. But there's no certainty. Latest grantee to report in our continuing survey of grantee plans is WPAG-TV, Ann Arbor, Mich. (No. 20), whose general manager Edward F. Baughn says he hopes for next April.

And in refutation of our observation last week that the networks and some reps are inclined to be lukewarm toward uhf, there's this announcement from CBS this week: Besides signing Reading's WHUM-TV as an affiliate, CBS-TV states WNOK-TV, Columbia, S.C., will become an affiliate as of Jan. 1.

250 TV APPLICATIONS ARE UNCONTESTED: Looks like clear sailing ahead for plenty of TV grants -- quickly -- as result of FCC's speedup in processing procedure. About 250 applications, or one-third of all those pending, are uncontested and therefore free for grants as soon as Commission can get them processed.

Commission is expected to average 10 grants or more a week -- about double present rate of 5 or 6 -- after speedup goes into effect Oct. 15 (Vol. 8:38). Staff then will temporarily discontinue processing of conflicting applications, and FCC will pass over them, concentrating on cases where immediate grants can be made. Another factor tending to accelerate grants is experience that has now been gained by newcomers to Commission's staff.

Our last week's estimate of "more than 100 CPs this year" now appears quite conservative on basis of present thinking at the Commission. This figure, in fact, could even be doubled by year's end!

FCC is now ready to make grants in cities which already have TV stations, having passed last city on its B-1 priority list this week. While it also must double back and act on applications higher on the list which were filed recently or passed over in recent weeks, it could very well plunge into B-1 list next week or week after. The 50 cities in B-2 are those which have pre-freeze stations and in which the only remaining open channels are uhf.

First B-2 cities which still have uncontested applications are Utica-Rome, N.Y. and Erie, Pa. This week Commission reached 46th city in Group A, Wilkes-Barre.

Group B list will be exhausted before year's end, if it continues to get equal attention with Group A -- freeing FCC to devote all its time to cities which have no TV service. As things stand now, about 35 of the 160-odd cities with one or more uncontested applications are in Group B, some 125 in Group A.

* * * *

Contrasting with brisk progress in uncontested applications are the painfully slow hearings. Applicants who received grants without hearing should thank their lucky stars they were spared the costly and exasperating ordeal begun by Denver and Portland applicants in Washington Oct. 1.

One phase of hearings that doesn't take much time -- so far -- is engineering. Since FCC hasn't yet ruled whether applicants can show number of people they expect to serve, there's scarcely anything left to argue about. This is far cry from FCC's past practice, particularly in AM, wherein an applicant has been known to receive grant because he would serve couple hundred more people than his opponent.

FCC added 2 more examiners this week -- Thomas Donahue and Annie Huntting -- bringing total to 11, most of whom will concentrate on TV. Donahue comes from Hearing Div., Mrs. Huntting from Common Carrier Bureau.
REPORTS ON PORTLAND UHF CONTINUE 'SOLID': No question at all about adequacy of uhf signal in Portland, now that another week of measuring and testing new KPTV's signal has elapsed. Nor is there any question about ability of most receiving units to extract good picture from signal within about 20 miles. Nonetheless, there's spirited competition among proponents of each type of receiving device.

Quite solid coverage out to 25 miles is reported by KPTV consultant Ben Adler who spent considerable time studying reception throughout area. Results are much better than in Bridgeport, he says, largely because of more antenna height.

Enhancing coverage, Adler adds, is fact antenna is tilted down (electrically) 1 degree in all directions, additional 1 degree (mechanically) to east over city. However, signal is still weak at foot of hill on which antenna is located.

Carefully mentioning no brand names, Adler says that some tuners aren't much good where signals are below 1000-2000 uv/m, compared with vhf's lower limit of 100-200 uv/m. But he's quick to point out that 2000 uv/m signal goes out 25-30 miles.

Curiously, simplest receiving antennas seem best, according to Adler. Some, made by companies with excellent reputations, actually produce less gain than simple dipole. Adler attributes this to efforts to cover too many channels.

Another interesting phenomenon is caused by fir trees, no less. Adler reports that firs, in weak signal areas, can completely block signals. Since firs retain needles year around, problem isn't seasonal. Adler says, however, that satisfactory echo or "ghost" can sometimes be found when direct signal is blocked out.

Dr. Allen DuMont is quite pleased with his on-the-spot inspection, finding "reasonably satisfactory service" throughout area. He told us he's satisfied that few "shadows" behind hills can be licked.

One problem that did arise, Dr. Dumont says, is interference from police and taxi radio. This is being eliminated in new strips supplied by Standard Coil for DuMont's turret tuners.

* * *

RCA has pulled out all the stops, now that some of its best engineers have completed intensive field strength surveys in Portland.

"Uhf looks better every day," company says in official statement that's as enthusiastic as last week's was guarded (Vol. 8:39). "First optimistic reports from Portland -- which to many seemed almost too good to believe -- are being solidly confirmed as more evidence comes in."

Nearly every street in Portland and main roads 25 miles in every direction were covered, RCA reports, and technicians concluded that primary coverage extends about 20 miles. Secondary coverage runs 30-40 miles north and south, but mountains limit east-west coverage to about 25 miles. Only a few small shadows were found.

RCA is completing report which, it says, "will confirm in every way the early enthusiastic reports of the phenomenal operation of KPTV."

FCC is also considering field strength survey in Portland, may work with Bureau of Standards on project. Commission is anxious for advent of WHUM-TV, Reading, Pa., for high-powered "test tube" nearer Washington.

* * *

Big fight among manufacturers appears to be between users of turret tuners with replaceable strips and those employing continuous tuners. Philco, for example, placed ads plugging its continuous tuner, saying it's "not a strip-type tuner of questionable performance & limited coverage." Then Admiral, ardent advocate of strip-type, countered: "Why clutter your home with an unsightly converter? You'd laugh at the idea of buying 70 spare tires when all you'll ever need is 1 or 2."

Current sniping aside, engineers generally agree that most of the present uhf devices are interim; that year or 2 will see completely new tuners, built-in and simple to operate, performing as well as present day vhf tuners. These will take new tubes, new components, new circuits.

* * * * *

After flurry of KPTV's opening, engineers are now looking forward to cities
with 2 or more uhf stations, to cities with vhf & uhf stations, to higher uhf power, to operation in rougher terrain. Then, they say, will come the final showdown.

To give set makers another uhf proving ground, FCC this week gave Sylvania permission to operate fulltime on its KG2XDU, Emporium, Pa. This will provide engineers both ends of uhf band to work with — 509-529 mc and 870-890 mc.

Another valuable study is that being completed by RCA, which has measured 842-854 mc at heights of 185, 370, 550 & 735 ft. on WOR-TV tower. RCA has found:

1. Height doesn't mean much in rough terrain.
2. Height means even more than theory indicates in built up areas with smoother terrain.
3. Much more accurate methods of predicting signal levels at various locations and distances have been developed.

RCA hopes to report findings to FCC by end of month. Paper on the experiments will be read at January AIEE meeting in New York.

**TV OR NO TV—WNEW GETTING ALONG FINE:** Formula for successful radio broadcasting, as described in article titled "WNEW New York: Radio's Little David Doesn't Fear TV" in October Fortune Magazine:

"Whereas the [radio] networks are taking a trouncing from TV because their leading money-making shows are the very type of thing that TV can do better, WNEW specializes in the things TV cannot do as well: a flow of familiar, uncomplicated, unobtrusive music; the unadorned news crisply told every hour; and the short, slick-selling, non-irritating commercial."

Mere mention of TV is supposed to be poison around WNEW, soon going from 10 to 50-kw, but it does all right indeed—one of the top earners in radio. Fortune attributes its success largely to the "vibrant and intuitive" Bernice Judis, general manager and executive v.p. In her early forties, she's "not a woman of the sleek and icy female-executive gender, but an earthy cushiony creature who, answering to the nickname of 'Tudie', flounces around the studio with bracelets jangling and a generous amount of Schiaparelli's Shocking floating in her wake."

Bernice Judis earns about $65,000 a year at WNEW. With husband Ira Herbert, sales v.p., she owns about 25% of stock in a syndicate headed by Wm. S. Cherry Jr., of the Providence dept. store family which owns WPRO there. Herbert's staff of salesmen, all on 12% commission, earn from $27,000 to $50,000 a year, to say nothing of the $175,000 a year WNEW pays disc jockey Martin Block.

There aren't many like the ebullient Tudie Judis, who rose from $15-a-week job "sharpening pencils" for the old Arde Bulova-Milton Biow ownership. Nor can many hard-bitten (and hard-hit) managers of AM stations hope to achieve what she demands from her programmers: "All WNEW wants in the way of an audience is most of the people most of the time."

But the article has clinical value for any broadcast manager, relating how it attempts just that. Extremely interesting, since everybody likes to know everybody else's business, are the WNEW profit-&-loss figures -- treated somewhat more superficially than Fortune did those of Milwaukee's WTMJ-TV (Vol. 8:1).

"When TV was yet a pup," in 1948, WNEW sold $2,540,700 worth of time, earned operating profit of $655,500, net after taxes of $332,600, or better than 25% on its investment. In 1949, when gross slipped $35,000 and operating profit went down a "couple of percentage points," the WNEW management saw the writing on the wall spell "t-e-l-e-v-i-s-i-o-n," as Fortune rather cutely puts it. But in 1950 sales soared to $2,730,600, gross profit to $839,600, net $358,400. Sales fell off in 1951 to $2,730,900 but the "villain" wasn't TV; it was the Hackensack River flood that silenced its transmitter for several days.

Operating on a fiscal October-to-October basis, first 6 months of 1952 saw station's sales at $1,429,800, highest for any comparable period in its history. "There is no certain-way," says Fortune, "of proving WNEW's boast that it has clobbered the network Goliaths. But it is significant that WNEW has enough confidence to expose its figures for its competitors to top -- if they can."
AFTER 9 MONTHS of TV's most radical program experiment—the much-discussed *Today*, with Dave Garroway, Mon.-thru-Fri., 7-9 a.m. on NBC-TV—it's apparent that enough people will &-listen that early in the morning to pay off for sponsor, network and stations. It's now a fixture on NBC-TV, which in first 6 months grossed some $1,500,000 in participation sales, and it's paying off for some of 38 stations now carrying it.

That's the word from the network, which started the show last Jan. 14 (Vol: 7:50 & 8:3) with 31 outlets as a "noble experiment" conceived by TV v.p. Pat Weaver, who seriously and lastly averred that it would elevate the "habit patterns" of America.

Budgeted at $25,000 per week, show now has staff of 30, has had up to 24 participating sponsors, enjoys American Research Bureau ratings which network claims have gone up to 8, seldom below 6. Best of all, it has con-founded the critics, who had predicted a faint future for it.

One network-owned &-operated station is reputed to be deriving $4000 a week from sponsorships in the 7:55-8 a.m. cut-in period left for locals; other affiliates tell us variously that they're doing all right, though a few haven't made it pay yet.

As we did last winter, when we felt the opinion of hard-headed station owners & managers was worth more than that of columnists, competitors and ourselves (Vol: 8:5), we've written station operators again to ask whether show has clicked with audience, whether it is paying off, whether they see good future for 7-9 a.m. telecasting. We wrote to 12 telecasters, got 10 replies.

All but one stated the show has clicked; some said they're doing all right with it already, financially; others only so-so or not so good. All foresaw a good future for it. So far as we can learn, no one has dropped it, no one intends to do so. No one seems to doubt that, just as early-morning radio has been a revenue bonanza, so will early-morning TV. Excerpts from replies:

H. Dean Fitzger, WDAF-TV, Kansas City: "One of TV's greatest program achievements. These are summer 'dog days' [August] and for this reason there are holes in the program so far as sponsorship is concerned, but I predict the fall and winter season will reveal a great change in this regard."

George M. Burbach, KSD-TV, St. Louis: "At present we have 51 participations per week sold in *Today*, with very little turnover; rating-wise, the program is quite satisfactory with an 8 a.m. 3%.

Nathan Lord, WAVD-TV, Louisville: "The program has more viewers than the combined viewing of any other 2 programs between 9 a.m. & noon. If it was not a commercial success, we would have dropped it long ago."

Aldo DiDominicis, WNIC-TV, New Haven: "It definitely makes 7-9 a.m. operation worthwhile."

Willard E. Walbridge, WWJ-TV, Detroit: "It leads all other morning offerings and has in general lived up to its high objectives."

Clair McCollough, WGAL-TV, Lancaster: "It's worthwhile commercially, both as to network revenues and local sales."

Frank Fogarty, WOW-TV, Omaha: "I think *Today* will be here tomorrow and the day after tomorrow and the day after that. It is appealing to high-calibre TV viewers. As you probably know, the program is sold at a low rate [but] I am sure it pays our overhead for the early morning operation but doubt that network revenue has yet returned us any profit. To date, we have had little success with local time sales."

Kenneth Hance, KSTP-TV, St. Paul: "We are pleased with the show. It does make 7-9 a.m. operation worthwhile even with the limited income we receive from each NBC participant. Sales of our local portion have not come up to expectations, but I blame this on ineptness of our selling force."

Leslie H. Peard, WBAL-TV, Baltimore: "*Today* has clicked with our audience, but it's no great smash. We just about break even, with most of the income from the network. We have made few local and national spot sales in the program. Despite this, we believe it has an excellent future for the long pull."

Robert E. Dunville, WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton: "It has not clicked with our audience. Our 7-9 a.m. commercial operation was better before the advent of *Today* than it is today, but we operated from 7:30 a.m. prior to the inauguration of the network program. In spite of this, I see a good future for the operation of commercial programs from 7-9 a.m. Whether *Today* is the answer or not is something that only time will tell. My personal opinion is that NBC is doing a good job [but] literally doing it the hard way, which is bound to result in the typical network confusion."

Telecasting Notes: The edge, so far as "TV personality" goes, apparently is held by Gen. Eisenhower, though situation is fluid and can change still more. Both Pulse and Trendex surveys of Eisenhower's Sept. 4 campaign opener from Philadelphia and Gov. Stevenson's Sept. 5 from Denver rate former highest. Pulse gave Eisenhower an audience rating of 13.3 in N. Y., 13.6 in Chicago, 20.5 in Baltimore: Stevensons, 8.0 & 15.3 in same cities. Trendex-10 city check gave Eisenhower 23.5, Stevenson 6.4, though noted that former followed an extremely popular program... "TV strategy" is playing big part in campaign, with Democrats planning more "fireside chats" for their candidate, GOP preparing to release series of 20-sec. spot films in which Eisenhower replies to man-in-the-street questions; these will be concentrated mainly in 12 key states lost by Republicans in 1948... GOP also has set of films for local campaigns, first 10-sec. occupied by Eisenhower, rest by local candidates; this is BBDO-Kudner project, with animations and jingles... This is the $2,000,-000 TV-radio campaign about which there was so much newspaper talk this week, idea being conceived by Rosser Reeves, of Ted Bates agency; despite GOP denials, there's plan to use TV-radio spots heavily as campaign approaches climax, depending on funds for purpose that can be raised by National Citizens for Eisenhower Committee... Stevenson has made some 1-min. & 15-min. films to be placed thru local Volunteers for Stevenson, and Democrats plan to continue documentary-type programs already tried... Ex-FCC chairman Paul Porter warned telecasters & broadcasters they may be forced to provide free program time for all major political candidates if they allow themselves to be dominated by "the party with the largest purse." He cited proposals from Congressmen of both parties for such a move... 3-hour political telethon, despite unfavorable results in Wisconsin & Utah (Vol. 8:38), was undertaken Sept. 30 by Michael DiSalle, Ohio Democratic candidate for Senator, who answered studio audience and telephoned queries on WLWT, Cincinnati, which fed program locally to WCPO & WCPO-TV, and was picked up by WKRC-TV, other local station, for 30 min. to hour... Prospective TV licensees in the 2 Carolinas invited by 3-year-old WBTV, Charlotte, to participate in TV Clinic at station Oct. 22-23; panels on all phases of station operation, rehearsals & telecasts of live shows, inspection of Spencer Mt. transmitter, will be followed by banquet to be addressed by FCC Chairman Walker... Following lead of WOR-TV in specialization to meet network competition (Vol. 8:39), Chicago Tribune's WGN-TV will promote Monday as sports night—beginning Oct. 6—with all-sponsored 23 hours of films & commentaries on football & boxing from 8 to 11... "stdio stuff"—once projected as Operation Frontal Lobe—holds its own at NBC-TV despite re-crements, with half-hour filmed "sitting" by Robert frost, Carl Sandburg and Frank Lloyd Wright definitely set and plans afoot to get Winston Churchill, Max Beerbohm, Bernard Berenson and other notables; reactions to initial show, a Bertrand Russell interview, were so good that maintaining interview series will be continued... Editorial announcing Louisville Courier-Journal's endorsement of Stevenson read over newspaper's own station WHAS-TV night before publication Sept. 25 by president Barry Bingham, who then answered 69 questions phoned in by viewing audience; Bingham, incidentally, was naval aide on Eisenhower's London staff during war... National Catholic Welfare Conference News Service, Washington, offering weekly 15-min. news-script for use by TV & radio stations... N. Y. Philharmonic signed for CBS-Radio sponsorship by Willys-Overland in big $1,000,000 time- portrayal deal this week; 28 Sun. 2:30-4 p.m. broadcasts scheduled starting Oct. 19, thru Ewell & Thurber... NBC Washington completes moving of offices and studios (including v.p. Frank Russell headquarters) and integration of all WNBW & WRC operations, at Wardman Park Hotel as of Oct. 15; new phone no. is Adams 5400... WXEL, Cleveland, which also takes DuMont and some CBS programs, announced by ABC-TV this week as a primary affiliate... CBS-TV's giant new "Television City" in Hollywood observed its first origin Oct. 9—My Friend Irma, 8:30-9: p.m.; NBC-TV's new Hollywood studios open Oct. 4 with All-Star Review... Oct. 1 rate increases: WJIM-TV, Lansing, raised Class A hour rate from $475 to $525, one- min. from $75 to $100; WJAR-TV, Providence, from $750 to $850 and $115 to $135; WSAZ-TV, Huntington, from $300 to $400 and $72 to $84.

Network Accounts: Timebuying by political parties, with exception of some advance time options, is generally "played by ear" as campaign progresses—but this week the Democratic National Committee placed definite order for 9½ hours on DuMont Network of 64 stations, all 10:30-11 p.m., EST, Gov. Stevenson speaking from St. Louis, Oct. 9; Salt Lake City, Oct. 14; Los Angeles, Oct. 16; Cleveland, Oct. 23; Boston or Pittsburgh, Oct. 25; New York, Oct. 28; Pittsburgh or Boston, Oct. 30; Chicago, Nov. 1; windup, probably from Springfield, Nov. 3. Agency is Joseph Katz Co. Lionel Corp. (electric trains) starts All Aboard Oct. 19 on CBS-TV, Sun. 12-15-12:30 p.m., thru Buchanan & Co. Philip Morris starts My Little Margie Oct. 4 on NBC-TV, Sat. 7:30-8, thru Biow... Longines-Wittnauer Watch Co. will sponsor annual Thanksgiving & Christmas Festivals on CBS-TV, 5-6, thru Victor A. Bennett... Plymouth will sponsor East-West Shrine football game Dec. 27 on DuMont, thru N. W. Ayer... F. W. Woolworth Co. (5 & 10 chain) sponsors Tournament of Roses New Year's Day from Pasadena on NBC-TV, Thu. 12:30-1:30 p.m., thru Lynn Baker... Gillette will sponsor Orange Bowl football game from Miami Jan. 1 on CBS-TV, Thu., thru Mason... Buick's new show, taking Texaco Star Theatre period every fourth Tue. starting Oct. 7 on NBC-TV, 8-9, is Buick Circus Hour, musical with Joe E. Brown... Serutan extends sponsorship of Life Begins at 80 on DuMont, Fri. 9-9:30, for 3 years thru Franklin Bruck Adv. CIO Political Action Committee sponsoring People's Political Poll on 35 stations, thru Henry J. Kaufman Adv.

Station Accounts: Princeton Film Center reports filming of TV commercials for Stanley Works (home power tools), thru Horton Noyes Co., Providence; Black & Decker Mfg. Co. (electric tools), thru Van Sant & Dugdale, Baltimore; Blue Cross, thru Gray & Rogers; Royal Bedding Co. First 2 placing The Handvman series, with Norman Brookes... Tea Council's fall & winter ad budget will be devoted exclusively to TV, following test survey in Syracuse; 20-week spot schedule begins Nov. 3 thru Leo Burnett Co. in N. Y., Chicago, Los Angeles, Philadelphia, Detroit, Pittsburgh, Boston, Washington, Baltimore, Providence... Pacific Borax's new 30-minute films, Death Valleys Days, now being placed in nearly all TV markets for 52 weeks, thru McCann-Erickson, reputed to be costing advertiser $2,750-000 for time, talent & production... Miller Brewing Co. (High Life Beer) now placing March of Time Through the Years in 45 markets, including new CBC outlets in Toronto and Montreal, thru Mattebison Adv., Milwaukee... Among other advertisers reported using or preparing to use TV: Southern California Gas Co., thru McCann-Erickson, Los Angeles; Lawry Products Inc. (seasoned salt & spread), thru California Adv., Los Angeles; Procter & Gamble (Perm home permanent), thru Biow Co., N. Y.; Dawson's Brewery Inc., thru Bressick Co., Boston; Croton Watch Co., thru Doyle Dane Bernbach, N. Y.; Maple Island Inc. (Maple Island dry milk), thru Omlstead & Foley Adv., Minneapolis; Saladmaster Inc. (kitchen tools), thru Ted Workman Adv., Dallas; Flakos Products Corp. (Flakorn pancake mix), thru B. H. LeQuette Inc., N. Y.
CLOSED-CIRCUIT TV system serving Minot, N. D.—believed to be first of its kind in U. S.—is paying off for AM station KCJB in both money and TV experience. Operated by a CBS affiliate which also owns KSJB, Jamestown, N. D. and is applying for TV in Minot and Fargo, N. D., setup utilizing community antenna systems that all programs are locally originated.

The service operates 9 hours daily except Sunday, its most popular program material being sports. All home games of local baseball teams were televised this summer, high school and college football games are now the principal fare, and basketball will be covered in season. Also shown is an hour of films daily, mostly sport shorts. Simulcasts of local AM programs—including 30 minutes of music by staff band and half-hour home economics shows—also draw good audiences, reports president John W. Boler.

“When we have nothing else,” he adds, “we televise the announcer playing records for 3 hours a day.”

System has about 50 paying subscribers, but Mr. Boler estimates potential circulation at 300 to 500 within next 3 months. Many sets are now in business establishments and store windows, where televised sports draw large crowds.

Says Mr. Boler: “We are not selling advertising on the TV, but of course our AM sponsors enjoy the benefit of the TV audience.” Business establishments which don’t advertise on AM station are charged $200 for the TV installation, plus $25 a month. Advertisers pay $100 in installation, no monthly fee. Charge for residences is $110 installation, $10 a month; multiple dwellings $67.50 & $5.

“The purpose of establishing this operation,” says Mr. Boler, “principally was to train our staff and to learn how to produce low-budget programming for TV with limited audience. If we are going to have TV stations in North Dakota, we have limited population, they will have to be operated with a small staff who will double in brass.”

Has experiment been successful? Replies Mr. Boler: “We think it has been the formula for small-town TV, but we still have to prove it. So far with our closed circuit we are ahead financially. We are learning at the same time—so how can we lose?”

San Diego interests, notably new TV station applicants, preparing to dispute new Mexican-licensed station XEAC-TV’s projected San Diego studios and proposed hookup with U. S. networks. Station is being built in nearby Tijuana, assigned Channel 6, due on air in early November (Vol. 8:39).

Cuban Ministry of Communications has barred *Ante La Prensa*, a sort of “Meet the Press” program on CMQ-TV, on grounds it violates decree for Sunday rest for journalists. Emilio Ochoa, anti-govt. leader, recently was fined $1000 and jailed for 18 days for seeking to incite to rebellion by his remarks on the program.

HIGH TOWERS permitted by new allocation report shouldn’t necessitate any changes in FCC rules governing clearance procedures by airspace subcommittees. This advice was submitted to FCC and CAA Sept. 29 by unofficial group representing organizations in telecasting and aviation industries as well as staff members of FCC, CAA and other interested govt. agencies. With virtually no changes, group approved report prepared by working committee which studied subject 4 months (Vol. 8:17, 19-20, 22, 30, 35).

In effect, group decided new allocation report necessitates new rules to tell airplanes where and how to fly—rather than new rules to tell telecasters where and how to build towers (Vol. 8:35). Only FCC rule-making suggested in report was proposal for new rules for obstruction marking and lighting of antenna structures. In line with report, CAA is expected to hold hearings on new obstruction clearance procedures for aircraft.

Only discordant note in Sept. 29 hearing was strong protest by consulting engineer A. Earl Cullum, Dallas, against portions of report. He leveled his fire at statistics indicating no more than 5% of TV towers will exceed 1000 ft., said most applications for big city stations hadn’t been submitted to FCC when report was written. Bulk of high tower applications are yet to come in, he said, therefore the statistics are misleading.

Telecasters and broadcasters are invited to submit nominations for 1952 awards of Alfred I. duPont Foundation presented annually to TV or radio news commentator for excellence in reporting, and one each to a TV or radio station under and over 5000-watt power. Nominations for $1000 cash prizes and citations should be submitted by Dec. 31 to the curator, Alfred I. duPont Awards Foundation, Washington & Lee University, Lexington, Va. Judges are Mrs. Jessie Ball duPont, who established awards in 1942 in honor of her husband; W &L president Dr. Francis P. Gaines; Washington Star editor Ben McKelvey; Dr. Hadley Cantril, director of Princeton’s Office of Public Opinion Research; Mrs. Oscar A. Ahlgren, president of General Federation of Women’s Clubs.

Seventh Statler hotel equipped with RCA sets served via multiple-distribution system, Washington’s 1000-room Statler, unveiled system Oct. 3 to group of local bigwigs including all FCC commissioners except Bartley. It’s biggest such installation yet. Others of Statler chain equipped are in Los Angeles, Boston, Cleveland, St. Louis, Buffalo, New York.

Tax of $1.50 on each TV set, levied by town assessors of Stow, Mass. (pop. 1700) on basis of $100 personal property valuation, has local citizenry up in arms.
OPPONENTS OF ABC-UPN merger had their say this week as DuMont and FCC Broadcast Bureau filed proposed findings. Both parties insisted that merger wouldn't be in public interest and DuMont went one step further, saying that FCC's Aug. 1 order—precluding consideration of old anti-trust evidence—violated Administrative Procedure Act because it wiped out solid bloc of evidence and forced examiner to carry out duties inconsistent with the Act.

Both Broadcast Bureau and DuMont gave these reasons for opposing merger: (1) Merged company could refrain from promoting one medium or other—TV or movies—to protect its investment in each field. (2) It would lessen competition in theatre TV because TV division wouldn't compete against theatre division.

In addition, Broadcast Bureau argued: (1) Other theatres would feel compelled to merge with TV networks and vice versa, laying groundwork for new monopolistic pattern in entertainment field. (2) Merged company would be natural enemy of pay-as-you-see TV, even though FCC might find latter service to be in public interest. (3) Merged company's certificate authorizes it to act as business agent for foreign bodies, prohibited by Communications Act. (4) Interlocking ownership of some stockholders of KECA-TV and KTTLA, Los Angeles, would violate duopoly rules.

DuMont added these reasons for opposing merger: (1) Merged company would have unfair advantage—it could offer sponsors theatre, as well as TV, outlets. (2) UPT's proclivity to anti-trust actions couldn't be examined properly because FCC's Aug. 1 order prevented examiner from considering "intent." (3) ABC can now get needed capital from sources other than UPT, even if it couldn't when merger was first considered.

Swing to filmed shows for TV has increased employment 20% among members of Screen Directors Guild of America, reports Sept. 25 Variety, which notes at least 100 directors in 750-member guild are now actively working for TV—in addition to cutters, asst. directors, art directors, etc. And Oct. 1 Variety says as symptomatic of continuing public demand for feature films, regardless of age, fact that Matty Fox's Motion Pictures for Television anticipates record $4,000,000 in gross billings for 1952—even though no recent domestic feature films have been made available for TV. Syndicating to all but 2 or 3 TV markets, MPTV has increased its gross by $1,000,000 this year, has practically exhausted its vaults, but Fox sees demand for 1930-40 vintage films continuing at least 2 more years.

Theatre-TV proponents won promise from AT&T to supply cost data for intercity transmission facilities at amicable Sept. 30 meeting in Washington (Vol. 8:30, 36-37, 39)—but information won't be furnished until after Oct. 20 FCC hearing. Commission officially notified all parties Oct. 3 that hearing will be held in National Museum auditorium for MPAA & NETTC testimony, will be confined to engineering & accounting data—including technical requirements and standards, sample theatre-TV microwave distribution systems, projection equipment, costs—and will exclude cross-examination until proceeding resumes in January (Vol. 8:26, 30).

New president of RKO Pictures is Ralph Stolkin, head of group that bought Howard Hughes' controlling interest last week (Vol. 8:38-39). He succeeds Ned E. Depinet. Arnold M. Grant was named board chairman and general counsel. Other new board members are Mr. Stolkin, Edward Burke, Sherrill Corwin, William Gorman, A. L. Koolish, Gordon Youngman. Mr. Stolkin, Mr. Corwin and Mr. Burke have interests in radio stations and several TV applications.

"Mentioning" possible successors to the FCC commission resignation resigned by Robert F. Jones Sept. 19 (Vol. 8:38) continues to be favorite pastime of Washington trade reporters. Fact is nobody really knows as yet, probably not until even President Truman, now on his whistle-stop tour. But "mentions" are good publicity, hurt no one, might possibly hit right name. Lumping all that everyone has mentioned, several known to be getting considerable political buildups, we can list: Wm. P. Massing, FCC asst. secy.; Wm. J. Norfleet, FCC chief accountant; Benedict Cottone, FCC chief counsel; Mrs. Fanney Litvin, FCC examiner; Edward P. Morgan, ex-OPS executive who recently returned to Welch, Mott & Morgan law firm; Neville Miller, ex-NAB president, now Washington attorney; Philip G. Loucks, Washington radio attorney; Justin Miller, NARTB chairman; J. Leonard Reinsch, gen. mgr. of Cox TV-radio stations (including WHIO-TV & WSBR-TV), now special advisor on TV-radio to Democratic National Committee; Telford Taylor, one time FCC gen. counsel, recently administrator of Small Defense Plants Administration, now practicing law; Dr. Franklin Durham, TV-radio chief, U.S. Office of Education; ex-Rep. Clinton D. McKinnon (D-Calif.), former San Diego publisher, who ran unsuccessfully against Sen. Knowland in 1950. Note: Comr. Frieda Henneock has interested President Truman in her educational TV crusade; to such extent that Billboard's correspondent, noting that Telford Taylor is again representing Joint Committee on Educational TV, reports that Taylor is "doing some backstage advising at the White House" on the next appointee. There's also reason to believe Mr. Truman himself, contemplating his retirement in January and talking rather often about his plans to pursue "political educational" projects, may be thinking in terms of working with prospective educational TV stations after he becomes a private citizen.

Public reaction to color compatibility tests, conducted by RCA over WNBT, New York (Vol. 8:36), indicates it makes little difference to viewer whether subcarrier frequency is 3.58, 3.75 or 3.89 mc. Last is the NTSC field test specification. Engineers say that net effect, therefore, is to dismiss compatibility as a major consideration in choice of subcarrier frequency. Meanwhile, industry leaders continue to venture predictions as to when commercial color will emerge. Dr. E. W. Engstrom, RCA Labs v.p., interviewed on NBC-TV's Today during this week's Electronic Conference in Chicago, said, "color TV is definitely on its way. We can look forward to the enhancement of TV in the not too distant future by the addition of color." Admiral president Ross D. Siragusa told Oct. 2 meeting of N.Y. Society of Security Analysts that color is "feasible immediately" but costs are so high that sets won't be on market in quantity for "at least 2 and possibly 4 years." He estimated tri-color tubes would cost $150 each, even in quantities of 10,000. Dr. Allen B. DuMont is still bearish, according to Portland Oregon Journal interview which reported him estimating commercial color to be 5-10 years off. And Motorola's Robert W. Galvin, in New York Journal of Commerce interview, is quoted as saying color will "sort of slide in sideways as a supplementary service." He added: "The change from black & white will be evolutionary, not revolutionary. I think it will be 3 or 4 years before color reaches the market, and then only in limited volume."

Theatre TV grossed an estimated $100,000 from 120,000 spectators at 50 theatres for Walcott-Marciano heavyweight title fight (Vol. 8:39), according to president Nathan L. Halpern of Theatre Network TV Inc. Despite record theatre-TV total, International Boxing Club is reported in Oct. 1 Variety to be offering Walcott-Marciano return match to Pabst for $100,000 on home TV.
RECORD HIGH OUTPUT, LOW INVENTORY: Up surge in production continues, along with drop in factory inventories, according to weekly RTMA report. Year's record TV output of 168,308 (10,091 private label) is shown for week ended Sept. 26; in fact, it's highest figure since mid-March 1951. At same time, factory inventories fell to 172,631 from 205,658 the week before -- lowest since first week in January.

Week was 39th of RTMA's statistical year -- meaning first 3 quarters have resulted in TV output of 3,674,682 (preliminary total subject to slight revision). Since last quarter is normally best, it's foregone certainty year's total will go to 5,000,000 -- very likely will be even more.

Radio production was 212,841 (92,811 private label) for week ended Sept. 26, up nearly 25,000 from the week before. Radio inventory was 244,631, virtually unchanged. Week's radios were 87,930 home sets, 29,598 portables, 44,254 clock, 51,059 auto. Total radio output for 39 weeks was 6,736,024.

PRICES ARE UP, KEYED BY PICTURE TUBES: Not much question about it now -- TV prices are going up due to higher component costs, especially tubes. Also due to shortages and to higher labor costs. Increases usually are $10 or $20 per set, sometimes $30.

Besides those reported last week as having raised some lists (Admiral, CBS-Columbia, Muntz, Scott, Sylvania), similar $10 to $50 hikes in at least part of their lines were announced this week by Crosley, Motorola, Packard-Bell, Trav-Ler, Kaye-Halbert and -- more seem to be on the way.

As we stated last week, "No one will be surprised if more are announced before these words are read." The wavering attitude of those who say they're still "studying" the situation is reflected in this statement by Westinghouse TV-radio manager Tod Sloan: "We are making every effort to hold the line; however, in the face of steadily rising costs that every industry is feeling, some upward price adjustment may have to be made."

And DuMont general manager Irving Rosenberg: "We have no present intention to raise set prices but, with labor and materials going up, anything can happen."

Even small radios are up: Admiral this week raised 2 clock radios by $2 & $3 and its table radio-phono by $10 to $80. RCA table radio-phono went up $10 to $70.

Scarcities fast developing in the boom TV market, unrelieved by govt. material restrictions, provide key to price situation. There are some who now feel sure TV production will go to 6,000,000 this year, provided materials can be had. These are components people who generally have better "feel" of overall situation than do individual manufacturers. Among latter, Zenith v.p. Sam Kaplan is quoted in New York Journal of Commerce as predicting output of 3,000,000 TVs for final 6 months of this year, Admiral's Ross Siragusa predicting 2,700,000 same period.

TV price trends are sparked by picture tubes more often than not -- and the current situation is no exception. Though RCA says it has no present plans to raise tube prices, GE wires us it's "giving serious consideration to increasing picture tube prices based on analysis in process to determine effect of rising labor costs."

There would seem to be little doubt what's coming, however, in light of what other major tubemakers have done. Following Sylvania's new picture tube prices for Oct. 1 (with 90-day protection), DuMont this week announced same increases:

Standard all-glass tubes went up as follows: Type 21FP4A, 21-in. electrostatic focus, cylindrical-faced tube, from $26.50 to $27.75; 21EP4A, with magnetic focus, from $25 to $26.75; 17LF4, 17-in. electrostatic focus, cylindrical-face, and 17HP4, spherical-face, both from $16.50 to $17.75; 17B4A, magnetic focus, spherical-face, from $15.75-$16.25 to $17.25.
Said DuMont tube manager Fred Rice: "Tubes are short, and the outlook is not good." The larger tubes (notably the top-selling 21-in.) are slower to produce than the old sizes, he added, and he looked to continued shortage of 21-in. "Next year it's going to be worse, when you consider the replacement market."

RCA says it increased 10, 12, 16 & 19-in. prices about month ago because volume had dropped so greatly as to preclude mass production. They're now sold almost entirely for replacements.

Tuner situation seems to be getting better in new Portland market. Biggest strip manufacturer Standard Coil has assured its customers all they need within week or two; Crosley, Mallory, RCA converters are coming along. Success of that market, from standpoint of availability of receivers, seems assured. "It's another Denver."

Axiomatic in the trade is fact that second station in any one-station area stimulates sales -- and that's what's already reported from Denver, even though new KBTW is only testing as yet and won't go on schedule (with CBS-TV programs) until end of next week (Oct. 12). Anticipation of this station, to say nothing of World Series and new fall programs, jumped sales to Denver area's 500 dealers some 25,000 during August. Claim is now made that there were 38,919 sets-in-use as of Sept. 1 and that 50,000 will be in use by Oct. 12.

World Series also helped keep Portland on fire with TV enthusiasm, say local reports. Whole trade is still looking to that city not only as testing ground for uhf but, like Denver, as example of what will happen in other new TV areas.

Resentment toward KPTV owner Herbert Mayer, for his failure to take trade into his confidence while planning his sudden start (Vol. 8:38), has pretty well worn off in view of (1) the excellent trade now being enjoyed, helped by new influx of tuners; (2) Mayer's explanation that he couldn't be sure either that he'd get his transmitter on the air so soon or that FCC would authorize immediate operation, and (3) this statement to the Portland Oregonian:

"We weren't sure ourselves whether it [uhf] would be successful, and also we wanted to help prevent sale of bootleg sets. I'm glad that condition has been avoided in Portland."

Prevue Television Corp., 224 S. Michigan Ave., Chicago, subject of numerous inquiries growing out of its current efforts to franchise local interests throughout the country, including some broadcasters & telecasters, looks like the most ambitious venture yet undertaken in coin-operated TV field.

Its plans are built around novel Electronic Program Preview System, or "previewer," a device which automatically turns on set for free 4-minute preview at beginning of each program to entice viewers to drop quarter into coinbox to see rest of program. It's proposed to place previewers primarily in the nation's 40-50,000 motels having total of some 1,800,000 rooms, according to principals, and secondarily in another 1,500,000 hotel rooms.

Current goal is 7,500 "demonstration" receiver installations in some 300 motels by end of year. Company spokesman tells us sample sets have already been installed in 200, claims 400 motels have signed 10-year contracts, says hope is to have 50,000 sets-in-use by end of 1953. He estimates 300,000 coin-operated TV's of all kinds are already in use in nation's hotels & motels.

Prevue's TV sets and previewer device are manufactured by Transvision Inc., New Rochelle, N. Y. While it has been building Preview receivers for some time, Transvision hasn't yet gone into mass production ofpreviewer device itself. Receivers are 17-in. consoles and table models employing heavy-duty circuitry and believed to cost about $400 each. Previewer and coin device can also be attached to existing sets.

Under Preview plan, an exclusive franchise operator or distributor is appointed for each area. He's responsible for installation of sets, emptying coinboxes, arranging re-
Topics & Trends of TV Trade: Facts and more facts about every conceivable angle of TV—from transmission to reception—are being made available to Portland residents through their newspapers in both ads and stories heralding new KPTV (Vol. 8:38-39)—examples of new area buildsups that may well be emulated when other new markets open up later. Drumfire of data began with 40-page special TV section in "Portland Journal" Sept. 22 and 32-pager in "Oregonian" Sept. 29, and is still continuing daily. Both newspapers own rival radio stations, are also applicants for TV.

Inner workings of uhf are explained and emphasized in abundance of manufacturer-distributor-dealer ads; editorial content runs gamut from interference caused by local taxicab radio signals to explanation by NBC sports editor Bill Stern of how TV complicates his problems. Significant, too, is Better Business Bureau ad offering free advice to prospective purchasers in doubt about uhf reception, qualifications of dealers and service contracts.

We tabulated these 31 brand names advertised in special editions, which presumably means these are the sets already being offered in new market: Admiral, Airline, Arvin, Bendix, Capehart, CBS-Columbia, Coronado, Crosley, DuMont, Emerson, GE, Hallicrafters, Hoffman, Kaye-Halbert, Magnavox, Majestic, Motorola, Olympic, Packard-Bell, Philco, Raytheon, RCA, Silvertone, Sparton, Stromberg-Carlson, Sylvania, Tele King, Trav-Ler, Westinghouse, Wilcox-Gay, Zenith.

Receiving antenna business is booming, and materials allotments to antenna makers for fourth quarter may not be enough to satisfy the demand. Representatives of antenna manufacturing industry, meeting with NPA officials in Washington, explained that only part of the upsurge in demand can be attributed to usual seasonal increase. They said antenna replacements have almost doubled in recent months, and the new antennas are generally much larger than the ones they replace. Other factors which they said have increased the demand are opening of new stations, channel shifts by existing ones, higher sensitivity of TV sets permitting more fringe installations.

Picture tube sales by RTMA members for first 8 months of 1952 totaled 2,479,539 worth $55,338,117 compared to 2,851,944 valued at $72,733,096 in same period of 1951. For August, sales totaled 354,605 valued at $8,913,358 compared to 329,625 units worth $5,165,256 in July and 210,043 worth $4,327,234 in August 1951. Rectangular 16-in. and larger represented 98% of August total; 18-in. and larger, 68%. Receiving tube sales in August totaled 30,114,538 worth $20,827,035 compared to August 1951 sales of 23,761,253. For first 8 months of 1952 sales totaled 211,289,893 worth $151,664,441, of which 130,885,965 went for new sets, 49,913,776 replacement, 20,695,064 Gov't., 9,775,558 export.

TV set exports for 30 weeks of 1952 ended July 25 totaled 41,185, a tiny fraction of total U.S. production of 2,517,157 for same period, according to new RTMA report to be issued monthly henceforth. Of total exports, 22,742 went to Cuba, 8240 to Argentina, 5545 to Brazil, 1946 to Mexico, 1018 to Italy—mere 6 going to Britain, none to France. Radio exports in same period totaled 175,339 out of U.S. production of 5,288,079.

Motorola’s price increases affect 7 of the 21-in. models in recently-introduced line of 33 units: open-face walnut console up $20 to $320, mahogany up $10 to $330, blonde up $20 to $350, mahogany half-door up $20 to $390, blonde half-door up $20 to $410, mahogany full-door up $20 to $420, French Provincial full-door up $20 to $450.

OPS creating industry advisory committee to consider tightening TV-radio servicing price ceilings in form comparable to auto repair rate manual.

Merchandising Notes: Sept. TV-radio sales by N. Y. dept. stores ran well under year ago, reports "Herald Tribune" monthly survey; only 2 stores gained, one by 15%, other 10%; all others showing decreases of 7-57%.

Philadelphia Electrical Assn. reports 10,214 TV sets sold in August vs. 9,769 in Aug. 1951, making total for 8 months 88,926 vs. 117,791; report covers 19 brands in area covered by local TV stations... World Series promotion by Admiral has distributors placing TVs in United Air Lines waiting rooms in 23 cities; each set noting: "United Air Lines is happy to bring you the World Series through the courtesy of Admiral"... 70-page section saluting RCA Victor’s 50 years in phonograph and record business in special feature of Oct. 1 Variety—including 52 pages of ads, 33 of them by RCA. That now-booming phonograph records are big business is amply indicated by fact that more than $200,000,000 worth of them were sold in U.S. during 1951—more than public bought during whole 8-year period preceding World War II... Westinghouse’s 23 TV models all on strict allocation, reports Tod Sloan, mgr. of TV-radio div. at Sunbury, Pa., where he said production is running 35% over same 1951 period, employment 28% higher... Bendix takes double-spread in "Retailing Daily" Oct. 2 to announce in 5-in. letters: "Bendix TV Sales Up 700% 1952 over 1951"... "Tee-Vee Sales Inc. reported set up in Portland, Ore. by Jack Horton, secy., with Boyce Mayer, local retailer, as first of projected chain of GE-franchised TV & appliance stores in Oregon, Washington, Idaho; Horton is ex-RCA International.


Educational TV picked up added industry support last week as National Assn. of Radio & Appliance Dealers announced plans to render “maximum support to [its] creation and expansion,” appointed new educational TV committee headed by Don Gabbert, Minneapolis. On local level, Richard A. Hintz, Wisconsin NARDA educational TV committee man, told state legislative committee that dealers in that state favored educational TV as effort to give “maximum service” to the public. So far, 9 non-commercial educational CP’s have been granted out of 14 applications but Ralph Steele, executive director of Joint Committee on Educational TV, estimates 61 more applications are in an “advanced state of preparation” and 47 more are under consideration. State meetings of educators and other interested parties to discuss problem are scheduled in Salt Lake City, Oct. 8; Montgomery, Ala., Oct. 9; Washington, D. C., Oct. 16... Illinois also has scheduled meeting for October, date not yet specified.

RCA filed reply brief Oct. 1 in New York Federal Court to govt. demand for compliance with grand jury summons for voluminous documents on patents, color, and FM for sweeping investigation of electronics industry. Company contended, it had previously argued before Judge Edward Weinfeld (Vol. 8:36), that 1932 Delaware consent decree barred future litigation on patents, that Govt. was attempting to retry case it had previously lost. No date has been set for court’s ruling.

Sonora Radio & Television Corp., which since its receivership in 1949 has been turning out private label sets in Chicago factory, reported in trade circles to be preparing to introduce own 21-in. combination shortly, to be sold through exclusive dealerships.
Financial & Trade Notes: “Year of solid growth” is way New York Journal of Commerce sizes up 1952 for TV industry—from manufacturer to dealer—in 4-part series that ran Sept. 30-Oct. 3. Roundup quotes Admiral’s Ross Siragusa as saying outlook for the industry has never been brighter and stating that the boom has settled down to consistent, steady upturn.

Siragusa, also speaking before N. Y. Society of Security Analysts Oct. 2—a repetition largely of speeches he made a few days earlier before St. Louis Society of Financial Analysts—stated the industry should be able to manufacture about 5,385,000 TVs this year if current production can be increased rapidly enough. That is about same as in 1951 (except that this year the sets are moving as fast as they’re being made). He estimated 30,000,000 sets will be sold in next 5 years, figuring on nearly 27,000,000 homes that have yet to buy TVs in present and prospective new TV areas.

“Obsolescence,” said Siragusa, “will be a large factor in future TV sales. At least half of the 10,000,000 present set owners have screen sizes smaller than 16-in., and 5,000,000 have sets 4 or more years old with screens of 14-in. or less. These sets are obsolescent.” He also predicted multiple set ownership will eventually become the rule rather than the exception, as in radio.

It was revealed that Admiral intends to enter the home air conditioner, home freezer and dehumidifier fields—but no details were released. Siragusa stated Admiral’s third quarter sales will run about 20% higher than the $21,331,832 for same 1951 quarter but earnings will probably fall short of the $1,306,725 (68¢ a share) for that 1951 period because of heavy starting costs on new TV line (including $250,000 spent to develop 21-in. tube for new plastic table at $200).

For all 1952, earnings will be slightly under 1951’s net of $9,586,833 ($4.97), said Siragusa, and for 1953 he predicted sales of $250,000,000.

Magnevat, reporting net profit of $1,343,760 ($1.80 a share) on sales of $36,837,503 for year ended June 30 vs. $2,233,257 ($3.01) on $44,177,645 year ago, says it has $56,000,000 backlog in military orders, anticipates contracting for additional $3,000,000 per month in military equipment in current fiscal year. Current assets were listed as $15,954,921; liabilities $8,615,253 vs. $14,988,966 & $6,983,887 in June 1951. Company also plans expansion into commercial electronic apparatus field as soon as military program tapers off, said president Frank Freimann.

Proxy statement accompanying notice of Oct. 29 annual meeting discloses that, of 730,102 shares of common stock outstanding, Freimann (salary: $75,000) holds beneficially 76,306, or approximately 10%; chairman R. A. O’Connor (salary: $55,000), 58,412 shares; v.p. Gerard M. Ungaro (salary: $25,000), 612; directors Arnold S. Kirkely 1045, E. S. Priddy 170, Thomas A. McKiernan 50, A. J. McAndless none.

Raytheon profit picture begins to look brighter, after lean years in TV, as evidenced in net profit of $740,000 for first fiscal quarter ended Aug. 31 (27¢ a share) on sales of $31,250,000 compared to profit of $110,000 (3¢) on sales of $16,756,000 for corresponding quarter last year. For fiscal year ended May 31, Raytheon showed profit of $2,047,000 (84¢ a share) on sales of $111,000,000 vs. $2,170,063 ($1.12) on $5,740,044 year preceding (Vol. 8:30).

Sparks-Withington Co. reports net profit of $528,293 (56¢ a share) on sales of $20,621,271 for year ended June 30 vs. $879,320 (95¢) on $23,978,292 for same period year ago. President John J. Smith reported increase in TV set sales, decline in TV cabinet business, backlog of $22,500,000 defense orders.

Trade Personal: James M. Toney, director of public relations, RCA Victor consumer products dept., promoted to director of distribution, post which has been unfilled for a year; successor to be named next week... Gordon C. Knight, asst. to Capehart-Farnsworth president Fred Wilson, appointed asst. to IT&T president H. C. Roemer, succeeding George Schrafenberger, who returns to Federal as aide to president Wm. H. Harrison... Leo W. Burns promoted to special asst. to Arvin v.p. Harlan R. Foulke, taking charge of planning for TV-radio div. ... Wladimir A. Reichel elected v.p. and director of General Precision Equipment Corp., Frederick D. Herbert Jr. named director; they were executives of Kearfott Co., now a subsidiary; Herman G. Place, GP president, adds duties of chairman, Earle G. Hines having retired... Andrew Hood, ex-American Lead Pencil Co., named production manager of new New York plant by Helipot Corp., So. Pasadena, Cal.; Victor Tille, ex-National Union, production engineer; Michael Kluczewicz, ex-Emerson, chief inspector; Alton Hansee, ex-GE, mgr. of production control... Victor Lindemann, Crosley southwest regional mgr., assumes same post with Capehart-Farnsworth in Ft. Worth, succeeding John Conger... Mort D. Barron promoted to asst. sales promotion mgr., CBS-Columbia... Howard Briggs, handling Hoffman Radio’s govt. contracts in Washington, named asst. to president of Hoffman Labs... John A. Cavalliere, supervisor of GE tube dept. commercial service, Syracuse, named mgr. of company’s new central tube warehouse being built at 3800 N. Milwaukee Ave., Chicago... Harold A. Jones promoted to new post of mgr., Motorola technical information center... John H. Adams, ex-Muter Co., named asst. sales mgr., Rola Co. ... Frank W. Mansfield, Sylvania, reappointed chairman of 21-man RTM industry statistics committee... O. Robert Coblenz named DuMont western div. mgr., headquarters at 1136 N. Las Palmas, Los Angeles.

Outlet Co., Providence dept. store, admits “increased importance of broadcasting activities” (owns WJAR & WJAR-TV) in 6-month statement released this week, showing net profit to July 31 of $329,783 ($2.26 a share) compared with $248,730 ($2.50) for same 6 months of 1951. For 12-month period, net was $695,741 ($7) vs. $727,584 ($7.32) for preceding 12 months. Sales figures weren’t disclosed, but 6-month profits were after provisions for Federal taxes of $350,800 vs. $296,700.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes Aug. 15-Sept. 15: Admiral, 9825 Aug. 15 to 9500 Sept. 15; Avco, 7703 to 6086; GE, 10,964 to 10,066; General Precision, 5700, no change; Loew’s, 625 to 3665; Magnavox, 7285 to 7805; Motorola, 21,940 to 19,067; Philco, 7131 to 6742; RCA, 22,725 to 21,431; Zenith, 11,225 to 11,096.

Universal Pictures shows net profit of $1,752,427 ($1.63 per share) on sales of $45,831,682 for 39 weeks ended Aug. 2 vs. $1,127,182 (98¢) on $44,033,789 same period last year.

Zenith Radio, selling close to all-time peak, appears to be candidate for stock dividend or split, said Sept. 27 New York Times.

Oak Mfg. Co. reports first-half 1952 net income of $567,570 ($1.08 a share) on sales of $7,654,016, compared with $585,342 ($1.11) on sales of $7,090,723 year earlier.

Mrs. Emilio Azcarraga Jr., wife of the head of Emilio Azcarraga Sr.’s TV operations in Mexico City, died Oct. 1 in Doctor’s Hospital, New York. She was admitted as a patient Sept. 27. Body was taken to Mexico City for burial.
EFFECTS OF TV on the economics of radio broadcasting are strongly evident in FCC's final revision of last spring's preliminary report on 1951 AM-FM financial data (Vol. 8:16). New report (Public Notice 51093) shows that while radio station & network revenues hit record high of $450,400,000 in 1951, the increase over 1950 was only 13%—in sharp contrast with TV's 122.6% increase to $235,700,000 in 1951 (Vol. 8:34).

Earnings of radio stations & networks, before taxes, dropped 15.7% to $77,500,000 in 1951 from preceding year's $86,200,000. Decrease was result of 46.8% drop in earnings of the 7 national and regional networks, on top of dip of about 4% in earnings of radio stations themselves. Other significant data in new report:

1. "The year 1951 marked the first time that the proportion of AM stations reporting losses was greater in TV markets than in non-TV markets. Almost 31% of the former lost money as compared to 21% of the latter. The proportion of losers appeared to be greatest among non-network affiliates in TV markets, with 36.5% of such stations reporting losses." Over-all percentage of AM's reporting losses was about 24%, lowest since 1946.

2. (Only appreciable revenue gain over 1950 was in local time sales, up 5.6%. National spot increased less than 1% and, significantly, nationwide network time sales dropped 10%.

Report also contains tabulation of financial data by metropolitan areas and communities, compilations of average profit & loss by size and type of station, finances of FM-only stations, etc. —

NBC-Radio says all affiliates have accepted new rate & discount structure, approved at Chicago meetings Sept. 3-4 (Vol. 8:36)—and it went into effect as of Oct. 1, with usual 6-month protection to advertisers whose total costs might be increased. On Sept. 29, sales v.p. John K. Herbert sent letter with text of amendments to Rate Card No. 34, noting that the changes reduce evening net time costs about 25%; increase Mon.-thru-Fri. morning costs about 4%, Sat. & Sun. 8%; keeps afternoon costs at present levels.

"Tighten up" TV programming and commercials, NARTB's Code Review Board advised subscribers in its first formal action this week. Board adopted resolutions at 2-day New York meeting after studying criticisms from public, organizations, religious groups, govt. quarters. It suggested that stations: (1) Keep mystery programs at high level. (2) Avoid "drinking" and "killing" scenes during children's hours. (3) Exercise care in buying films that include such scenes. (4) Prohibit ad libbing unless licensee establishes controls to guard against violations of good taste. (5) Eliminate "pitchman" type of advertising.

New TV-radio talent union, American Federation of TV & Radio Artists (AFTRA), formed in merger of AFRA & TVA, names George Heller national executive secy.; he held same position with TVA. Knox Manning and Lawrence Tibbett, former president and chairman of AFRA & TVA, respectively, are temporary co-chairmen of AFTRA.

Oldtime radio station WREN, Topeka (5 kw on 1250 kc) has been sold to ex-Gov. Alf M. Landon, who assumes indebtedness totaling more than $125,000. ABC affiliate showed deficit of $65,000 last July 31. Gov. Landon is applicant for uhf Channel 42 in Topeka, as was WREN.

Eidophor gets Life Magazine treatment, including full-color picture taken at last summer's demonstration (Vol. 8:20), in article in Oct. 6 issue titled "15-ft. Weapon Against TV."

Latest station to shift channel, among the 30 required to do so, is WJAC-TV, Johnstown, which went from Channel 13 and 9.3 kw to Channel 6 and 70 kw on Oct. 4.

Merlin Hall (Deke) Aylesworth, 66, founding president of NBC, who left that post in 1936 to head the then RCA-controlled RKO, died Sept. 30 in St. Luke's Hospital, New York, after a long illness. Recently he has been in the corporate and public relations field, including Cities Service among his clients. A native of Iowa and law graduate of Drake U, Mr. Aylesworth was managing director of National Electric Light Assn. when tapped by Owen D. Young, former RCA chairman, to head its newly formed NBC subsidiary in 1926, founded mainly to provide programs of such quality that they would impel people to buy radio sets. When he turned in a gross of around $5,000,000 from time sales the first year of operation, Mr. Young expressed surprise; it was Aylesworth who really pioneered commercial network radio. On leaving RKO in 1937, he became general business mgr. of the Scripps-Howard Newspapers, then publisher of the New York World-Telegram. He resigned from Scripps-Howard in 1940, devoting his time to corporate consulting and various business enterprises and boards. He is survived by his widow, whom he married in 1945, and 2 children by his first marriage which ended in divorce, Barton Jerome and Dorothy Aylesworth.

Among 16 applications for new TV stations filed this week, 8 of them for uhf, are 2 more for Pittsburgh—one for uhf Channel No. 10 with local WDTV executives and others as principals, other for No. 53 by Morgantown (W. Va.) publisher-broadcaster Agnes Green. There's also a commercial application by Harding College's WHBQ, signing Channel 13 in Memphis, and in commercial application for Detroit's No. 50 the list of principals includes Prof. Waldo Abbott, veteran U of Michigan director of broadcasting. For Cedar Rapids, Ia., Channel 9 applicant includes one-time Republican National Committee chairman Harrison Spangler; that application also lists theatreman Myron N. Blank. Also an applicant this week, for No. 27 in Rochester, N. Y., is Schine theatre chain. Other applications are from Gadsden, Ala., No. 21; Rome, Ga., WRON, No. 9; Terre Haute, Ind., No. 63; Topeka, Kan., No. 9; Meridian, Miss., WMWOX, No. 11; Bismarck, N. D., No. 5; Minot, N. D., No. 10; Camden, N. J., WKDM, No. 17; Charleston, W. Va., No. 8. With 3 applications dismissed this week, total now pending is 756, of which 298 are for uhf. [For details about foregoing applications, see TV Addenda 15-L herewith; for listing of all post-freeze applications, see TV Factbook No. 15 and Addenda to date.]

Educators should "go commercial" in their TV aspirations, says Lester E. Cox, member of U of Missouri's board of curators. Veteran AM owner and TV applicant for Springfield, Mo., Cox gave Portland (Ore.) convention of state university governing boards these reasons why U of Missouri applied for commercial rather than educational TV channel: (1) TV's high cost can be afforded only by institutions with unlimited funds. (2) Universities can't justify operating expensive non-commercial station for only few hours per day. (3) Only a professional station can train students properly for future TV careers. (4) Educational radio's failure proves that 100% educational programming has little audience appeal. (5) Profits from commercial educational station can help provide better programming for other TV stations. Also scheduled on convention panel were president Charles E. Friley, of Iowa State College, whose KRLI-TV operates commercially; Michael Mann, gen. mgr. of Cornell U's commercial radio station WHICU; ex-FCC Comr. T. A. M. Craven, now a consulting engineer.

Three armed robbers wearing dark glasses and carrying briefcases held up NBC's second floor treasurer's office in RCA Bldg. at noon Friday (Oct. 3), lined up supervisor Tom O'Connell and cashier Ernestine Thomas and 4 others in room, made away with $4000.
MARTIN CODEL's
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FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

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In this Issue:
- Utah Engineer With DPA Gets FCC Post, page 1
- 4 VHF Grants, 1 UHF as Speedup Impends, page 1
- Grantees Hurrying to Get on the Air, page 3
- Prospects for UHF Transmitters Still Slim, page 4
- $750,000,000 in TV Advertising Soon, page 4
- Trade Is Strong & Trends Are Favorable, page 7

UTAH ENGINEER WITH DPA GETS FCC POST: Successor to the FCC vacancy left by Comr. Robert F. Jones' resignation (Vol. 8:38) is a stocky, white-haired, genial mining engineer from Salt Lake City -- 44-year-old Eugene Hyde Merrill.

He steps into a job that may last only 3 months or so, though Jones' term runs to June 30, 1954. That's because appointment is recess, requiring Senate confirmation, and was open to either a Democrat or Republican. Merrill is a Democrat.

If Eisenhower is elected, it's unlikely he would let this political plum go to a Democrat. If Stevenson wins, he may prefer the patronage for one of his own.

That politics played a part in the appointment -- as happens more often than not with FCC selections -- is evident from fact that President Truman announced it Monday during a speech at Brigham Young U, Provo, Utah, while on his whistle-stop campaign tour, noting particularly that Merrill's father was once on school's board. His political backers were Utah's Democratic Congressmen -- Reps. Bosone & Granger.

It was by curious chance that the vacancy left by Republican Mr. Jones was available for either a Democrat or Republican. Party in power can have majority of the 7-man board. The 6 others line up 3 Democrats, 2 Republicans, 1 independent.

One of the Republicans is career man Rosel Hyde, of Idaho; he's a Mormon, as is Mr. Merrill, but they're not even distant kin despite Merrill's middle name.

Graduate of University of Utah School of Mines & Engineering, Merrill since 1950 has been with National Production Authority and Defense Production Administration. Before that he was for 5 years chief of communications, responsible for radio as well as other media, for the U.S. Military Govt. in Germany. After college, he worked on various inter-mountain construction, mining and smelting projects and in 1935 became chief engineer of Utah Public Service Commission. In 1940 he was president of National Conference of Public Utilities Commission Engineers. He joined War Production Board in 1941, handling materials allocations to telephone industry. He's father of 4, resides in Washington, will be sworn in next Tuesday (Oct. 14).

4 VHF GRANTS, 1 UHF AS SPEEDUP IMPENDS: FCC continued making grants at fair clip this week, knocking out 5 and bringing total to 73 (17 vhf, 56 uhf). Surprisingly, 4 of the latest batch are vhf. Filing of applications has trickled down to modest stream, 10 being submitted this week to make total pending 756 (299 of them uhf).

FCC intends to permit nothing to interrupt flow of grants. With less than a quorum to be present next week, Commission nevertheless will act upon uncontested applications. And after theatre-TV hearing starts Oct. 20, FCC will take time out to go through regular TV agenda.

All this week's grants came from Group A priority list, and Commission got down to 57th city, Springfield, Mo. The week's CPs:
- Amarillo, Tex., KGNC, No. 4; Lubbock, Tex., KCBD, No. 11, and Texas Telecasting Inc., No. 13; Springfield, Mo., KTTS, No. 10; St. Petersburg, Fla., WSUN, uhf No. 38. In addition, 25 applicants were notified they must go to hearing.

Under new processing procedure starting Oct. 15, FCC staff will give only
cursory glance at such contested applications, concentrate on "clear" applications -- and materially step up rate of grants.

Though Commission will bypass contested applications under new procedure, it will continue to consider applications filed in competition with those already designated for hearing or notified that hearings are required. If in proper shape and filed 20 days or more before hearings start, they can join hearings.

[For list of contested applications going to hearing, applications filed this week, details on week's other FCC actions, see TV Addenda 15-M herewith.]

* * * *

Commission has submitted its budget for next year -- asking for increased appropriation, of course, but feeling it has exceptionally strong case. New McFarland Act requires Commission to act upon non-hearing applications within 3 months, on hearing cases within 6 months -- or supply Congress with list of applications not acted upon together with reasons for delays.

"It's up to Congress," as one commissioner puts it. "Since they've given us these deadlines, they should give us the money to meet them."

Commission's potential speed in making final hearing decisions is a big question under McFarland Act. Commissioners can no longer rely on staff for recommendations, are supposed to get personal assistants to do the spadework. But Commission has little money for such assistants and competent help is mighty scarce.

Another examiner was added to Commission's string, Comr. Hyde's assistant Benito Gagwine, who brings total to 12. FCC has funds for only 2 more. It's obvious that with only 14 examiners and dozens of hearings already set, scores of applicants will cool their heels for many months -- some of them maybe for years.

* * * *

Aftermath of end-of-freeze decision -- i.e., requests for changes in allocations, etc. -- is rapidly being cleaned up by FCC. One particularly important decision, covering evidence on population and area to be covered, came this week.

Such evidence may be admitted, Commission said, but it surrounded this ruling with mass of warnings. It said that methods of predicting coverage are by no means exact; that difference in coverage between competing applications won't necessarily carry any weight with Commission; that coverage is only one of many factors involved in decisions; that granting permission to introduce such evidence is not a "prejudging" of the factor's significance.

Comr. Hennock issued "separate views," saying she expects coverage question "will play an improperly important role" and that it will offer "an apparently tangible distinction between the applicants which is temptingly simpler to rely upon than other less finite considerations, such as the character of the applicant, its proposed programming and whether it meets the needs of the local community." Inclusion of the issue, she said, will favor "the most affluent contestant."

FCC has apparently generated another court appeal in decision this week denying petition of WSAL, Logansport, Ind., and WOMI, Owensboro, Ky., to delete Channel 10 from Terre Haute and assign it to those cities. Reason given was that Terre Haute is bigger in all important respects than the other 2 cities combined. WSAL wrote Commission, after decision, asking it to withhold action on all applications involved, including some shifts of stations, "until litigation is completed."

* * * *

Warning to educators was contained in Comr. Bartley's maiden speech, delivered Oct. 10 to Alabama Assn. of Broadcasters in Tuscaloosa. Recalling that he had urged FM channel reservation for educators when he was an official of old FM Broadcasters Inc., and saying he spoke as educators' friend, he stated bluntly:

"In the light of what I have observed since becoming a member of the Commission, I must say frankly that unless the next several months reveal substantially greater activity on the part of the educators in acquiring and using the channels now set aside, there will be slight basis for justifying all the 242 channels now reserved for education." Showdown comes next June 2, he said, when Commission will entertain petitions to throw unused reserved channels open for commercial use.
GRANTEES HURRYING TO GET ON THE AIR: There may be some more surprises -- but right now it looks like the next new vhf station on the air will be KTBC-TV, Austin, Tex. Next uhf should be either WHUM-TV, Reading, Pa., or WSBA-TV, York, Pa.

Rumors are rampant about upcoming new outlets, traceable often to lack of candor on the part of grantees or their mere wishful thinking about deliveries of transmitter equipment, which in case of uhf is extremely scarce (see p. 4).

Even the receiver manufacturers, who with their distributors will provide the "circulation department" for new stations, aren't always getting straight dope from their regional distributors -- with result that they're often going off half-cocked in planning for the new markets.

Yet fact remains that, except for such checking as can be done with equipment makers, there's only the word of the new station enterprisers to go by. We're going to continue passing on that word as fast as each one reports to us.

Best information on Austin's KTBC-TV (Channel 7) is that it will likely make its Dec. 1 target date. Down in El Paso, too, vhf grantees KTSW-TV & KROD-TV are on the beam, trying to beat New Year but making no definite promises.

Another report on the new vhf prospects comes from Spokane's KHQ-TV, which first announced an "early spring" debut but now figures to get its Channel 6 operation "soon after New Year" from 826-ft. tower on Moran Prairie. Also pushing is KXLY-TV there (Channel 4) but it's making no definite promises.

This week's grantee KGNC-TV, Amarillo, Tex., reports Channel 4 equipment on order from RCA, construction on transmitter building started, estimated time to get on air 6-8 months -- though might make it as early as next March. "If we could hook up TV sets to the rabbit ears in this country," wires gen. mgr. Tom Kritser, "we would have one helluva set circulation."

And this added report on Channel 2 grant for El Mundo's WKAQ-TV, San Juan, Puerto Rico: Publisher Angel Ramos frankly says "not for at least 18 months."

On the uhf side, it looked like a horse race between Reading's WHUM-TV and York's WSBA-TV until veteran radio broadcaster Louis G. Baltimore, granted CP only 10 days ago for WBRE-TV, Wilkes-Barre, disclosed he has been assured quick delivery of an RCA 1-kw transmitter, has 400-ft. FM tower atop nearby 2200-ft. Wyoming Mountain all ready, has transmitter building built and wired, studios nearly done.

WHUM-TV debut date is Dec. 15, and Mr. Baltimore is already selling time.

Reading's WHUM-TV, GE's first 12-kw installation and showcase, is still shooting for Dec. 1 or earlier, as is York's WSBA-TV. Latter has tower up, admits to hope (which it prudently isn't publicizing) that it might be able to telecast Nov. 4 elections.

Another dark horse could be WWLP, Springfield, Mass., which hopes to get GE's second 12-kw transmitter before year's end. Currently, it's waiting for FCC to grant modification of CP for new site.

In New Castle, Pa., near Ohio border and Youngstown, WKST-TV reports its RCA transmitter due "sometime in December" for service "as early as January."

Peoria's WEEK-TV will have transmitter house completed by Nov. 1, tower up by Nov. 15 and 100-watt interim GE transmitter on hand Dec. 15 (12-kw due April 15) -- and mgr. Fred E. Mueller reports that "as an outside date we should be on the air by the end of January." Because of careful planning, he thinks this is going to be one of the country's showcase uhf installations.

Little Rock's uhf grant to Arkansas publisher Donald Reynolds and associates is said to be aiming for April 15. New WCEE, Asbury Park, N.J., granted the Walter Reade theatre interests, hasn't ordered equipment yet, plans to remodel whole theatre building for TV studios, is "shooting for end of '53," says Walter Reade Jr.

Foregoing is the latest dope direct from grantees, all of whom we've asked to keep us up-to-the-minute on their plans and progress -- and this information should be added to what we reported in preceding issues.

Other big new-station news of week, of course, is the formal inaugural of
Denver's KBTY which this Sunday (Oct. 12) begins Channel 9 commercial operation with both CBS-TV & ABC-TV service, having tested 12-kw RCA transmitter since Oct. 2 (Vol. 8:40). Here's report on tests from builder-mgr. Joe Herold:

"Reception reports have indicated coverage far beyond all expectations. Excellent reception at Cheyenne, Wyo., Colorado Springs and across the Continental Divide at Granby, Colo., and many other points, indicate service will be extended to radius of 100 miles. This coverage is attributed to ideal transmitter location on Lookout Mt., 2500 ft. above Denver. Servicemen report very little adjustment in receivers and antennas necessary to get Channel 9 signal."

What TV means to the economy of a new market, especially advent of second station, is evident from report of Rocky Mountain Electrical League that there were 57,964 sets in area as of Oct. 1, less than 3 months after KFEL-TV began operation, and that up to 100,000 sets (some $27,000,000 worth) will be sold by Jan. 1.

PROSPECTS FOR UHF TRANSMITTERS STILL SLIM: UHF transmitter situation remains same, as far as we can learn. Besides one or two 12-kw GE units, no transmitters above 1 kw are promised by any manufacturer for balance of this year.

Of the 1-kw units to be delivered this year, RCA will produce lion's share -- and it isn't telling how many. From the estimates by uhf grantees, we'd guess it expects to deliver 10-15. We doubt whether rest of transmitter makers together will ship as many as five 1-kw units this year. A few 100-watt GE transmitters (drivers for 12-kw units) will be delivered, but these aren't being counted upon for regular service. Because of their low output, signal may not be of commercial quality, and they may be used experimentally until amplifiers can be delivered.

GE is farthest along in higher power. Its competitors concede that, but some doubt whether it will meet Dec. 1 deadline for WHUM-TV, Reading. GE is still getting all its klystron tubes from Varian Associates, San Carlos, Cal., but plans to start producing own about April-May. GE says it's already backlogged with orders covering 12-kw production until next August, wonders how it will handle demand if FCC accelerates present rate of grants, as expected (Vol. 8:40).

In race for high power, with ripe reward in sales awaiting manufacturer who gets there firstest with the bestest, engineers are trying everything in the book. GE has the 12-kw klystron, is reported readying 5-kw tetrode. Federal is currently hopeful about traveling wave tube. DuMont likes the 5-kw Eimac klystron, continues to experiment with other tubes. RCA says "we've got 'em all," but won't say whether it has settled on any particular one.

Pressure for delivery of any kind of uhf transmitter was heavy enough before Portland's KPTV took to the air. Now, the success of that station, with only a 1-kw transmitter (Vol. 8:38-40), has convinced many hesitant entrepreneurs -- and the clamor for transmitters has been redoubled.

Vhf is no problem. Grantees can get all the equipment they need as fast as they want it. FCC rules give grantees 2 months to start construction and 6 more to finish it. If FCC's current and past attitude towards stallers means anything, vhf CP-holders better be on air in time -- or have airtight excuse.

$750,000,000 IN TV ADVERTISING SOON: Another angle on the fabulously meteoric rise of TV advertising -- despite the existence today of only 111 U.S. stations and the 4 networks -- was provided by McCann-Erickson's marketing v.p. Sidney W. Dean Jr. in a little-publicized talk before recent meeting of Assn. of National Advertisers.

At mid-year, we predicted -- some said much too optimistically -- that commercial telecasting this year may achieve total of $400,000,000 in time sales, as against the then newly announced FCC-audited revenues of $239,500,000 for 1951 (Vol. 8:30). Now, Mr. Dean comes forth with these calculations:

Cost of TV time-&-programs is currently running at rate of $415,000,000. By end of 1954, there should be total of 26,800,000 TV homes in the 63 original markets and 62 new markets, embracing 78% of population and 80% of all retail sales.

"If as projected for the end of 1954, the cost of equivalent TV advertising in the 125 primary markets increases 83% over the current level of costs for 63 mar-
kets, it would therefore call for a stepup of total TV advertising outlays to approximately $750,000,000 to secure equivalent market coverage," said Mr. Dean.

This total would surpass the all-time high of all other basic media except newspapers — exceeding the current level of magazine advertising, for example, by $175,000,000. As for trends, for whatever one wants to make of the figures, Dean notes that the 100 largest national advertisers (smallest spending $1,900,000 in space-time in 1951) gave the TV networks 69% of their 1951 time revenues, the magazines 65% of their total revenues and newspapers 54% of their total revenues.

Which if any must give way for the other, whether total advertising budget of the country will grow apace is subject the pundits will be contemplating and debating from now until TV's place (and radio's, too) is clearly delineated. But --

Fact remains that TV revenues continue to lead all other classifications in rate of increase, as shown in every index -- notably those of PIB and Printers' Ink, published monthly. They cover networks only, but networks are bellwether. Fact is they accounted for nearly $122,000,000 in time sales during first 8 months of 1952, according to PIB (Vol. 8:39); could go to $200,000,000 in remaining 4 months; and, with higher station rates and a few more stations, spot and local advertising might very well double the network total.

Personal Notes: Wm. Dozier, CBS-TV story dept. head, reported planning to become Broadway producer of new play, Maria and the Captain, with Richard Aldrich, Richard Myers and Otto Preminger... Robert W. Saroff, NBC v.p. in charge of film div., returns from London business trip next week... Edward R. Boroff resigns as gen. sales mgr. of Westinghouse Radio Stations Inc... Bill Brennan, program director of KNXT, Hollywood, named script coordinator for CBS-TV, Hollywood... Fred Keller promoted to program director, WBEN-TV, Buffalo... J. Robert Myers, purchasing mgr., named NBC-TV production dept.'s director of production controls... Edward M. Keath, ex-TV-radio director and columnist of St. Louis Globe-Democrat, joins WTTV, Bloomington, Ind., as director of news & special events... Paul A. Porter, Harry Plotkin and other associates of Arnold, Portas & Fortas, Washington law firm, have moved offices to own building at 1220 19th St. NW; new phone Executive 7300... Albert S. Goustin, ex-Blair TV Inc., named eastern div. sales mgr., Walter Kingsley western sales mgr., Ziv Television Programs Inc... Roy Hofheinz, operator of 3 radio stations, who headed old FMA and who was once a county judge in Texas, reported planning to run for mayor of Houston... Lewis Allen Weiss has returned from long European vacation to his home at 627 No. Alpine Dr., Beverly Hills, Cal... Jack Barton, ex-Capitol Records Inc., Hollywood, formerly with Georgia stations, joins NARTB station relations dept. as field representative; Wm. Treynor, NARTB west coast station relations rep., opens office at 210 Post St., San Francisco... Stephanie Siddle promoted from space buyer to media director, Birmingham, Castleman & Pierce, handling all TV-radio timebuying as well as space... Edward Ratner, ex-Product Services Inc., named TV-radio director, Friend-Reiss-McGlone Agency, N. Y... Karl E. Irvin Jr. named TV-radio research chief, J. Walter Thompson Co., Chicago.

Station Accounts: Phillips Petroleum Co. buys International Theatre, series of 30 half-hour films produced for NBC film syndicate in England by Douglas Fairbanks Jr.'s Dougfair Corp.; it has been placed in 19 midwest markets thru Lambert & Peasley... California dried fruits to be promoted in $1,000,000 drive, including TV-radio, planned jointly by California prune Advisory Board, California Fig Institute, Dried Fruits Assn., Dried Fruit Institute and various brand advertisers... Olympia Beer Co. buys Ziv's Favorite Story, film series starring Adolph Menjou, for 6 Pacific stations; Blatz also buys rights for WTMJ-TV and other stations to be announced... Motorola this week began saturation drive, using TV-radio spots in 64 TV markets and 30 non-TV cities, thru Ruthrauff & Ryan, Chicago... Prudential Life has had six 60-min. test spots produced by American Film Producers, New York, for placement thru Calkins & Holiden agency... Matters of Co., for new Foam Shave Bomb, breaking TV-radio spots following big newspaper-magazine campaign starting next week, thru Cecil & Presbrey, N. Y... Canadian Fund, mutual investment trust, trying out TV and radio via KOB & KOB-TV, Albuquerque, thru Doremus & Co... Among other advertisers reported using or preparing to use TV: Rapidol Distributing Corp. (Blenso hair coloring), thru Dowd, Redfield & Johnstone, N. Y.; Hartz Mountain Products (bird & pet products), thru Kenneth Rader Co., N. Y.; Bercut Richards Packing Co. (Sacramento California tomato juice), thru Lawrence C. Gumbinner Adv. Agency, N. Y.; Nicolay-Dancey Inc. (New Era potato chips), thru Canaday, Ewell & Thubur, Chicago; Coastal Chemical Co. (Clo-White, Coco-chem nylon whitener), thru Liller, Neal & Bettle, Atlanta; Haben Food Mfg. Co. (Alaska Col drink), thru Harold Kirsch Co. St. Louis; Likwid Gro Inc. (fertilizers), thru West-Marquis Inc., Long Beach, Cal.

Buying $10,000 worth of TV time, International Brotherhood of Teamsters will televise its convention in Los Angeles, Oct. 13-17. Opening-day proceedings in novel public relations experiment will be telecast for 3½ hours on KTIV, election of officers closing day for 2 hours on same station.

DuMont continuous-motion film scanner, hit of NARTB convention last spring (Vol. 8:41), is scheduled for mid-1953 deliveries, according to Herbert Taylor, manager of transmitter div.

Kliegl Bros., manufacturers of TV and stage lighting equipment, appoints DuMont as its sales representative in TV field.
Telecasting Notes: Good writing and enjoyable reading, if you’re able to take some not-too-good-natured kidding about TV-radio people and programs: John Crosby’s Out of the Blue, just published by Simon & Shuster (301 pp., $3). It’s a compilation of the best of that trenchant columnist’s syndicated newspaper writings of the last 6 years—often cynical, occasionally serious, sometimes very funny. 4-hour walkout of NBC’s TV-radio engineers in Washington Oct. 5 disrupted scheduledsympathy action, refused to handle Colgate Comedy Hour; as result that top NBC-TV show was televised only over KNBH, Los Angeles. Washington-originated Meet the Press was also blacked out. Walkout cost network $120,000 in rebates, was in protest over reduction of jobs to result from Oct. 15 consolidation of NBC Washington TV-radio operations (Vol. 8:40). Screen Actors Guild demands for repayment of actors in filmed commercials, similar to those in effect for filmed programs (Vol. 8:37), threaten to drive out of TV many small advertisers who can afford any repayment, concludes Oct. 6 Sponsor Magazine—which compares plight of small advertiser to position of old-time car owner: “It wasn’t the initial payment but the upkeep that proved staggering”…Petrillo this week lifted AFM demand for 5% royalty payments from TV stations for filmed announcements of one minute or less in favor of fixed fee at $27 per musician; 5% still applies to shows over one minute…Amazing success of filmed situation comedies underscored by fabulous rating credited to Trendex to Philip Morris’ I Love Lucy on CBS-TV: 60.2 for Oct. 6 in 10 cities, or 90.4 share of audience. Same network’s Life with Luigi few weeks earlier made sight-unseen debut and rated 42.8, or 64.4 share…NBC-TV preparing to get into the act with Life of Riley series starring Wm. Bendix and situation comedy series featuring Mickey Rooney, both ready for early openings…Independent TV film distributors are rubbing their hands in anticipation of expanded market as more stations go on air; president Milton Blink of up-coming United Television Programs Inc., Chicago, quoted in Oct. 8 Variety as saying demand for inexpensive 15-min. filmed shows will boost his company’s gross from $1,500,000 to $2,000,000 this year, foresees $3,000,000 next year, adds banks have become more amenable to financing films for TV. Good news for a change from purse-poor ABC, still awaiting FCC approval of merger with United Paramount: President Roft. Kintner announces in Hollywood that $250,000 has been allocated to KECA & KECA-TV to improve programming; he also forecasts ABC-TV western network of 20 stations in next 2 years…Canadian Assn. of Broadcasters proposes to change name to Canadian Assn. of Broadcasting & Television Operators at March convention in Montreal—depending on whether govt. permits private TV construction by then…Wolfson chain’s big Capitol Theatre building in downtown Miami, remodeled in entirety as studio building for WTJU and including one 68x100-ft. studio, will be dedicated Nov. 10 with lots of out-of-town VIPs invited…Seminar on TV scheduled by WBTB, Charlotte (Vol. 8:40), postponed to Dec. 3-4, will include talk by FCC Chairman Walker, NARTB’s Dick Doherty, WTAR-TV’s John Peffer, WMY-TV’s Gaines Kelley, among others…For direct mail campaign for TV, NBC this week received 3 “best” awards, one “best of all industry grand award,” of Direct Mail Advertising Assn. at Washington convention…U of Michigan resumes credit courses via TV Oct. 19, with Sun. 1-2 p.m. “telecourses,” which last year had 3800 registrations, offered via hookup of WJW-TV, WJM-TV, WKZO-TV…TV-radio spots for United Nations Week, Oct. 19-25, being offered stations by American Assn. for the UN…Rate card for new KBTB, Denver (Vol. 8:40), effective Oct. 12, sets Class A hour rate at $280, one-min. $60, same as KFEL-TV’s.

Financial & Trade Notes: ABC continues to show losses, latest statement revealing estimated net loss of $659,000 for 9 months ended Sept. 30, after carry-back tax credit of $330,000. Comparable 1951 period saw net profit of $77,000. For all of 1951, company showed $398,943 profit, while profit for 1950 was $84,605, loss in 1949 was $319,085 (Vol. 8:12).

TV is blamed for $172,389 drop in net profit of Monogram Pictures Corp. from fiscal 1951 to 1952. It reports $559,559 profit for year ended June 28 which, despite decrease from preceding year, was second highest in company’s 16-year history. President Steve Broidy said decline was due, at least in part, to reduction in revenue received from TV showing of older pictures, the cost of which previously had been amortized in theatre showings.

Official Films Inc., TV program producing-distributing firm organized by Isaac D. Levy, reports net loss of $524,927 on year’s operations to June 30, at which time deficit in earned surplus was $786,867 as against $262,840 deficit of June 30, 1951.

Allied Electric Products Co., which embraces Sheldon tube-making subsidiary, reports net loss of $608,065 for 10 months to April 30 vs. net profit of $454,733 (47¢ a share) for fiscal year ended June 30, 1951.

Excess profits tax refunds totaling $1,574,611 were granted 3 companies this week for overpayments under now-superseded 1945 tax law: Philco, $932,445 for 1945 fiscal year; Oak Mfg. Co., $211,642 for 1942-46; Bulldog Electric Products Co., Detroit (electrical apparatus), $490,524 for 1940-42 & 1945.

Cornell University Associates has been formed in Ithaca for closer cooperation between the university and industry, with 1951-52 grants totaling $6,375,203. Among charter members are Avco and Philco.

Its TV-radio station holdings contributed considerably to Meredith Publishing Co.’s 14.7% rise in revenues for year ended June 30. Fiscal report of publisher of Better Homes & Gardens and Successful Farming shows gross of $33,557,255 and net of $2,913,616 ($4.55 per share) after $4,478,333 tax charges and other deductions. This compared with gross of $29,277,838 and nearly identical net of $2,934,841 ($4.55) after taxes of $3,645,855 for preceding fiscal year. Magazine advertising accounted for $21,855,114 of gross, subscriptions & newstand $6,297,485, books $2,987,548, and TV-radio stations $2,057,460 (including 12 months of operation of WHEN, Syracuse, and 9 months of WOW & WOW-TV, Omaha, purchased Sept. 29, 1951). The TV-radio revenues compare with $523,922 the preceding year (WHEN alone). Meredith now owns KPHO & KPHO-TV, Phoenix (Vol. 8:18, 26).

Heavy emphasis on all-channel vhf-uhf receivers is planned by Crosley, and ass’l. gen. mgr. Leonard Cramer predicts uhf-equipped sets will soon account for half of company’s TV output. Crosley has featured all-channel sets in its higher-priced “custom” line for some time, and starts production this month on uhf-equipped models in lower-priced “de luxe” line. Continuous uhf tuner adds $50 to price of set, and “Ultratuner” is available at same price housed in own cabinet for attaching to Crosley vhf sets. Meanwhile Zenith is preparing for opening of WHUM-TV (Channel 61) by rushing pre-tuned strips ($5 list) to Reading, Pa., backed by heavy advertising campaign in reading newspapers. RCA Service Co. announced this week that Anaconda is now manufacturing special uhf antenna lead-in line developed by RCA engineers. Balanced line with 270 ohms impedance is being used successfully in Portland, says RCA Service Co. president E. C. Cahill, and is designed to minimize effects of rain, salt water, dirt and electrical interference.
TRADE IS STRONG & TRENDS ARE FAVORABLE: So strong is the current TV market and so buoyant are the spirits of manufacturers, distributors and many dealers these days, that they see nothing but a continued boom the rest of this year and are expecting it to spill over into first quarter 1953. That could very well be -- particularly since so many new markets are due to open up shortly after Jan. 1.

Several more manufacturers raised list prices on selected models last week -- Hallicrafters, Olympic, Zenith -- so that by now most of the majors have posted some new price schedules (Vol. 8:39-40). It's altogether likely that most others have also done so quietly, or will do so.

If any other basic trend is discernible in a trade that also relies heavily on appliances, it's the growing tendency among distributors and dealers to "cross lines." Where this will lead, no one can foretell yet.

Admiral is about to widen its appliance line by taking on air conditioners and freezers. RCA, already marketing air conditioners, is entering the stove field with its recent purchase of Estate Stove Co. from Noma (Vol. 8:39). Motorola has considered going into white goods, though reportedly has rejected the idea.

So it's apparent that the manufacturers want more and more to diversify, for seasonal reasons or otherwise, making their distributors and dealers dependent on them for complete lines. Philco did it long ago.

Since most distributors already have appliance tieups, this "crossing of the lines" presents some perplexing aspects which, as one of biggest RCA distributors put it, could mean a period of "deletions and additions." Shall he, for example, chuck his present line of ranges in favor of RCA's new one? If RCA goes into refrigerators, shall he repeat the process?

The one big supplier idea has its advantages, perhaps, but it also has its hazards. And if a distributor doesn't stay with one big supplier, will that supplier turn to a franchiser who will -- or open its own distribution branch?

* * * *

One of the interesting aspects of current TV sales picture is that dept. store sales of TVs are good in old as well as new TV areas. In former, dept. stores are said to be warming up to TV trade despite some past sour experiences.

As explained by one distributor: (1) In the new markets, stores are profiting by mistakes of the old. (2) Open nights in more and more dept. stores allow them to compete with appliance dealers who always built traffic that way. (3) Lines are being reduced to a few brands. (4) Service tieups either with factory servicers or with other dependable outfits are eliminating this former loss factor.

* * * *

TV factories continue to maintain high rate of output as they enter year's final quarter. First statistical week of fourth quarter, ending Oct. 3, resulted in 167,861 sets (13,182 private label), according to RTMA. So far this year, the week's output is second only to preceding week's 168,308.

Factory inventories continued to fall -- went to 147,313 from 172,631 week preceding, new low for year and comfortable far cry from peak 480,343 last June 13.

Radio output was 182,617 units (68,390 private) for week ended Oct. 3, down from 212,841 preceding week. Radio inventories dropped to 224,608 from 244,631. Week's radios were 66,309 home sets, 31,060 portables, 42,499 clock, 49,749 auto.

RTMA released figures on retail TV sales during summer, showing that 700,490 sets were sold in normally slack June, July & August. Retail sales of radios of all types, exclusive of auto sets, totaled 1,130,467 in same months. No comparison with previous periods is available, since such figures weren't gathered last year. RTMA noted that there are 95,000 retail outlets for TVs and radios in the U.S.
Topics & Trends of TV Trade: "No architect with utility in mind would design a house today without making provision for the placement of a TV set," said recent editorial in Baltimore Sun. "But is that enough?" it asked, pointing to the "congestion" that reigned on the air one evening—at 9 p.m. pre-Stevenson rally on one station, at 9:30 Sen. Nixon on another, at 10 Gov. Stevenson, at 10:30 the Stevenson address rebroadcast on radio, and between the Walcott-Marchiano fight. While latter wasn't telecast or broadcast, there were thousands, said the newspaper, who must have been impatient to hear the latest news bulletins and the commentators.

"What an evening it was!" exclaimed the editorials. "Nor is there any guarantee there will not be others when the air is just as crowded. Was one TV set enough for the family for a complete coverage of all that was going on? Hardly. From 2 to 3 TV machines and at least one radio would be more like it . . ."

Plenitude of good programs every night is causing plenty of family disputes over what to watch, opening way to multiple TV sales—same as radio once enjoyed ("a radio in every room"). DuMont sales mgr. Dan Halpin, accompanying Dr. DuMont on recent Pacific Coast trip, even went so far as to suggest to dealers in one-station Portland: "You'll be able to sell 3 sets to each family—one for children, one for parents and one for the mother-in-law."

Olympic Radio adopted inboard pricing for first time this week, announcing at same time that it was increasing list prices of its 14-set line by $10 to $20, starting with 17-in. table at $190, up to 21-in. combination at $450. Said Olympic president Percy Schoenen, in explaining increase: "We have increased our prices only sufficiently to compensate for recent further advances in the cost of numerous components, picture tubes, record changers and cabinets, plus the 10c an hour increase in our labor rates, the latter of which has been made retroactive to June 1, 1952." Hallcrafters raised 6 models by $10 & $20 and Zenith raised 9 by same amounts.

Kaye-Halbert, announcing new list with inboard pricing of excise tax, is also out with "Selectronic Robot," remote control unit listing for $29.95. Line embraces mainly 21-in. models, ranging from $290 to $490, includes three 24-in. consoles with full doors at $570, $580 & $590.

Radio Televisione Italiana will manufacture TV, radio and recording equipment for RCA in Italy, headed by Count Galeazzi, governor of Vatican City, under arrangements made by RCA president Frank Folsom during current European trip.

Pacific Mercury Television Mfg. Corp. (Joe Benaron, pres.) and California Eastern Airways Inc. reported to have made offers in Federal court in Newark to reorganize bankrupt Tele-tone (Vol. 8:5, 7, 17).

Western community antenna activity is showing nice progress, according to Jerrold sales mgr. Caywood Cooley, just back from trip to coast. He reports system in Laguna Beach, Cal. will start Oct. 15, using Jerrold's new 7-channel system, first in country. Company's regular system is 3-channel. Status of others: San Bernardino, due to start next week; Ione & Auburn, Cal., and Centralia Wash., now in operation; Palm Springs (Paramount's International Telemeter Corp.) has completed 6½-mile run from mountain, now plans to hook up town. Last is 7-channel system to which an 8th channel, slightly above Channel 6, is being added for locally originated subscription-TV programs. Plans for Banning & Fillmore, Cal., appear to have petered out, Cooley says. Many others are being planned, should be announced shortly, he says.

Merchandising Notes: Admiral's home air conditioner, promised for early next year by president Ross Siragusa (Vol. 8:40), will be made by Longeman Mfg. Co., Albion, Mich., according to trade reports; Admiral, however, won't own any of the company . . . OPS industry advisory committee on TV-radio price ceilings (Vol. 8:40) holds first meeting Oct. 21 at OPS Washington headquarters . . . Philco accessory div. (Herbert J. Riband, gen. mgr.) has sent servicemen and dealers more than 50,000 copies of booklet It's Philco Accessory Time, with contests and other inducements, in promotion drive lasting to end of Nov. . . . Merix Chemical Co., 1021 E. 55th St., Chicago, offering new cleaner for TV picture tubes, called "TV Tele-Clear," to keep TV picture tubes free from dust attracted by static electricity ($1.50) . . . Service parts directory, containing diagrams and parts lists for the 71 RCA 1950 & 1951 TV receivers, is available from RCA tube and parts distributors . . . CBS-Columbia buys Doris Day Show on CBS-Radio in first big use of network radio to promote its TV sets . . . RCA ads sponsorship of radio version of Kukla, Fran & Ollie on NBC, Mon.-thru-Fri., 2:45-2:55 p.m.; TV show continues Sun. 4-4:30 p.m.


Admiral's 8 wholly-owned subsidiaries—in New York, Newark, Boston, San Francisco, Chicago, Milwaukee, Los Angeles, San Diego—account for one-third of company's total volume at distributor level, says president Ross D. Siragusa. He also reveals: (1) Company has 81 distributors which sell to about 30,000 retail outlets. (2) Admiral will spend $16-17,000,000 this year for advertising, or equivalent of 5c on retail dollar—one of largest sums spent on single brand name by any American business. (3) About 75% of Admiral's current production is for electronics, 25% for appliances.

Canadian RTMA reports August TV set sales by factories jumped to 12,790, retail value $5,083,208, apparently brought on by new CBC stations in Montreal and Toronto. Sales for first 8 months of 1952 rose to 50,968, worth $23,387,009. Montreal led month's sales with 40.3%, Toronto-Hamilton 35.7%, Niagara Peninsula 10.1%, Windsor 9.8%, remaining 4.1% going to other areas. Inventory totaled 15,462 as of Aug. 31. Cumulative sales of Canadian-manufactured TVs to that date were 129,406 valued at $60,901,034. Note: Canadian govt. this week released figures showing factory value of radio & radio parts (including TVs) turned out by Dominion plants during 1951 was $85,624,000 compared with $66,597,000 in 1950—so that the industry accounted for about 13% of the country's whole electrical appliances & supplies industry.
Electronics Reports: Some TV-radio manufacturers have been hopping mad over recent newspaper reports variously quoting Air Force Undersecretary Roswell Gilpatric and procurement chief Lt. Gen. O. R. Cook that upturn in demand for TVS & radios has caused manufacturers to slow down production on Govt. orders for test equipment.

A quick check shows that very few TV-radio manufacturers produce test equipment for the military. Actual transcript of Pentagon press conference Sept. 13, which inspired the newspaper reports, reveals that Gen. Cook actually said, in response to question on progress of aircraft-electronics procurement: "We are not particularly handicapped with respect to the basic equipment itself, but we are still having difficulty getting the test equipment, meters, silicones and special test equipment that goes in aircraft. That situation, I believe, in my opinion results mainly from the manufacturers of TV sets and commercial radio sets and other electronic equipment, who had expected to have no commercial work find themselves now with commercial work and in some cases our defense work doesn't get the preference that we think it is entitled to."

At meeting of TV-radio manufacturers advisory committee with NPA in Washington Oct. 9, Air Force Col. Philip Gugliotta tried to pour oil on troubled waters. He told the 11 TV-radio makers that "deliveries of end equipment are doing fine [and] delivery rates of electronic equipment to the Air Force has increased 1000% since Korea." He called the newspaper accounts of Gen. Cook's statement "distorted," but added that "every word of the statement was true and nobody was hurt."

Industry representatives told NPA that shortages are beginning to plague them again—particularly 21-in. picture tubes and some receiving tubes and components. Scarcity of assembly-line workers in Chicago is another problem. NPA officials predicted steel supply situation will gradually improve, but warned of possible setbacks in copper and aluminum supply between now and next March. The manufacturers approved an NPA proposal to limit priority orders for tubes to those needed for military and machine tool programs, but urged that there be no cut in percentage share of tubes available for non-military uses.

Sylvania's expansion in electronics field was keynoted Oct. 8 in Woburn, Mass., where president Don G. Mitchell dedicated new headquarters of electronics division. New 50,000-sq. ft. plant employs 850, houses administrative, sales, engineering & manufacturing staffs, produces microwave & special purpose tubes, transistors, other semi-conductor devices. Last spring Sylvania acquired plant in Newton, Mass. for production of magnetron radar tubes. It is building laboratories at Mountain View, Cal., for development and production of microwave tubes. With opening of new parts div. plant in York, Pa., Sylvania will have plants and laboratories in 35 communities in 10 states. Employing some 26,000. Opening early next year will be defense plant of wholly owned Sylvania Electric (Canada) Ltd. at Drummondville, Ont.

Dr. E. F. W. Alexander, pioneer TV-radio-electronics inventor, 1921 IRE president, holder of IRE Medal of Honor, joins RCA as consulting engineer; he was its chief engineer in 1920-24 when RCA was largely owned by GE, from which he recently retired.

"Modern Communications with Microwave" is new 20-min. 16mm film in color available without charge from Film Distributing Dept., Federal Telephone & Radio Corp., 100 Kingsland Rd., Clifton, N. J.

Sir Ian Jacob, recently acting chief staff officer to the Minister of Defense, appointed director-general of British Broadcasting Corp., succeeding Sir Win. Haley, now editor of London Times.

NPA ELECTRONICS DIV., reduced in size as result of economy-dictated slash in personnel, is scheduled to move this month from Temporary "T" Bldg. to New General Accounting Office Bldg., 5th & G Sts., NW, which houses most DPA-NPA offices. Key staff members leaving division, in addition to those listed in Vol. 8:39, Justin R. Sypher Jr., military production asst. to director Richard W. Cotton, switches to DPA as full-time asst. to RIchard Cotten of Electronics Production Board (also Mr. Cotton), Francis E. Corr leaves TV-radio section for Electronics Procurement Resources Agency, Defense Dept.

In newly reorganized division, Mr. Cotton and Donald Parris continue as director and deputy director, J. E. Dillon as labor specialist. W. E. Duln, formerly chief of special components section, succeeds Mr. Sypher as military production asst., Eric Bovet becomes mobilization planning asst., Ruth Cannon statistical asst. Added to division's TV-radio section from Scientific & Technical Equipment Div. is George J. Ikelman, onetime FCC engineer.

Branch and section chiefs in reorganized division:
Priorities & allocations branch, Mr. Parris, acting chief; expansion & expediting section, Wm. J. Bapst; CMP section, O. W. McDaniel; equipment branch, Robert R. Burton; radio & TV receiver section, Lee Golden; broadcast & communications equipment section, J. Bernard Joseph; components branch, Elmer Crane & James A. Mendenhall; transformer & special components section, E. MacDonald Nylen; electrode tube section, H. G. Butterfield; capacitor & resistor section, R. D. Parker.

Note: John D. Small, ex-Emerson v.p., plans to resign as chairman of Munitions Board by year's end. He's silent on his future plans, but isn't expected to return to Emerson.


Sir Noel Ashbridge, BBC director of technical services since 1948, who retired in 1952, named to board of Marcon's Wireless Telegraph Co. Ltd.
List of witnesses for theatre-TV hearing's engineering and accounting phases, beginning Oct. 20, was submitted to FCC by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee this week. Testimony on video standards for theatre-TV system will be presented by engineer Andrew F. Inglis; audio standards, choice of frequencies, intercity relays, engineer Stuart L. Bailey; bandwidth, allocation principles, number of channels, intricacy distribution, engineer Frank H. McIntosh; instantaneous kinescope projection system, General Precision Laboratory exec. v.p. Herbert Barnett; film storage projection system, Paramount v.p. Paul Raibourn; Eidophor system, 20th Century-Fox research & development director Earl I. Sponable; cost of theatre-TV transmission, Bailey, McIntosh and common carrier cost analyst Manfred K. Toeppen. FCC has scheduled conference for theatre-TV hearing attorneys at 10 a.m., Oct. 14. Direct testimony phase is expected to take 7-8 days, after which hearing will be recessed until Jan. 12, 1953.

Realistic rather than academic approach to problem of non-commercial education TV stations, for which FCC has issued 6 CPs to U of State of New York, is assured with Gov. Dewey's appointment this week of 7-member commission authorized by recent Legislature to study and recommend on 10-station network project proposed by state board of regents. Chairman of group is Douglas M. Moffat, New York attorney, president of the Church Club of N. Y., and vice chairman is Y. B. Smith, dean of Columbia Law School. Other members: Clarence U. Caruth Jr., New York attorney; Bernard Duffy, president of BBDO ad agency; Michael R. Hanna, gen. mgr. of WHCU, Ithaca, commercially-operated radio station owned by Cornell U; Mrs. James W. Kidney, Buffalo, ex-ass't secretary of Cornell College of Arts & Sciences; Dr. Paul Lazarsfeld, Columbia U professor of sociology.

Witnesses may refuse to testify at Congressional hearings if they are disturbed by TV cameras, microphones and flash bulbs, according to Washington court ruling in long-delayed aftermath of Kefauver Crime Committee hearings (Vol. 7:8-9, 11-13). Federal Judge Schweinhaut freed Morris Kleiman and Louis Rothkopf Oct. 6 of contempt of Congress on charges growing out of refusal to testify on Cleveland gambling activities. Said the judge: "The concentration of all these elements [TV cameras, newsreel and still cameras, flash bulbs, microphones] seems to me unnecessarily so to disturb and distract any witness to the point that he might say today something that next week he will realize was erroneous. And the mistakes could get him in trouble all over again."

New football TV proposal next year to "share the wealth" of TV receipts among all members of National Collegiate Athletic Assn. was blasted this week by Notre Dame athletic director Ed (Moose) Krause. He termed plan "illegal and immoral," "socialistic and communist," said it would "kill" NCAA because members who wouldn't go along with it would get out. NCAA's TV director Asa S. Bushnell said his committee has discussed proposal for long time and would offer it to 1953 Washington convention. But any future TV restriction may hinge on outcome of gov't's anti-trust suit against National Football League, based on latter's own TV limitations. Trial was postponed again this week to Jan. 26 because of Judge Allan K. Grim's crowded docket.

Theodore C. (Ted) Streibert, who headed WOR & WOR-TV before their sale by Macy's to General Tire, resigned this week as president of WOR and v.p. of General Teleradio Inc., General Tire subsidiary, for which he has lately been handling film syndication project. He was one of founders of Mutual Broadcasting System, formerly its chairman, and remains on its board. He's onetime asst. dean of Harvard Business School.

RCA and Teleprompter have signed 5-year contract whereby RCA Service Co. will handle all "public speaking" rights for the prompting device, which gained considerable fame during July political conventions and is still being used by Gen. Eisenhower on his current speaking tour. RCA has exclusive rights for U. S. and possessions, will provide local service for banquets, public gatherings, etc., furnishing apparatus and operators on a fee basis. Service will first be offered in New York, Philadelphia, Detroit, Chicago, Los Angeles, then in other large cities. Production of additional apparatus, meanwhile, will be stepped up by Teleprompter Service Corp., which now has leasing arrangements also with CBS-TV, NBC-TV and some stations. Former NBC v.p. I. E. (Chick) Showerman, Teleprompter sales chief, is now on tour of TV stations offering local leases.

Senate subcommittee on privileges & elections this week sent letter to all political groups and committees supporting Presidential and Senatorial candidates, asking how much is being spent for TV & radio time—idea being to gather data for possible bill to raise legal limit on campaign expenditures. Meanwhile, Republicans aren't changing plans to use spot TV-radio time in big way (Vol. 8:40), depending on money it can raise for purpose, while Democrats are asking for contributions for increasingly heavy use of TV-radio by Stevenson in final campaign weeks. This week, FCC replied to George Ball, executive director of Volunteers for Stevenson, who asked for investigation of alleged $2,000,000 GOP "blitz" via TV-radio planned for closing days of campaign. Commission said it has no specific information about such a plan so doesn't know whether "equal opportunity" section of Communications Act will be violated. It suggested that, if corrupt practices might be involved, inquiry might better be pursued with Dept. of Justice.

Ten new-station applications filed this week, 5 for uhf, bring total now pending to 756, of which 299 are for uhf. This week's applicants are from Phenix City, Ala., WPXN, for Channel No. 28; Sacramento, Cal., KAA-TV Co., No. 40; Joliet, Ill., WJOL, No. 48; Minot, N. D., KJJB, No. 10; Muskogee, Okla., KBIX, No. 8; Tulsa, Elfred Beck, No. 23; Houston, KNUZ, No. 39; Midland, Tex., Permian Basin TV Co., No. 2; Temple, Tex., KTEM, No. 6; Wichita Falls, Tex., Neely G. Landrum (Dallas), No. 3. [For details about foregoing applications, see TV Addenda 15-M here-with; for listing of all post-freeze applications, FCC actions, etc., see TV Fastbook No. 15 and Addenda to date.]

Don't throw pop bottles at the amphithe— you may break his cathode ray tube. It happens every year between spring training and end of World Series—somebody announces an electronic umpire. Latest is called "TV Automatic Umpire" by its developer, Radio Receptor Co., Brooklyn. Offshoot of company's new industrial TV equipment, camera scans path of each ball thrown. Company says it will demonstrate system to major league ball clubs during next spring training.

"Radio Spectrum Conservation," JTAC's remarkable study, has been published in book form (221 pp.) by McGraw-Hill, is now available at $5. Brilliant document, which we headlined "JTAC's Socio-Engineering Tour de Force" in our review of multilith copy early this year (Vol. 8:4), tells not only what's wrong with our use of radio spectrum but what can and should be done about it.

Networks and reps aren't snubbing uhf any more, now that Portland's KPTV has proved efficacy of uhf operation (Vol. 8:38-40). This week's batch of new uhf affiliations signed, all with stations now being built and due on air around Jan. 1: NBC-TV with WFMJ-TV, Youngstown; CBS-TV with WJTV, Jackson, Miss.; ABC-TV with WICC-TV, Bridgeport.
High Stakes in Setmakers' UHF Battle, pp. 1 & 9
Early Honolulu Sterer & Others Coming, page 3
Reps Eagerly Signing Up New Stations, pp. 4 & 7
5 More CPs, Hearings to be Streamlined, page 5
Preview of Upcoming Educational Applications, page 6
OPS Ports Snafu Angers Trade, page 10
Demand Outrunning Supply of TV Sets, page 10
Theaireman Ted Gamble Selling Out to Go Into TV, page 13

HIGH STAKES IN SETMAKERS' UHF BATTLE: Continuous tuners...strips..."matchboxes"

Portland the proving-ground has become Portland the battle-ground, as TV receiver manufacturers slug it out with conflicting claims for their various methods of translating a uhf signal into a TV picture.

The bickering over tuners in Portland -- the advertising claims and counter-claims -- are not aimed solely at Portlanders. Indeed, selling uhf sets in Portland is no problem. But the set and tuner makers are staking their reputations there, jockeying for position in the whole new nationwide field of uhf.

Tuners and converters now in use fall into 3 basic types: Strips (installed internally), 1, 2 or 3-channel "matchbox" converters (internal or external), and continuous tuners (internal or external). Each has its faithful following among the manufacturing fraternity, although some set makers offer customers choice of 2, or all 3 types. (For report on uhf activities of individual manufacturers, see p. 9.)

Uhf sets now in use are basically standard vhf receivers with circuits added to pick up uhf signals. During first weeks of Portland operation, thousands of uhf sets were shipped there, to be converted to uhf by addition of external converter, internal tuner "kit" or strip, inserted by distributor, serviceman or customer.

Today most manufacturers are building complete internally-converted sets at the factories -- the main difference being that sets are converted before, rather than after, shipment. An exception is the strip-tuned set, which can be converted nearly as easily after it is sent to distributor.

While supply and demand are by no means balanced in Portland, the initial surge is over. The original compulsion to "get anything out there that will pick up uhf" has given way to more orderly program of shipping -- and of planning for the many new uhf markets which are upcoming soon.

All manufacturers say they won't be caught short again -- that they'll be ready with sets wherever uhf crops up next. While they can't promise to fill demand as soon as new stations go on air, they do pledge that each area will get its "fair share" from the start. They're already "scouting" all new uhf territory.

From our conversations with set manufacturers we get impression that every one will offer all-channel tuners eventually -- including those who now have only the 1-4-2-channel converters and strips. Obviously, there will be some areas where 2 or 3 uhf channels just won't be enough, while in others less expensive limited-channel tuners will continue to be adequate.

* * * * *

The ultimate in tuners -- a single tuner that will cover the entire range of vhf & uhf -- is yet to come, but tuner makers appear to be hot on the trail. Some sets use separate uhf & vhf tuners coupled mechanically to provide "one-knob tuning"
-- but real all-channel tuner will require some completely new tubes & circuits.

Standard Coil reportedly is "reworking" its detent-type all-channel tuner, an engineering model of which was displayed last winter (Vol. 8:9). Mallory has a vhf-uhf tuner in semi-final stages of development, according to executive v.p. Ray Sparrow, who says it will be ready "in reasonable time" after "bugs" are taken out. General Instrument is developing prototype all-channel tuner which executive v.p. Monte Cohen says will be ready for sampling in first quarter 1963. Sarkes Tarzian, too, has something in works, but no details have been disclosed.

Principal tuner makers have had engineering crews in Portland, checking on their own and competitors' products. Here's what they're offering and what they tell us about their current production:

Mallory is concentrating on its continuous tuner, which it offers under own brand name as converter at $42.50. Thousands have been shipped and production is being boosted every day, according to Mr. Sparrow, who says demand in Portland is far greater than supply. Crosley, Sylvania, Magnavox and others are building Mallory tuners into their sets and marketing them separately as external converters.

Sarkes Tarzian is exponent of matchbox type single-channel converter. Of the setmakers, his biggest uhf customer probably is Westinghouse, whose 16-position tuner accommodates 2 of the individual plug-in receivers without sacrificing any vhf channels. More than 5000 Tarzian converters have been shipped to Portland, and some 500,000 Westinghouse sets now in use can accommodate them. Now being sampled is a self-powered one-channel matchbox which can be attached by customer to back of any set. Wholesale price will be about $11.25.

Standard Coil continues to step up production of strips -- now at both Los Angeles and Chicago plants -- with manufacturers still clamoring for more and more. Demand for them in Portland apparently is bottomless. Standard supplies Admiral, Emerson and some 40-50 other large and small manufacturers.

General Instrument, which concentrates on continuous tuners, is shifting into high-gear production. In addition to supplying Motorola and others, it will market converter under own brand name (Silverline), is now lining up distributors. Company is also beginning production of tuning strips for its turret tuners, but describes this as "stop-gap" service for customers who require it.

How do the tuning devices stack up in Portland? Since nearly everyone who offers opinion has ax to grind, it's difficult to get objective facts. As we've reported previously, reception in general is surprisingly good. And one reliable engineering source (non-manufacturing), who has tested many of the uhf devices now being offered, makes the following observations:

In sensitivity and selectivity, present uhf devices are about as good as the first vhf tuners, and constantly improving to point where transition from vhf to uhf should be quite painless.

None of the conversion methods introduced to date takes advantage of the protection from interference which FCC provided in its allocation plan through the designation of 41 mc as standard intermediate frequency. With only one station in an area, this type of interference poses no problem, but as new uhf stations go on air, receivers will be susceptible to intermodulation, image and other types of interference unless they're built around 41-mc IF.

Even present vhf sets with 41-mc IF lose the protection afforded by this standard frequency when they're converted to uhf by currently employed methods.

The reception provided by any type of uhf converter or strip depends on how it's used and the circuitry of the vhf receiver to which it's applied. For example, one manufacturer's set adapted with a certain make of tuner was found most sensitive of all sets tested, while another make of receiver using same make tuner was the least sensitive set tested.

Ire of some distributors and dealers was aroused when Portland newspapers quoted KPTV owner Herbert Mayer as saying "tuners which cover the whole range of uhf bring in a better picture than strips and are a better buy even if they cost $25 or
so more." Already in dutch with some manufacturers because of suddenness with which his pioneer uhf took the air (Vol. 8:38), Mayer has since become more noncommittal in his statements regarding efficacy of various types of tuning devices.

In letter to RTMA, Mr. Mayer suggests that the manufacturers' organization investigate problems of uhf tuners, antennas and transmission line with a view to establishing "minimum standards [to which] the manufacturers and service companies should be required to adhere." As to tuning devices, he finds "quite a bit of variance, even between strips of different manufacturers," adding that "one type, for example, has 7 possible frequencies that could interfere, another has 19."

Antenna and lead-in line problems are as important in many respects as tuner problems. Mr. Mayer thus sizes up the transmission line situation in Portland: "We believe that the use of ribbon type transmission lines will prove unsatisfactory for uhf during rainy periods, whereas wet weather is unlikely to affect either the tubular or ladder-line types. Unfortunately, the tubular type has been in short supply and the ladder-line is quite a bit more difficult to install. Hence, many installations have been made with ribbon-type transmission line. We expect that this will result in diminished signal strength once it starts to rain."

One by-product of KPTV's unexpectedly early debut was lack of the "dumping" which characterized Denver's early TV days. A major TV manufacturer is quoted in New York Herald Tribune: "I didn't run into one of those shabby operators who moved into Denver at the end of July."

EARLY HONOLULU STARTER & OTHERS COMING: Dark horse in the new-station sweepstakes is Honolulu's KSME-TV -- granted Channel 9 on Aug. 8, announcing at first that it would not get going until mid-1953, now seeking an STA from FCC this week for Dec. 1 start, and just about certain to open up that brand new market by that date.

Engineer-manager C. Richard Evans, the capable 43-year-old ex-manager and builder of Salt Lake City's KSL-TV, was in Washington this week to advise Commission about plans to install 500-watt RCA transmitter and antenna on present 338-ft. radio tower on Kapiolani Blvd. Equipment, already shipped, is due in Honolulu by Nov. 15, so that starting prospects are definite enough to begin shipping sets into area.

Evans plans 10-kw installation within year, capable of 39-kw ERP, operating from 100-ft. tower atop 3200-ft. Koahianui Mt. He's also planning either satellite or community antenna system at Hilo, where same owners (Consolidated Amusement Co., Honolulu Star-Bulletin, Mormon Church) also operate local AM station KHBC.

News of early-operation prospects from vhf grantees continues good, because they can get equipment reasonably promptly. From uhf grantees, however, it's best described as "hopeful" due to equipment situation (Vol. 8:41). On basis of latest word from vhf principals, we can add this information to what we've been reporting in our running weekly surveys:

Latest from hard-pushing KTTC-TV, Austin, Tex. (Channel 17) is that RCA equipment is all in hand or on way, including Ideco tower; that antenna will be ready for Nov. 1 hoisting; that station ought to make Dec. 1 target. Station is telling folks "Regarding TV" in so-titled radio series, and working with dealers and servicemen.

From Spokane's KHQ-TV (Channel 6) on letterhead of "Sidewalk Superintendents Club" comes report that Ideco tower should be ready Nov. 1, delivery of 35-kw GE transmitter set for Dec. 1, then shortly thereafter first test patterns.

KOLN-TV, Lincoln, Neb. (Channel 12) has ordered all DuMont equipment, and manager Harold E. Anderson tells us it should get on the air by Feb. 1.

KCBD-TV, Lubbock, Tex. (Channel 11) begins construction next week, assistant manager Robert L. Snyder reporting his best guess for on-the-air as April 1953.

KTTS-TV, Springfield, Mo. (Channel 10) will require 6-8 months to get on, according to manager Pearson Ward, but stores are already stocking TV sets.

Latest from uhf vary in their promises, most indicating early 1953. But it still looks like WSBA-TV, York, Pa., will be next starter, possibly before Dec. 1, with WARE-TV, Wilkes-Borre, racing it to be first. From WNOW-TV, York's second uhf,
comes word that DuMont equipment has been ordered, starting time set for March 1953.

WWLP, Springfield, Mass., due to get GE's second 12-kw GE transmitter--first going to Reading's now-building WHUM-TV -- will definitely get its Stainless Inc. tower Nov. 1 and, says v.p. Alan C. Tindal, "we feel confident at this time that we will be on the air with full power before the end of January."

New uhf in Rockford, Ill., granted Chicago theatremen Harry & Elmer Balaban, has been promised RCA transmitter and Ideco tower for January delivery, may be able to get going Feb. 1 or 15, according to Elmer Balaban. Being 90 miles from Chicago, 110 from Rock Island, Rockford now has few TVs, he reports, so that "this looks like virgin uhf territory and we have high hopes for our station."

WNOK-TV, Columbia, S.C., has ordered from DuMont, and manager R. O. Darby estimates it should get on the air "sometime between February and April."

KRTV, Little Rock, Ark., "might make Feb. 1 [but] March 1 might be a better date," reports Kenyon Brown. WSUN-TV, St. Petersburg, "hopes" for May 1, according to manager George Robinson. Empire Coil's KDEN, Denver, planned for Thanksgiving or Christmas start, is asking for new site, now says "next spring." KMJ-TV, Fresno, has ordered RCA 1-kw interim transmitter, looks to May 1 start. WFMJ, Youngstown, isn't sure of delivery date of RCA interim transmitter but hopes for end of year.

Texas oilman Charles H. Coffield, grantee of KCTV, Austin, Tex., who earned neat profit on his considerable share of $1,050,000 sale of San Antonio's KEYL to George Storer last year (Vol. 7:30), and who was one of founders of KPHO-TV, Phoenix, writes: "There will be no developments...until after the November election [then] we will advise as to the course we plan to take getting KCTV on the air."

And uhf grantee for Bridgeport, Conn., Harry L. Liftig, continuing mum about plans, is said to be dickering for custom-built transmitter to be fabricated for him by J. R. Popkin-Clurman, head of Telechrome Inc., Amityville, N.Y., maker of special equipment, including color scanning gear.

**REPS EAGERLY SIGNING UP NEW STATIONS:** Not until about 2 years ago, when it became evident that TV station operation was becoming profitable, did many of the radio sales representatives perk up much enthusiasm for the business of telecasting.

Now they're hot on the trail of every grantee, have many of them signed up well before they can get on the air (see p. 7), sometimes are even signing up applicants long before they're likely to get grants.

Result will be new national sales representation alignments during next few years of TV's upbuilding, very likely the emergence of some new top ranking firms.

Except for one which plunged heavily into TV during its early red-ink phase, and another which splintered off an old-line radio rep firm to handle TV exclusively, few representatives can claim much credit for "pioneering" the commercial side of TV. Unlike the early days of radio, growth of TV's time sales came in spite of lukewarm attitude of some national sales reps.

Several are known to have opposed the entry of their AM principals into TV in the days when TV was all outgo, little income. Some consented to be order takers -- but few could claim to be originators of business.

From now on, however, with more stations coming in and spelling more competition, with radio billings slipping, much more attention will be paid to TV. Biggest of the rep firms, the one which plunged into TV early, the Katz Agency, is now doing considerably more billing for the 19 TV stations it represents than for its 35 radio stations -- albeit most of latter are top-level.

Only exclusive TV representative as yet is Harrington, Righter & Parsons, whose youthful partners broke away from Petry several years ago, now have formidable list of 8 stations. Second largest list to date is Petry's 13. Then come Blair with 10, Free & Peters 9, CBS-TV Spot Sales 7, Branham 6, Weed & Hollingbery 4 each, 3 each for Avery-Knodel, Headley-Read, Meeker & H-R Representatives, 2 for Rayner.

All of these old-line firms will have new stations to add as they go on the air, and quite a few reps not now in TV will be in it soon. (For analysis of actual and probable new-station representations, see p. 7.)
5 MORE CPs, HEARINGS TO BE STREAMLINED: Not only did FCC maintain batting average in granting CPs, awarding 5 this week (3 vhf, 2 uhf), but prospects for streamlining and speeding hearings brightened considerably. Some quite heartening examples of FCC-industry cooperation and imagination are bearing fruit.

This week's grants brought Commission down to 60th city on Group A priority list, and it reached back to 41st city in Group B for one CP. The new grants:

Lincoln, Neb., KFOR, No. 10; St. Joseph, Mo., KFEO, No. 2; Amarillo, Tex., KFDA, No. 10; Raleigh, N.C., Sir Walter Television and Broadcasting Co., No. 28; E. Lansing, Mich., Michigan State College (WKAR), No. 60. Though last received commercial channel, it plans "primarily educational operation on a non-profit basis."

FCC has passed over those ticklish applications wherein 2 AM operators in same city joined forces in single TV bid, but Commission will have to make up mind on question soon -- particularly since Sen. Johnson is so interested in the matter (Vol. 8:16). To date, these cities have such joint applications involved: Macon and Columbus, Ga.; Elmira, N.Y.; Wichita Falls, Tex.; Springfield, Mo.; Fargo, N.D.

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Speeding up of hearings is being achieved in several ways. Commission has instructed staff to be liberal about "stipulations", i.e., to omit testimony on matters about which there is no argument. This week, the 3 applicants for Wichita's Channel 3, contemplating identical coverage areas, stipulated the whole coverage question -- thus eliminating all testimony on it, a truly novel development.

FCC's archaic rules on depositions, quite fertile in production of delays, are due for amendment next week to conform generally with court procedure. Federal Communications Bar Assn. committee, working with FCC staff under Comr. Hyde, rates credit for the long-needed surgery.

Also in the works is severe pruning of issues in hearings -- eliminating questions of applicants' "legal, technical and financial" qualifications, for example, whenever FCC staff finds all competing applications meet minimum standards. It will be up to contestants themselves to ask FCC to include such issues if they consider them worth arguing about.

Actual withdrawal of contestants, leaving single applicant for channel, is of course fastest way of getting rid of hearings. There were several such this week.

In Harrisburg, former FM operator WABX Inc. agreed to accept $50,000 worth of preferred stock in its competitor for Channel 71, Harrisburg Broadcasters Inc., in return for property including FM equipment -- and dropped its application.

In Wichita, KFBI decided to pull out of fight for Channel 16, leaving field to Wichita Beacon (KWBB). In Jackson, Mich., WKHM withdrew from competition for Channel 48 with WIBM and Sparks-Withington Co., set-maker with home base there.

WKHM's interesting reasons for dropping out were that its engineers have determined that plenty of additional uhf channels may be allocated to Jackson; that it can ask FCC to allocate those channels after next June 2; that it may very well receive uncontested grant then, even before currently scheduled hearing for Jackson is finally decided; that other stations' experience with uhf, in interim, will prove valuable in determining exactly what powers and heights should be used in Jackson.

WKHM's reasoning follows that of WBRY, Waterbury, Conn., which sought to avoid hearing by finding another uhf channel. FCC declined to allocate the channel, stuck to its "one-year" rule on changing allocation plan, and WBRY withdrew, leaving WATR clear for uncontested grant (Vol. 8:39).

Such withdrawals in uhf are likely to continue to appear as hearing show-downs near, but most vhf applicants will stick to bitter end. The vhf allocation is very "tight" in critical market areas, with few more channels to be "found" by engineers. In contrast, uhf allocation is quite "loose" in many areas. A glance at our special tabulation of uhf channels by frequency (pp. 91-94, TV Factbook No. 15) shows that many channels have very few assignments -- some at top end of band with none at all. Furthermore, today's interference-dictated "taboos" on uhf allocations, which severely limit manipulation of channel assignments, are likely to be removed as time goes by, permitting substantial increase in channel availability.

FCC now has hearings in 7 cities underway or scheduled for specific dates.
Five more will be scheduled to start next month. Denver, Portland and Tampa-St. Petersburg are in progress, first 2 having concluded hearings on the first channel involved. Harrisburg started Oct. 15, recessed to Nov. 17. Wichita begins Oct. 20, Jackson, Mich., Oct. 29; Canton, O., Dec. 8. To be given November starting dates are: Flint, Beaumont-Port Arthur, Duluth-Superior, Sacramento, Ft. Wayne.

Each applicant has taken about a week to present his case in Denver and Portland hearings, a fairly good rate considering what's at stake. With virtually everyone cooperating to minimize delays, it will be up to the examiners and commissioners to come up with the end product -- final decisions -- as fast as possible.

There's no question about commissioners' anxiety to make haste, and there's every evidence that the examiners have become equally infected with the spirit of "let's-get-the-job-done" engendered by the end of freeze.

**Personal Notes:**

Full NARTB board meets in Washington Dec. 3, radio board Dec. 4, changed from previously set meetings in Miami Beach.

NBC has canceled plans to hold another affiliates convention this winter in Boca Raton, Fla.

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**PREVIEW of upcoming educational applications was given this week by Ralph Steeple, executive director of Joint Committee on Educational TV, in talk to group planning Washington application.**

Civic and educational groups in Birmingham, St. Louis and 3 Connecticut cities—Bridgeport, Hartford, Norwich—will be next applicants, he revealed, without giving order of filing. He also listed following cities where applications will be forthcoming soon: Denver, Jacksonville, Atlanta, New Orleans, Boston, Cleveland, Cincinnati, Toledo, Oklahoma City, Tulsa, Portland, Ore., Pittsburgh, Philadelphia, Providence, Salt Lake City, Richmond, Milwaukee and unnamed cities in Washington and North Carolina.

Although local in nature, meeting heard pleas from FCC chairman Paul Walker and Dr. Franklin Dunham, U. S. Office of Education's TV-radio chief, that Washington should serve as "showcase" and "flagship station of the nation." Walker stressed tremendous opportunities available for Washington, which has been assigned uhf Channel No. 26, to take advantage of such cultural resources as Library of Congress for handy program source material.

NARTB chairman Justin Miller was extremely critical of educational TV's value, although he wished project good luck. He said educational TV contained seeds of possible totalitarianism if private financing failed and the Govt. or tax-supported institutions took over channels. Thought control could be next step, he said.

As expected, meeting snagged on question of finances. Proposals to finance stations included: (1) Educational corporation comprising minimum of 30 groups, each to pledge $10,000 annually for 5 years. (2) Non-profit foundation which would sell bonds. (3) "Tax" of $1 on each of estimated 388,000 set owners in area. A plan will be adopted at next meeting Nov. 6.

In other educational TV developments, National Assn. of Educational Broadcasters awarded 13 grants-in-aid totaling $78,500 under Ford Foundation fund for educational TV and radio. For TV, grants of $9000 each went to Miami, Minnesota, Oklahoma, Stanford, Syracuse, Wayne universities.

In Wisconsin, Assemblyman W. W. Clark introduced bill for establishment of state-owned educational TV network financed by $1 annual tax on each set owner and $5 sales tax on each receiver sold.

Demands of children, more than any other reason, prompts purchase of TV sets, according to survey conducted by Boston U. school of public relations and communications among 350 TV families in nearby Allston and Brighton. Other findings: (1) TV owners don't read as frequently as non-owners. (2) Those of lower education, income and occupation are "more avid viewers than their superiors in these categories."
WHAT SALES REPS will represent what TV stations in the national field? For the most part, the AM operators holding CPs for new TV stations are inclined to stick with their national radio representatives—but a lot of changes may be in the offing (see story, p. 4). Analysis of the 69 new commercial station grantees to date reveals these facts:

Of the 3 post-freeze stations already on the air, Blair signed up Denver’s KFEL-TV, Free & Peters got Denver’s KBTV, NBC-TV Spot Sales represents Portland’s KPTV (although latter is owned by same interests as WXXL, Cleveland, represented by Katz).

Among the rep firms already in TV, these are now handling the radio representation of grantees of the following yet-to-be-built stations and presumably will also handle TV representation:

Avery-Knodel—WILK-TV, Wilkes-Barre; WSLS-TV, Roanoke.

Blair—WGBI-TV, Scranton (Blair recently added ABC’s WENR-TV, Chicago, and WXYZ-TV, Detroit).

Bolling—WPH-TV, Harrisburg.

Branham—KFDA-TV, Amarillo.

Free & Peters—KGMB-TV, Honolulu.

Headley-Reed—WBRE-TV, Wilkes-Barre; WEEU-TV, Reading; WMAV-TV, Massillon; O; WFMI-TV, Youngstown; WCOS-TV, Columbus, S. C.; WEEK-TV, Peoria; KFEG-TV, St. Joseph, Mo.

Hollingsbery—WWLP, Springfield, Mass. (WSPR); KTMS-TV, El Paso, Tex.

H-R Representatives—WHUM-TV, Reading.

Katz—KHIQ-TV, Spokane; WJTV, Jackson, Miss.

Meeker—WKST-TV, New Castle, Pa.

Pearson—KRTV, Little Rock, Ark.

Petry—WICC-TV, Bridgeport; KFOR-TV, Lincoln, Neb. (Petry recently added ABC’s WJWZ-TV, New York; KGO-TV, San Francisco; KECA-TV, Los Angeles).

Raymer—WKBV-TV, Youngstown; WSBD-TV, South Bend; KJH-TV, Fresno.

Weed—WAKR-TV, Akron; WUSN-TV, St. Petersburg; new station in Rockford, Ill.

In addition we find these reps, who never before handled TV stations, representing radio stations which hold grants for TVs as follows: Adam Young Inc.—WAFB-TV, Mobile (firm also now represents XWV-TV Mexico City, and XELD-TV, Matamoros). Forjoe—WNOK-TV, Columbus, S. C.; WKAB-TV, Mobile; WKBV-TV, New Britain, Conn. Pearson—KOLN-TV, Lincoln, Neb.; KCBD-TV, Lubbock, Tex. Taylor—KTBC-TV, Austin, Tex.; KGNC-TV, Amarillo; KROD-TV, El Paso; WCOV-TV, Montgomery, Ala. Walker—KXLY-TV, Spokane; WBNH-TV, New Bedford, Mass. Sears & Ayer—KTTN-TV, Springfield, Mo.; WFTL-TV, Ft. Lauderdale, Fla. McElvira—WOUC, Chattanooga; WPAG-TV, Ann Arbor, Mich. Burn-Smith—WROV-TV, Roanoke. Best—WBRD-TV, Ft. Lauderdale, Holman—WKNX-TV, Saginaw, Mich. Radio Representatives Inc.—WSBA-TV, York, Pa.

LAST OF RADIO NETWORKS to reduce rates is Mutual Broadcasting System, which this week announced new Jan. 1 rate card will cut evening rates about 25%, the cut to be “concentrated largely in TV areas”; will increase morning rates to new advertisers by about 5% in all areas; will restore last year’s 10% cut in afternoon rates.

Simultaneously, as against general radio trend, MBS reported gross billings of $14,534,119 for first 9 months of this year, up 13% from $13,861,185 for same 1951 period. September billings alone totaled $1,607,014 vs. $1,324,061 for same 1951 month.

This week, also, Chicago Tribune’s WGN sliced its evening rates in half, said to be first to place day and night rates on same basis. New formula does away with Class C & D. Class A time (7 a.m.-10:30 p.m.) will be $450 as of Nov. 1. Class A formerly was $900. Class B will be $300, applying to 2 a.m. and to time after 10:30 p.m. Spots are reduced accordingly. WGN-TV retains base rate of $1200 per Class A hour, but as of Nov. 1 changes Sun. 2-5 p.m. time to Class C at $600 an hour.

New standard contract form for spot telecasting, drawn up by NARTB and AAA after 2-year study, was released to all stations this week. It’s similar to standard contract for spot radio, chief differences being in contract terminations, signal interruptions, program substitution.
Telecasting Notes: Even more optimistic about upward trend in TV billings than McCann-Erickson's Sidney W. Dean Jr., who predicted advertisers will spend about $750,000,000 on time-fill-programs by end of 1954 (Vol. 8:41), is DuMont sales chief Ted Bergmann, who told Philadelphia Television Assn. the other day that network and local spot advertisers in 1956 will be spending $1 billion on the TV medium. This, he noted, would be "2½ times peak radio dollars"...DuMont Network itself, said Bergmann, will exceed $10,000,000 in billings this year (Jan.-Aug. PIB figure: $5,988,966) and will triple by 1956. They totaled $7,761,506 in 1951, about $4,500,000 in 1955, less than $1,000,000 in 1949 (p. 8, TV Factbook No. 15)...Doom of 700 AM stations (out of some 2350 now operating) was forecast by Ted Cott, who manages NBC’s WNBT & WNBC, New York, at NARTB district meeting in Memphis; to escape being among those weeded out, Cott suggested low costs, originality in programming, more special events to “give listeners a reason for listening”...Hollywood will originate more than half of all CBS-TV network shows by 1954, said program v.p. Hubbell Robinson and Pacific Coast v.p. Harry Ackerman in Variety interview pegged on anticipated full use of new “Television City” studios to be dedicated Nov. 15...Tipup of independent WOR-TV, New York, and ABC-affiliate WFIL-TV, Philadelphia, both with network time to spare, plus setup of new CBS-TV 5-station Pacific network, impels Oct. 15 Variety to foresee emergence of “netlets” or regional networks along lines of those that have flourished in AM...NBC’s WNBT & WNBC will have own electric “spectacular” at southwest corner of Times Square atop Hermitage Bldg. as of Nov. 15; animated electric sign 90 ft. long with 30-ft. high letters will plug TV-radio programs and sponsors...“Blurb boom” is the way Oct. 13 Wall Street Journal headlines its story on tremendous growth of production of filmed commercials for TV, noting that 77 such producers are located in New York alone, several grossing over $1,000,000 a year...Daily telecasts of UN sessions finally began on NBC-TV 11-noon Oct. 16 after 2-day delay caused when network engineers, members of NABET, refused to accept feeds from UN cameras operated by rival IBEW; dispute was resolved when NBC camera manned by network engineers was given space in booth assigned to still photographers. CBS-TV’s 30-min. coverage at 4:30 wasn’t affected since network has contract with IBEW...20% pay boost for directors is embraced in new contract negotiated by Radio & TV Directors Guild with networks, agencies & packagers...Elec- tion night banquet, at which it will play host to 600 local bigwigs, planned by WCCO & WCCO-TV, Minneapolis, with staff of 70 handling news reports, including mobile unit for local returns...Unique promotion by Pitts- burgh’s WDTV last week saw station deliver popcorn to several hundred local homes between halves of local pro football game it was televising...Old GE 5-kw transmitter of KSL-TV, Salt Lake City, has not been sold to Ed Craney for new KXYL-TV, Spokane, as originally re- ported, though deal was made and then fell through; pur- chaser is KID, Idaho Falls, not yet granted CP...Head- ley-Read named national sales rep for new WBRE-TV, Wilkes-Barre, due on air between Dec. 15-Jan. 15 (Vol. 8:41), with $275 set as base hour rate, $46 for 1 min...Weed & Co. signs to represent new independent uhf sta- tion in Rockford, Ill. (Balaban), due on air in Feb....CBLT, Montreal, has increased hour rate from $500 to $750, with 5-min. rate now $187.50, 1-min. $150, 20 sec. $112.50, 8 sec. $56.25...New CBS-TV rate card, dated Nov. 15 and incorporating all rate card changes plus new affiliations, due shortly...New uhf WAFB-TV, Baton Rouge, La., due in early 1956, signs affiliation with CBS.

FIVE FOOTBALL TV substitutions so far this season of major games in National Collegiate Athletic Assn’s NBC-TV schedule (Vol. 8:37), testify to problems inher- ent in drawing up pre-season one-game-a-week program. Nationally televised this week was Yale-Cornell contest, but public clamar forced TV substitution in Washington of sold-out Maryland-Navy game and of Oklahoma-Kansas game in Lawrence, Kan. Last week, Texas-Oklahoma appeared on local screens only, and 2 weeks ago, story was same for Michigan-Michigan State and Texas-Notre Dame.

NCAA hasn’t yet permitted 2 major games on TV in same area, as U of Pennsylvania requested 3 weeks ago. At last minute, latter withdrew plans to telecast Penn- Notre Dame game (Vol. 8:39) when NCAA said it would necessitate “ bumping” Princeton-Columbia contest off TV.

NCAA’s plan calls for intermittent substitution of “small college” games in local areas (Vol. 8:23), but so far only 4 small colleges have appeared on TV. Growing practice of inserting one “ big game” for another serves only to point up contradictions in NCAA’s program, de- spite fact that respected New York Herald Tribune sports writer Red Smith, in Oct. 17 column, called program “ an effort to find a way for football and TV to live together, not an attempt to wipe football off the screens.”

Importance of TV receipts to professional football was emphasized by National Football League commissioner Bert Bell, who said at Oct. 13 New York luncheon that, if Dept. of Justice wins its anti-trust suit against NFL’s restricted TV policy, only alternative will be to cut all games off TV if crowds are to be enticed to attend. He said that would “ put players’ salaries back 10 years, because radio and TV contribute largely to the clubs’ in- comes.”

Justice Dept. spokesman pointed out this week that suit isn’t aimed at contracts by individual clubs, but only at league’s “ conspiracy” to set TV rules for all members.

SOME VITAL TV statistics on station operation are being produced by NARTB at its current district meet- ings—using material derived from surveys of stations and expert advice from panels of experienced telecasters.

After studying reports from 6 smallest TV markets, labor relations director Richard Doherty gave District 5 meeting in Atlanta his “ educated guess” that TV can make a go of it with annual revenues as low as $150,000 in markets as small as 50,000. On other hand, panel of telecasters at Oct. 14 District 3 session in Harrisburg said expenses should run at least $250,000 before adequate revenues begin to flow.

Lawrence Rogers, mgr. of WSAZ-TV, Huntington, noted that his station’s expenses ran $10,000 monthly for first 6 months and that profit wasn’t achieved until expenditures reached $40,000 rate. Other panel members: Paul Raibourn, KTLA, Los Angeles; Roger Clipp, WFIL- TV, and Charles Vanda, WCAU-TV, Philadelphia; Free- man Cardall, WBAL-TV, Baltimore.

Several statistics on rate of station growth were disclosed by Mr. Doherty at Oct. 16 District 2 meeting at New York’s Westminster Country Club. Analysis of 83 non-network-owned stations, comparing May-June with same period year ago, showed that station payrolls in- creased 24%, personnel 15%, hours of operation 20%. Other findings: (1) Average station employs 97 persons, 71 of them fulltime, with 10 smallest averaging 33. (2) Of fulltime employees, 41% are technical, 28% are program & production, 21% general administration, 6% sales & promotion, 4% film.

First post-freeze stations to join NARTB are KFEL- TV, Denver, upcoming WWLP, Springfield, Mass., & KDUB-TV, Lubbock. Additions bring NARTB member- ship to 93 of the 112 TV stations now on the air.
UHF RECEIVER production is beginning to hit its stride. Telephone survey this week of large segment of TV receiver industry showed output picking up sharply, and manufacturers enthusiastic about Portland's uhf (see story, p. 1). Needless to detail here each manufacturer's unqualified endorsement of his own product and the engineering data he can produce to show his set outperforms all others; nevertheless, our survey gave revealing glimpse of plans, accomplishments and attitudes of manufacturers on the challenge of uhf.

Admiral and Zenith, leading exponents of strip approach to uhf, both were non-committal when asked if they have all-channel tuners in works. As to strips, "there isn't enough, but the supply is picking up," said Admiral spokesman. Receivers are piling up in Portland distributor's warehouse, he added, awaiting arrival of Standard Coil strips, of which Admiral is biggest user.

Zenith is now producing its own strips full blast, and sales v.p. H. C. Bonfig said all of company's sets in Portland are adapted for Channel 27, most also ready for Channel 21, Portland's only other uhf assignment. Zenith strips are now going to all potential uhf markets, he added.

DuMont is sticking to strips in Portland, but undoubtedly has continuous tuner in works to convert its older sets now being used in uhf areas. "We will have whatever the market requires," said sales mgr. Dan Halpin, "but it would be unwise now to increase the cost of the set with expensive converters." DuMont had some bad moments in Portland when some of its sets picked up interference from taxicab radios. Some strips had to be exchanged or rewired.

"There is no problem with 21-mc strips," said Dr. DuMont, "but with 41-mc strips the taxicabs call interfere." DuMont, too, reports supply of strips improved, but for a time shortage was so severe that DuMont employs in Los Angeles rushed strips from Standard Coil factory to airport as fast they could get them, and salesmen leaving Los Angeles for Portland even carried pocketfuls of them.

Emerson, big user of Standard Coil strips, expects to offer sets with continuous uhf tuners after first of next year. President Ben Abrams said all his sets going to Portland are equipped with uhf strips. He said strips give good performance there, but described the strip approach as "an interim way of handling the situation." Pointing to the suddenness of KPTV's debut, he added: "The manufacturers had their backs to the wall, and did the best they could under the circumstances."

Hallicrafters' Wm. Halligan expressed view of many manufacturers when he said "at first we had to use anything we could get to carry us through." Company's first shipments to Portland were of uhf sets plus Mallory converters in separate cabinets. Beginning next week, Hallicrafters plans to supply set with Mallory tuner built in, priced about $30 higher than vhf-only. Company equips some of its turret tuner sets with strips, which Halligan said "work well, but not as well as converters."

One company which is using all 3 approaches to uhf tuning is CBS-Columbia. Until now, its Portland-bound sets have been equipped with Standard Coil strips, but it plans to use some Sarkes Tarzian single-channel matchbox converters, which it considers "more practical." CBS also sells Mallory continuous tuner in own cabinet as external converter. "We've been using any kind of converter we can get our hands on," said sales mgr. R. D. Payne. "The station went on the air 90-120 days too early for the industry."

RCA builds 3 different converters, is concentrating on self-powered 2-channel $24.95 job for Portland market, while production is just beginning on $49.95 continuous tuner. Company's program is flexible, and its experts say that while 2-channel converter is ideal for Portland, continuous tuner will be better suited to areas where there will be many uhf stations, and the $9.95 one-channel matchbox is best for big cities where there are many vhf stations but only one uhf.

GE, after shipping several thousand continuous tuner vhf-uhf sets to Portland ($49.95 extra), is now concentrating on its 3-channel uhf translator, which it is ready to ship in "sizeable quantities." Installed at factory, it adds $39.95 to cost of set, and is also available in kit form for internal adaptation of GE sets at $32.90 (controls in front of set) and $24.95 (side controls). GE continuous tuner is now out of production, and there are no plans to build it into new sets.

Motorola is pushing General Instrument continuous tuner, selling it at $99.95 in 3 forms: Built-in at factory, as first kit for building into existing sets and as converter in own cabinet. Company also has 2-channel "outboard" matchbox type converter at $14.95 which it is de-emphasizing because "Portland's response to the continuous tuner has been so gratifying." Shipments of the all-channel set are reported "very heavy."

Westinghouse says it's supplying Portland distributors with all the plug-in matchbox converters they can use. Listing at $14.95 each, there's room for 2 in all recent Westinghouse sets. Company is also beginning production of all-channel sets using continuous uhf tuner at $50 more than vhf-only.

Philco is shipping sets to Portland with own make continuous tuner installed ($50 extra), says it's now in position to supply Portland and any other new markets with "their rightful share." Crosley, too, is concentrating on built-in continuous tuner at same price.

Sylvania's set with Mallory tuner built in (also $50 extra) will be "delivered in considerably more substantial quantities" beginning next week.

Arvin made its mark in Portland by being ready early with vhf-uhf sets with Mallory tuner ($40 extra), on which first production began last spring (Vol. 8:19).

Gobbledygook of TV ad writers got thorough spoofing when Denver Post staff writer Dan Partner wrote guest article in Sunday Portland Oregonian, giving Portland residents the benefit of Denver's experience in coping with new "pseudo vocabulary which makes a salesman sound like an electronics engineer." Samples of Mr. Partner's advice: "Needless to say, any receiver without a supersensitive sync-coaxial with audion tube sound and radioironic tube serviced by a picture magnet antenna isn't worth having around the house. A dual power custom chassis, super-powered, of course, with a super-selenium speaker and fazedal knockout tuning with the automatic triple lock is merely mandatory. [It is] common knowledge that optical panoramic vision and dynamic performance won't be available unless the picture-lock is synchronized to the transmitted signal. Some Denver folks have been influenced against a particular set just because the salesman doesn't know how to turn it on. That, obviously, is unfair and is the result of a snap judgment. He may be a clerk recently transferred from the ribbon dept. and hasn't had time to learn which gadget is which."

OPS PARTS-CEILING SNAFU ANGERS TRADE: OPS reimposed price ceilings on TV-radio-phonograph parts this week, effective Oct. 27, climaxing an off again-on again snafu within the bureaucracy that left puzzled parts manufacturers angered while the set makers were frankly apprehensive about possible effects on receiver production.

Whole trade, especially the set manufacturers, is now concerned whether the all-but-dead price control agency is girding for a price drive on receiving sets.

OPS officials say they have no such intention--not as long as prices stay below "trigger" level (Vol. 8:35). But some say frankly they believe recent wave of price increases (Vol. 8:39-41) following ceiling suspensions was ill timed--though admitting there's nothing they can legally do about it at present.

OPS listed 2 major reasons for its action: (1) Parts under suspension order are used in other industrial equipment still under controls. (2) Planned tightening of service ceiling charges (Vol. 8:41) would be ineffective unless cost of parts which make up those charges are controlled.

First reason exposed colossal blunder at the time of price suspension (Vol. 8:35). Red-faced officials -- those left after recent mass exodus following appropriations cut--now admit that consumer goods officials failed to consult industrial division members on industry-wide effects of parts price suspensions. Worse, relaxation committee members charged with over-all standards didn't measure the effects.

Action came as complete surprise to RTMA executive v.p. James D. Secrest, who led fight to suspend controls. Immediately after learning of action the day it was released to press, Secrest got busy on telephone, arranged industry committee meeting with OPS for Oct. 21. Meanwhile, he got agency to postpone effective date of order to Oct. 27. Quam-Nichols president Matt Little heads industry delegation.

Reaction to order was adverse. Most company officials are withholding comment until after Oct. 21 meeting. Hallicrafters president Wm. Halligan said:

"There is already a shortage of 21-inch tubes and we could have a very serious shortage if tube manufacturers continue to lose money, as they will under the ceilings." He said that if Govt. takes away incentive to make a profit, manufacturers may well cancel their expansion plans, leave set makers with severe shortages.

Diversion of facilities to more profitable items was cited as an almost inevitable consequence of the OPS order by 2 manufacturers, who said they preferred to remain anonymous for time being. Both stressed small profit margin on parts now.

Order won't result in lower prices, parts makers agreed. Said National Video Corp. gen. mnr. Donald C. Stixrood: "The restoration of ceiling prices will not drop our prices to jobbers or to manufacturers by 1%.

Some prices may have to be rolled back, a Sylvania spokesman said. But Standard Transformer Corp. sales mnr. Gilbert C. Knoblock commented: "If rollbacks are necessary, they will be very slight, since we've only passed on to our customers the slight increases made by copper and steel suppliers."

DEMAND OUTRUNNING SUPPLY OF TV SETS: Big RCA & GE and little Sparton this week were added to ranks of those posting price increases on TV sets, due to higher costs--so that the company that hasn't by now raised prices is the exception.

Six of RCA's line of 23 models were hiked by $10, one by $15, two $20, three $30, while GE raised only 3 of its 15 models -- two by $10, one $20. Sparton hiked all units by $10. The $10-$30 raise has been pattern of most others (Vol.8:39-41).

Over-all demand for TVs continues to exceed supply, with some areas (like new Denver and Portland markets) enjoying boom sales and most old markets doing very well. Some manufacturers are now saying that the upcoming new markets may suffer difficulty in getting sets because demand continues so high in old markets.
Weekly retail survey by Retailing Daily of Oct. 15 shows Chicago's TV sales up average of 10% over year ago, radio up 25%; Philadelphia's TV-radio up 5-10%. But New York's total "electrical appliances" are reported off 6% from last year; Atlanta TV only fair; Boston & Cleveland TV among slowest items.

Our own contacts with manufacturers, large and small, indicate favorable picture at their end. Biggest worry at factories is higher materials prices -- not only components but now also cabinets. (Fact is, trend to higher prices for home furniture is already noted, trade sources forecasting 5% increases by end of year.)

The manufacturers are saying business is "good" to "terrific". As one put it, "Business is terrific and getting better."

Said CBS-Columbia sales chief Dick Payne: "The improvement is not due to the new markets; demand is up everywhere. We're scraping the bottom of the barrel to keep distributors supplied. We have no sets in the warehouse."

Hallcrafters Wm. Halligan said demand is now beyond capacity to produce. Heavy demand is causing spot shortages of parts and tubes -- right now 21-in. CR tubes are hardest to get -- leading Zenith's Henry Bonfig to observe: "We live from day to day, but that's nothing unusual -- it's part and parcel of this business."

Another record output week was racked up Oct. 10 -- RTMA reporting 179,147 TV sets produced (13,944 private label) as against 167,861 preceding week and year's record 168,308 on Sept. 26. Factory inventories fell to 140,299 on Oct. 10, lowest since December 1950 and down from 147,313 the week before.

With 11 weeks of 1952 statistical year yet to be counted, total TV output has already gone slightly ahead of 4,000,000.

Radios are doing nicely, too. Week ended Oct. 10 saw 206,855 output (76,869 private) vs. 189,617 week before. Factory inventories were 222,088 vs. 224,608. Week's radios were 85,096 home models, 29,461 portables, 46,978 clock, 45,320 auto.

Trade Personals: Rear Admiral Willis E. Cleaves, USN ret., named staff asst. to gen. mgr. of Bendix radio div.; he recently was director of aviation sales, Collins Radio ... Glen McDaniel, who resigned as of Oct. 1 as president of RTMA, now a partner in N. Y. law firm of Lundgren, Lincoln, Peterson & McDaniel, 63 Wall St.; phone Whitehall 3-7380 ... Ross D. Siragusa, Admiral president and a leading Catholic layman in Chicago area, to be general chairman of silver jubilee dinner sponsored by Chicago business and professional men at Conrad Hilton Hotel Dec. 2 on behalf of brotherhood program of National Conference of Christians & Jews ... Jack Siegrist, now with Admiral-New York Inc., to become advertising mgr. of Motorola in Chicago under Ellis Redden, adv. director ... Marshall A. Williams, ex-Hughes Aircraft, Air Associates & Bendix Aviation, appointed regional mgr. of Philco's govt. & industrial div. in Beverly Hills, Cal.; he succeeds Edward Harbison, resigned ... Paul Bryant, ex-Herbert Horn and Leo J. Meyberg, California RCA distributors, named to newly created post of western sales mgr., Zenith Radio, covering 11 western states out of Los Angeles ... Joseph Dworken, Dynavox pres., elected pres. of Phonograph Manufacturers Assn. Inc.; I. Rothman B&R Electronics Inc., v.p.; Harold Kraft, Kraft Bros., secy.-treas. ... Karl von Gaa, ex-Dumont, named sales mgr., Canadian Aviation Electronics Ltd., exclusive Dumont licensee ... James E. Doughty, ex-Admiral & Philco sales rep, named Capehart's New England sales mgr. ... Ernest Bareither named Philco controller, replacing William B. Yoder, new chief accountant ... Isadore Leyden, ex-Majestic-Garod, named chief mechanical engineer, Tele King ... Wm. L. Thibadeau resigns as Starrett gen. sales mgr. ... S. D. Newman resigns as sales mgr., Mars TV ... Mort Farr, NARDa president, now on speaking tour, due to address Northwest Appliance & TV Assn. in Seattle Oct. 21, Bakersfield (Cal.) Dealers Assn., Oct. 28.

Jacob Friedus, who with Mrs. Friedus controlled now-bankrupt Starrett Television Corp. (Vol. 8:8, 11, 15), was indicted in Federal court in the District of Columbia this week along with Larry Knohl, who figures in the $5000 airline commission deal with ex-Asst. Attorney General T. Lamar Caudle. They were charged with conspiracy to acquire Aireon Mfg. Co., Kansas City jukebox manufacturer, in offering $700,000 for it to the RFC which had taken it over for non-payment of $1,500,000 loan. According to charges, Knohl represented himself falsely as a v.p. of Starrett, and with Mr. Friedus told RFC falsely that the firm was making a profit when it actually was deeply in debt. Friedus is now serving 4-year sentence for tax frauds involving nearly $250,000, and Knohl once served term for violating bankruptcy laws. New charges carry penalties up to $30,000 fine, 15 years imprisonment.

New "universal" color scanner, designed to generate any known color system, was demonstrated Oct. 17-18 by Telechrome Inc. at its plant in Amityville, N.Y. President J. R. Popkin-Clurman, ex-Hazeltine engineer, reports that gear has been sold to west coast manufacturer Gilfillan Bros. for close to $75,000; that another will be built by Hytron, CBS subsidiary; that Kollisman Instrument (Standard Coil subsidiary) and Sylvania are considering purchases. Gear is housed in 7 racks, employs flying-spot scanner, uses dichroic-mirror receiver, contains 900 tubes, can be switched from system to system by push-buttons controlling 10 motors. Telechrome has sold a color scanner to FCC for its lab division (Vol. 8:3), but Clurman says that equipment comprised only about "two-tenths" of latest gear which he terms the "Colossus."

DuMont has sold vhf transmitter with full studio equipment and mobile unit to new Radio-TV Roquette Pinto, educational station to be built by city of Rio de Janeiro (Dr. Ferdinando Tude de Souza, director).
Topics & Trends of TV Trade: Curious sidelight on advent of TV in Portland, Ore., only month ago (Vol. 8:38) is fact that TV set sales began to zoom also in Seattle. This despite fact that Portland’s uhf KPTV doesn’t purport to reach into Seattle, or even the environs of Seattle, whereas Seattle’s 4-year-old vhf pioneer KING-TV does claim a good portion of the 150 miles between it and Portland as fringe area.

That the “TV virus” has really infected the northwest is indicated not only by this phenomenon but by fact that a Spokane dept. store is already advertising to “buy now before you get caught in the rush.” Spokane should have at least one of its vhf stations on the air right after Jan. 1 (Vol. 8:41). In that city, as in Portland, service schools are reported swamped with students, and dealers are reported building up stocks against T-Day.

A leader in the Portland TV trade, big Meier & Frank dept. store, carrying 16 brands, reveals it sold 1150 sets the first week after KPTV’s opening. A sidelight on how TV builds traffic is fact that women shoppers are leaving children in TV dept., now regarded as Portland’s best “baby sitter.” The kids squat and watch intently. Some even bring their lunches.

Last report from Portland was that 14,900 sets were in area as of Oct. 10, with sales running about 100 daily.

Following up TV oscillator radiation problem (Vol. 8:39), FCC chairman Paul Walker wrote to RTMA Oct. 15, saying Commission is glad to learn RTMA is studying performance of TV & FM receivers and expressing hope industry would meet “desirable objective” of 15 uv/m at 100-ft. for vhf TV. Walker reminded that FCC limits recommended by RTMA in 1950—50 uv/m for Channels 2-6 and 150 uv/m for Channels 7-13—are looked upon as only interim limits. Commission is sending technical research chief Wm. C. Boese to meet with RTMA receiver committee during Oct. 20-22 RTMA-IRE meeting in Syracuse.

GE added 3 new models to its TV line this week, making total of 15. New 17-in. table in mahogany wood cabinet is listed at $240, new 21-in. open mahogany veneer console $400, new 21-in. open blonde oak in “Stratopower” series $420. “Stratopower” chassis is considered 267% more sensitive than previous GE models. Prices of 3 sets were raised—17-in. open console, raised $10 to $300, and two 21-in. deluxe consoles with half doors, up $10 & $20, respectively. All prices are inboard.

RCA Victor Co. Ltd., Montreal, plans $3,000,000 expansion with new 110,000-sq. ft. electronics plant in Prescott, Ont., costing $2,000,000 and due to be ready in early 1953; new 52,000-sq. ft. branch & warehouse in Toronto, $500,000; new branches & warehouses in Winnipeg & Vancouver, $500,000. Company already has plants in Montreal & Owen Sound. President F. R. Deakins predicted “enormous future” for TV in Canada.

RTMA has petitioned OPS to declare clock radios suspended from price controls, along with all other radios (Vol. 8:35). Clock radios weren’t specifically mentioned in original suspension order and agency has yet to rule formally on it.

Total of 5,732,630 germanium diodes was sold during first 9 months of 1952, RTMA reports, 4,589,216 of them for new set equipment. Some 814,521 were shipped in September. Statistics are based on information supplied by GE, Raytheon and Sylvania.

Transistor Products Inc., Boston, subsidiary of Purolator Products Inc. set up to manufacture transistors under Bell Labs license, has elected James A. Abeles as chairman.

Beckmen Instruments Inc., So. Pasadena, Cal., building new 20,000-sq. ft. building at Mountsambiguous, N. J. for eastern sales & service offices for subsidiary Helipot Corp.

Merchandising Notes: Present markets, though 70% of families already have TVs, will account for by far largest part of TV set sales for next year or 2, in opinion of Admiral’s Ross Siragus; if 50 new stations go into operation by end of 1953, he guesses the new markets they open up will take not less than 750,000 nor more than 1,250,000 sets of new TV. One-line-a-year idea espoused by NARDA has apparently taken hold—but question is whether new models will emerge in January or summer. Way business is going now, looks like shorter-term, accent on a few fast-moving models, better-sell-well enough-alone may be most manufacturers’ attitude until next spring . . . Fresno, Cal., whose McClatchy radio station KJM holds CP for uhf that isn’t expected to be ready before May 1, is already showing intense interest in TV; recent Fresno district fair had TV booths displaying Crosley, DuMont, Magnavox, Motorola receivers . . . recent RCA addition to line may be home recorders, on which labs have been working some time . . . Davega looking into possibility of opening Denver store, reports Retailing Daily . . . “Wanted, used TV sets for our Texas stores” captions Washington ads by Meck TV Inc., offering $100 allowance, no down payment, on new Meck or Scott TVs sold via home demonstration or at local factory branch . . . Munta TV Inc. has set up subsidiary Munta Industries Inc., incorporated with 1000 shares of common at $100 par, to produce TVs and air conditioners . . . Motorola creating quite a stir with its new “pin-up” clock radio at $39.95; it can be hooked to wall, comes in 4 colors.


Signs of the TV times: Sylvania reports its TV set plants have stepped up from 5-day single-shift to 6-day double shift in order to meet increased demand. CBS’s Hytron tube plant in Newburyport, Mass. went from 40 to 431/2-hour week as of Oct. 9. And Crosley’s electronics sales mgr. E. W. Gaughan, reporting Cincinnati plants operating at capacity, states in news release that Sept. shipments of electronic products (mainly TVs & radios) ran 186% ahead of same month last year, with TV sets on allocation now and probably well into next year.

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Dr. Allen R. DuMont is author of leading article in October Guideposts Magazine, answering poignant letter from polio-stricken teenager asking, “Why did this happen to me?” Inspirational article relates how Dr. DuMont, himself a onetime polio victim, overcame the handicap—indeed, first got interested in radio and electronics because the illness kept him bedridden for year at age 11.

Dr. Harold S. Osborne, ex-AT&T chief engineer, elected president of International Electrotechnical Commission, world clearing house for standards, at current sessions in Holland.

Trav-Ler gets $1,500,000 revolving credit from Chicago’s American National Bank to finance backlog of $7,500,000 in defense orders.
HEATRE-OWNER Ted Gamble—who gained fame as head of wartime bond-selling drives, owns 8 movie houses, is now principal in several applications for TV—takes dim view of future of motion picture business. During hotly contested FCC hearing for Denver's Channel 7, which ended this week, he revealed he's liquidating his once-extensive theatre holdings to move into TV, which he says "is more challenging and has a better future."

Gamble is 20% stockholder in Denver's KLZ, competing for TV there against Wolfberg theatre interests; he's also principal stockholder in KCMJ, Palm Springs, Cal., and 43.5% stockholder in TV applicants KJR, Seattle, and KQIN, Portland. He said his movie house investments once totaled $5,500,000, but are now down to less than $500,000. He owns theatres in Indianapolis, in Akron & Steubenville, O., and New Castle, Pa., all of which he expects to sell in another 6 months.

TV's impact first impressed him in 1949 when he foresaw a 6-year "readjustment period" for movies. He decided then that "people won't go out to theatres to pay for what they can get free at home." He explained, when interviewed, that he thinks in future "only the big spectacles, like Ivanhoe, will be shown in theatres." He feels that his type of theatres—"small, subsequent-run houses”—are hit hardest by TV and predicted that 6500-10,000 of the over 20,000 theatres now operating will fold in the next 6 years.

Wolfberg theatre interests take much more optimistic view, their witnesses testifying that although second-run houses do show decline, first-run houses are little affected and drive-ins are enjoying healthy increase—with overall prospects remaining quite good.

Disputing Gamble's estimates, the authoritative spokesman for theatre owners, Motion Picture Herald, editorialized Oct. 11: "Mr. Gamble apparently has not been keeping in close touch with the industry or he would know that up to now the total of new drive-in and regular theatres opened since the war exceeds by a wide margin the number that have closed for all reasons, including obsolescence as well as increased competition from television and other entertainment media. New theatres of all types already scheduled for 1953 will also represent a net gain in the theatre grossing capacity."

New proposed rules for 72-76 mc band, located between TV channels 4 & 5 and employed by police radio and similar services, seem to please nobody (Vol. 8:36). By Oct. 13 deadlines, parties on both sides of fence expressed concern over proposed rule which is intended to minimize interference between TV and the other services. RTMA said: "Our studies to date have led to the firm conviction that adoption of this amendment will result in serious interference to existing and future TV reception in some areas." If FCC permits, RTMA will submit counter-proposal within 120 days. NBC submitted engineering analysis by Wm. Duttera, said new rules "could result in appreciable diminution of TV service previously contemplated in rural areas," asked for more time to study problem. WCCO-TV, Minneapolis, pointed to "serious interference" from police station at Menomonie, Wisc., requested formal hearing. Others, such as Philco, Sylvania and NARTB, asked for 90-day delay and informal FCC-industry conferences. Opposite view was taken by such organizations as Black Hills Electric Cooperative, Custer, S. D., Plains Pipe Line Co. and State of California. They feel proposal would be too restrictive of 72-76 mc station operation, asked that status quo be maintained or that rules be eased rather than tightened. Motorola considered most of proposal reasonable, requested a few changes.

Cornell-Dubilier planning big new plant on 27-acre site in Sanford, N. C.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Aug. 10-Sept. 11: Irene O. Siragusa bought 487 Admiral, holds 514,497 personally and through trusts; Yandell C. Cline bought 100 Arvin, holds 3800; Bruce A. Coffin sold 2500 CBS "A" (June-Aug.), gave 200 CBS "B" as gift (July), holds 14,083 "A," 17,300 "B;" Lloyd H. Coffin sold 2100 CBS "A" (June-Aug.), gave 200 CBS "B" as gift (July), holds 14,258 "A," 16,158 "B;" Felix Weiss bought 300 Cornell-Dubilier (April & July), sold 452 (Jan. & Aug.), holds 200 in joint tenancy; Allen B. DuMont bought 100 DuMont pfd., holds 54,200 common, 2100 pfd.; Benjamin Abrams bought 400 Emerson through trusts for children, 100 through Benjamin & Elizabeth Abrams Foundation, holds 296,739 personally and through trusts and foundations; Wilfred M. McFarland bought 50 Hazeltine, holds 50; Charles E. Green exercised right to buy 140 Motorola, holds 3000; Matthew J. Hickey Jr. exercised right to buy 500 Motorola, holds 5500; E. P. Vanderwicken bought 300 Motorola, holds 300; Leslie J. Woods sold 400 Philco (March, July & Aug.), holds 8305; Jeffrey S. Granger sold 200 Sentinel, holds 2900; Robert E. Peterson gave 400 Standard Coil as gift, holds 197,480.

In motion picture and allied fields these transactions were reported: George Lawrence Lloyd sold 5370 Decca to his wife, holds none; Leonard W. Schneider exercised right to buy 84 Decca, holds 334; Harold I. Thorn, through Lawrence M. Marks & Co., bought and sold 14,141 Decca, holds none; Samuel Broidy bought 200 Monogram, holds 45,299 and options for 200; Norton V. Ritchey gave 1000 Monogram as gift, holds 2954; Austin C. Keough bought 100 Paramount Pictures Corp., holds 350; David J. Greene bought 5000 RKO through trust, holds 60,850 personally and through partnership and family; A. Louis Oresman bought 5000 RKO, holds 27,100; Milton R. Rackmil bought 1000 Universal, holds 1000.

Magnavox sales for 3 months ended Sept. 30 totaled $11,250,000, compared with $5,000,000 a year ago, chairman Richard O'Connor told meeting of Cleveland Society of Security Analysts. Net profit for Sept. 30 quarter was $572,000 (75c a share) vs. $200,000 (2c) same period last year. Mr. O'Connor predicted current quarter sales would set new record. Company has military order backlog of $54,000,000.

Columbia Pictures Corp. and subsidiaries, including TV film producer Screen Gems, reports net profit of $800,000 (80c a share) for year ended June 30, compared with $1,490,000 ($1.81) in preceding year.

United Paramount Theatres reports net profit of $3,970,000 ($1.20 a share) for first 9 months of 1952 vs. $6,054,000 ($1.73) same period last year.

Olympic Radio offering its Oct. 20 common stockholders right to subscribe to 36,000 new shares, price not yet set, in ratio of about 1 for each 11 held, to raise funds for expansion.

Packard-Bell reports net profit of $3,000,000 on sales of $22,700,000 for year ended Sept. 30 compared to $2,805,246 on $18,720,527 same period last year.

Decision on release of old RKO films to TV won't be forthcoming for at least 6 months, says new chairman Arnold M. Grant. In answer to trade reports that RKO had been offered $5,000,000 for its backlog following purchase of controlling interest in studio by syndicate headed by Ralph Stoklin (Vol. 8:38-40), Grant said survey would be undertaken to determine economic wisdom of releasing old films to TV.
CBS FILED for St. Louis this week, application for Channel 4 putting it into competition with applicants KXOK, KWK and Meredith Publishing Co., all seeking same channel. Network proposes $1,751,727 plant, $500,000 annual operating cost. General Teleradio Inc., General Tire subsidiary operating KFRC, San Francisco, filed for Channel 2 there, the channel once held by Don Lee.

Altogether, 13 applications for new stations were filed this week, 4 of them for uhf, and there were 6 dismissals of applications—bringing total now pending to date to 758 (298 uhf).

General Teleradio's counsel, John B. Poor, is president of independent firm seeking Channel 12 in Providence. Burnet R. Maybank Jr., attorney, son of Senator from South Carolina and himself a State Representative, is one of principals in uhf Channel No. 23 application for Green- ville, S. C. Martin Theatres of Georgia, already co-applicant for Columbus, applied also for No. 6 in Augusta. And in Wisconsin, group of newspaper publishers, some owning radio stations, others having missing radio boat, joined to form company applying for No. 7 in Wausau.

Other applications this week were for San Diego, No. 16; Odenton, Md. (between Annapolis & Baltimore), No. 14, channel allocated to Annapolis; Springfield, Mo., No. 3 (same principals as owners of KTUL, Tulsa, and KOMA, Oklahoma City); Wilmington, N. C., No. 6 (WGNI); Erie, Pa., No. 35 (by owners of WDKO, Cleveland); Milwaukee, No. 12 (WCAN); Portsmouth, Va., No. 27 (WSAP).

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

Old drawn-out network interconnection case, an effort of Western Union to become competitor of AT&T in supplying TV intercity transmission facilities, reached final decision this week when FCC ruled 9-2 in favor of AT&T. Hearing started Jan. 27, 1959; examiner's initial decision came Jan. 11, 1951. Western Union had proposed to build microwave relays, mostly in northeast, but needed FCC authority to tie them into AT&T's facilities before they'd be much use. Commission decided that Western Union's plans were too uncertain, that giving it a "blank check" to build might seriously disrupt AT&T's present operations and future expansion. But FCC made it clear that it would welcome any solid proposal to provide competition to AT&T and that "our decision is not intended to support any claim which the Bell System companies may have made to a monopoly in the field." Comr. Hyde's dissent, in which Comr. Hennock concurred, asserted decision "effectively does grant such a monopoly to Bell" and that Western Union is probably only common carrier able to build competitive system. He said that a company must have advance assurance of interconnection from FCC before it can justify constructing a competitive system. After decision, Western Union issued statement saying decision didn't diminish its interest in providing TV facilities and that situation is "being carefully restudied." It didn't indicate whether court appeal would be made.

"What consolation is a TV set on a cold, lonely night?" So mused Chicago circuit court judge Julius Miner this week when faced with an intriguing divorce case. AP reports that Mrs. Alice Vojik, 23, suing husband George, 26, for divorce, dropped her demand for alimony if he'd only return TV set he took with him when he walked out. Husband's attorney told court Mrs. Vojik parked in front of the set, leaving her husband to cook his own dinner. Said the attorney: "Now she wants the TV set. My client will give it to her. It broke up his home and he never wants to see a TV set again." Informed there was no chance of reconciliation, Judge Miner ruled: "Waive alimony and she will get the TV."

Presidential race may be mere preliminary bout on Election Night. Judging from network press releases, main bout may be TV's "battle of the electronic brains." In one corner, representing CBS, will be Remington Rand's Univac, weighing in at 5500 tubes, which will spew election trends from Philadelphia after memorizing complicated analysis of returns in past elections which CBS-TV claims will forecast election results for viewers "at an earlier hour than ever before possible." Battling for NBC in Radio City's Studio 8-H will be Monroe Calculating Machine Co.'s "Mike" Monrobot—"not the biggest, but the fastest"—which will keep NBC commentators informed on voting trends "and what the results are likely to be a few hours later."

Viceissitudes of channel shifting are described in Oct. 11 Johnstown (Pa.) Tribune-Democrat, owner of WJAC-TV which on Oct. 4 moved from Channel 13 to 6 and increased power to 70-kw. Article says move cost $160,000, involved installation of 600-watt Channel 13 standby transmitter, required several chartered plane trips to Camden for RCA parts and to FCC for permission to begin Channel 6 operation—plus day and night work by everyone. Results appear well worth effort, according to 2 viewer letters quoted, including one from Smithsburg, Md., housewife who said her $1000 set-&-antenna investment was virtually worthless until Channel 6 signal arrived.

Preparing to introduce Telemeter into Canada, J. J. Fitzgibbons, president of Famous Players Canadian Corp. Ltd., reports: "We are at the stage where we are organizing our staff to handle the development of this coin-operated subscription form of TV." Company holds 25-year franchise covering rights to manufacture, license and operate pay-as-you-look TV system in Canada. Though Mr. Fitzgibbons doesn't indicate which system will start, there are reports that London, Ont., will be first city and that local studios will be built to feed programs to homes via cable, a setup similar to Telemeter's Palm Springs, Cal. project still under construction (Vol. 8:38).

Gene Autry's purchase of KMPC, Hollywood, from G. A. Richards estate may be announced shortly. Negotiations were still in progress this week, appraisals being made. Price is likely to be considerably under reported $1,000,000. Autry's partner in venture is Bob Reynolds, present mgr., with several other KMPC staffmen also acquiring stock. Autry also has holdings in KOOL, Phoenix, and KOPO, Tucson, both TV applicants, recently acquired interest in KNKQ, Nogales, Ariz.

New servicing plan for uhf stations, announced by RCA with brochure this week, covers supervision of installation, quarterly inspection, personnel training—all the technical assistance a uhf station needs to get a good picture on the air and keep it there," according to W. L. Jones, v.p. in charge of technical products service. First contract has been signed by KPTV, Portland.

To eliminate interference caused by its FM station WFMU, Flint, to reception in Flint of WJIM-TV, Lansing, 55 miles away, U. of Michigan is changing WFMU's frequency from 89.7 mc to 107.1 mc, moving from non-commercial to commercial FM band. WJIM-TV operates on Channel 6 (82-88 mc).

Dr. Alfred N. Goldsmith, editor of IRE Journal, inventor and one-time chief engineer of RCA, has been retained by RKO as consultant to study TV's impact on movies and possible industrial and technical improvements in connection with movies and TV in theatres.

New weekly magazine reported about to go on newsstands in New York area is TV Family, published by Dupuis & Sons Co.

Annual outing of FCC Bar Assn. will be held Oct. 25 at Horace Lohne's Twin Oaks Farm, Vienna, Va.
LUBBOCK & AUSTIN NEXT VHF STARTERS: Real sleeper among the new-station grantees is W.D. (Dub) Rogers’ KDUB-TV, Lubbock, Tex., which has already taken delivery of 5-kw DuMont transmitter, promises to be on air not later than Nov. 13, possibly earlier. Actually, he got STA from FCC this week permitting start Oct. 31 at 3 a.m., which indicates he’s aiming to have at least some test signals on Election Day.

Vhf Channel 13 outlet has interim location atop Lubbock National Bank Bldg., giving its 6-bay RCA antenna an elevation of 197½ ft. Within 5 months, says Rogers, it will be moved to new studio-transmitter-office building on nearby 80-acre tract where 1000-ft. tower will be erected.

This apparently is next station definitely slated to take the air, though Austin’s KTBC-TV (Channel 7) this week got STA from FCC permitting it to commence commercial operation from Nov. 15. KTBC-TV is slated to join CBS-TV as of Dec. 1.

Lubbock outlet, according to Rogers, who founded and managed KEYL, San Antonio, until its sale to George Storer last year (Vol. 7:30:41), will also become CBS affiliate, hooking into the coaxial via an 85-mi. relay.

Speed with which first of Lubbock’s 2 grantees is getting going apparently has impelled other CP holder, KCBD-TV (Channel 11), to seek to move faster -- and its equipment deal with RCA this week could possibly get it on the air by Jan. 1 instead of April start previously announced (Vol. 8:42).

* * *

Moving higher up on the vhf calendar, too, are the 2 El Paso grantees -- and prospects for start of either or both by Jan. 1 are good. New KRON-TV (Channel 4) reports "rapid progress" on studios, road to top of Mt. Franklin for transmitter more than half finished, no delays so far -- so that, in words of chief engineer Edward P. Talbot, "we fully expect to be on the air by Jan. 1."

El Paso's KTSM-TV (Channel 9) reports studios coming along, "rehearsals" by mid-November, good chance to get on air by Jan. 1 or even earlier.

Other late reports from vhf grantees, in our continuing survey of upcoming stations, include one this week from KFOR-TV, Lincoln, Neb. (Channel 10) whose mgr. George X. Smith says RCA equipment was ordered this week, new building to house all TV-radio operations due for completion by Jan. 1, and the TV "should be on the air in about 6 months." Last week, KOLN-TV, Lincoln (Channel 12) reported it has ordered DuMont equipment, should be on air Feb. 1 (Vol. 8:42).

Trade report from St. Joseph, Mo. indicates KFEQ-TV (Channel 2) may require 9 months before it can get on the air.

Only other new report this week on vhf prospects is indefinite one indicating that Ed Craney's KXXL-TV, Spokane (Channel 4) seems to be moving faster and he's apparently now aiming to equal if not beat strenuous efforts of KHQ-TV (Channel 6) to get going shortly after New Year or earlier (Vol. 8:42-43). He now reports he's still trying to make Xmas start, is building atop Mt. Spokane, plans closed-circuit
in Spokane starting Nov. 1 to feed programs to hotels, bars, ice cream parlors, dealer stores as sort of preliminary to on-the-air operation.

Among uhf grantees, York's WSBA-TV got its RCA antenna this week end while RCA's first 3 low-power transmitters were being tested at Camden. WSBA-TV's Louis Appel won't make definite commitment, but plant is far enough along so that dealers and distributors are gearing for sometime in November -- possibly by second week.

WHUM-TV, Reading, reports meanwhile that it will definitely be ready "prior to Dec. 10" -- despite rumors to contrary. And, adds manager Humboldt Greig, "We'll start in the black." It will also be a CBS-TV outlet, will operate 8 a.m. to midnight daily, has also booked NBC-TV's Colgate Comedy Hour via kinescope.

The 1000-ft. WHUM-TV tower atop 1650-ft. Summit Station is due to be up by Nov. 15. The 12-kw GE transmitter can be delivered and hooked up within 48 hours, said Greig. GE's Saboch Sabeff is on job in Reading to make this GE's showcase.

Also high on RCA's uhf priority list are WSBT-TV, South Bend, and WBRE-TV, Wilkes-Barre, though latter seems to be competing for third of only 3 transmitters to be available rest of this year with not-yet-granted but early-orderer WFPG, Atlantic City, which has an installation that could put its TV on air within days.

From Bridgeport, getting ready with first Federal uhf installation, comes renewed assurance of president Phil Merryman that "WICC-TV will be commercially telecasting as of Jan. 1". And from E. Lansing, Mich., where Michigan State College got commercial uhf grant for WKAR-TV, we have report of director Armand L. Hunter that orders for transmitter and tower are about to be placed; that studio installation is already complete with 3 camera chains operating closed-circuit, that station ought to be ready "either July or Sept. 1953."

Mr. Hunter also offers this interesting note: "We have not selected any national sales representative because we plan to operate the station as an educational non-commercial station, even though our license is not for a reserved educational station but for an unrestricted channel."

Only other uhf report we have this week comes from WILK-TV, Wilkes-Barre, whose manager Tom Shelburne says it's due to get GE equipment in January, says construction of building is completed (extension of FM plant) and adds: "We believe we can get on the air sometime late in January or by Feb. 1."

From NBC-TV came press release this week announcing affiliations of WSLS-TV, Roanoke (Channel 10) as of Dec. 1 and WBRE-TV, Wilkes-Barre (uhf) "on or about Dec. 15." While earlier direct reports (Vol. 8:37 & 42) did not put them on the air that early, network affiliations would indicate intentions of speeding up. WSLS-TV, in fact, reports to us that "Dec. 1 is our objective [but] there may be unforeseen circumstances which can cause some delay."

**ONLY 4 CPs GRANTED—SPEEDUP IS PROMISED:** FCC's hoped-for speedup in granting CPs, to result from bypassing contested applications (Vol. 8:38), hasn't yet materialized--only 4 CPs being granted this week (2 vhf, 2 uhf), making total 62. But FCC opinion is that rate of grants should run close to 10 weekly before long. Taking time out from en banc theatre-TV hearing, Commission awarded these CPs:

Honolulu, T.H., Radio Honolulu, No. 11; El Paso, Tex., KEPO, No. 13; Duluth, Minn., Great Plains TV Properties, No. 38; Frederick, Md., WFMN, No. 62.

Honolulu grant went to group of non-radio businessmen, except for exec. v.p. H.M. Richards, who is required to divest himself of interest in the Honolulu Star-Bulletin, part-owner of KGMB-TV, due on air Nov. 15 (Vol. 8:42).

El Paso CP is third for city, and it can be assumed KEPO-TV will strain to get on air quickly, since competitors are making beautiful progress (see p. 1).

Behind the Duluth grant are Chicago theatremen Herbert Schoftel and Alfred Burger who are now in position to build while city's 2 commercial vhf channels are tied up in competitive hearings. A third vhf channel is reserved for educators.
Five more hearings were scheduled this week -- Nov. 17 being specified for contestants in Flint, Beaumont, Duluth, Sacramento, Ft. Wayne -- while the Jackson, Mich. hearing became washed out with withdrawal of Sparks-Withington Co. WIBM is now in position for uncontested grant on uhf Channel 48.

Hearings in progress -- Denver, Portland and Tampa-St. Petersburg -- continued with typical in-fighting. In Denver case, for example, KOA group sought to prove that KMYR president F.W. Meyer deliberately tried to conceal part-ownership held by brother A.W. Meyer in the years before company was incorporated. KMYR counsel, in turn, worked over actor Bob Hope, largest stockholder in KOA (Vol. 8:26), with aim of showing Hope is far too busy to participate in management.

Comedian Hope was serious, careful, admitted frankly that he was primarily interested in investment. He said his assets total about $3,700,000. Hope testified that he recently hit Denver in his 12-15 transcontinental trips each year, hoped to originate some shows from Denver, and expected to persuade some of his fellow showfolk to appear on station. Hope's attorney Martin Gang testified that group seeks no other stations, though it once tried to buy WHAS-TV, Louisville.

Portland's 3-party Channel 12 hearing took peculiar turn when Oregon TV Inc.'s gen. mgr. Walter Stiles resigned right during hearing, left town. His departure left applicant in rough spot, since Stiles had been the key man in group which includes some of Portland's biggest businessmen, such as Julius Meier Jr. of Meier & Frank dept. store. Mr. Meier testified that he learned some suspicious chapters in Stiles' background, but not until latter resigned for unknown "personal reasons."

FCC continued cleaning up backlog of petitions dealing with allocations, hearings, etc., taking following actions this week:

(1) Denied request of KROW, Oakland, Cal., that San Francisco-Oakland hearing, conducted before freeze, be restored to pre-freeze status; that the channels removed by end-of-freeze decision be restored to area; that no one besides the hearing parties be permitted to file for those channels now. Commission said that its authority to change rules, switch channels, overrides any rights to those channels which parties may have had at time of hearing.

(2) Made final the assignment of Channel 4 to Irwin, Pa., near Pittsburgh, and proposed the assignment of Channel 52 to Princeton, Ind.

(3) Denied request of WVJS, Owensboro, Ky., that Channel 9 be assigned to nearby Hatfield, Ind.

Complex Lancaster, Pa. case got more complex. FCC has granted WGAL-TV a CP to shift from Channel 4 to 8 and to operate with minimum power. WLAN, which feels it has equal right to Channel 8, has been set for comparative hearing with WGAL-TV. This week, WLAN told Commission that it can do better job of operating temporarily, until final decision in hearing, than WGAL-TV can -- and filed an application for 29 kw. What's more, WLAN said, it can do it cheaper, by renting $150,000 worth of equipment from DuMant at $6000 a month and installing it for $40,000 (including tower). WGAL-TV has said it would cost $140,000 to shift.

FCC's 'Show Me' attitude on Theatre TV: Theatre-TV proponents began uphill fight this week to wring frequency allocation from FCC exclusively for beaming pictures to nation's movie palaces.

From start of theatre-TV hearing it was obvious that the commissioners were skeptical -- not only of the unprecedented engineering proposals placed before them, but of the necessity for any special theatre-TV service at all.

Current phase of hearing, which began Monday and is expected to end early next week, is devoted entirely to direct testimony on engineering and accounting by witnesses for Motion Picture Assn. and National Exhibitors Theatre-TV Committee. No cross-examination is permitted until hearing resumes Jan. 12. At that time theatre-m en will try to convince FCC that it's in the public interest to permit establishment of a national theatre-TV system.

Big fight is shaping up between theatre-TV proponents and AT&T in January
hearings. For theatremen have their eyes on 360-mc chunk of microwave spectrum now allocated to common carriers. The theatre-TV engineering proposals, as outlined by engineers Stuart Bailey, Frank McIntosh, Andrew Inglis, et al:

FCC should set aside six 60-mc "circuits" for nationwide theatre-TV service, each circuit containing two 30-mc channels, using 10-mc video bandwidth. This system would make possible 6 competitive theatre-TV services, including both inter-city relays and intra-city distribution to theatres.

They asked for exclusive allocation of 5925-6285-mc band as their first choice. These frequencies are in common carrier band used by AT&T for TV relay circuits from Richmond to Norfolk and by Western Union for its New York-Philadelphia relays -- but otherwise that band is now little used.

Theatre-TV engineers' second choice is in 6425-6575 band, occupied now by operational fixed and land mobile stations, the latter all assigned to AT&T.

Attorneys and engineers for AT&T, RCA, ABC, CBS, DuMont and NARTB sat in on the hearings, although they weren't permitted to examine witnesses. AT&T is certain to oppose any such allocation of potentially valuable microwave space -- especially to a potential competitor, for theatre-TV "stations" would operate own relay system, probably paralleling AT&T lines.

Network attorneys say they're in hearing simply to safeguard own interests, to make sure theatre people don't ask for any channels now used by commercial stations or potentially useful to them.

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Moviemen want a theatre-TV picture that looks as good as a 35-mm film, so they're asking for a wide video band. They say 10-mc bandwidth approximates movie definition, although no transmitting equipment has yet been build to those specifications (home TV has 4-mc video channel). Along with the 10-mc band, they're specifying a 735-line picture (as opposed to 525 on home TV).

Witnesses said they felt theatre-TV should be in color from the start -- but added it wasn't necessary for Commission to set standards. Issue of picture standards sparked clash between Chairman Walker and theatremen's chief counsel, ex-FCC chairman James Lawrence Fly.

Fly argued that so little is now known about the high frequencies and wideband transmission that Commission shouldn't set fixed standards which would artificially freeze the quality of theatre-TV picture. He added that unlike home TV, the public will have no money invested in expensive receivers which would be obsoleted by new improvements in picture transmission techniques.

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Dispute over exclusive theatre-TV sport telecasts was injected during first day of engineering hearing by Chairman Walker, foreshadowing another hot controversy sure to come up during "public interest" phase next January. Comr. Walker interrupted testimony by 20th Century-Fox research chief Earl I. Sponable to comment that the public is more interested in seeing boxing on home TV than it is in development of a special theatre-TV network. He added:

"This is perhaps the most vital question in this hearing, from the standpoint of the public. We get complaints about your monopolizing the fights. If you had been sitting [on the FCC] and listening to complaints from Congressmen and the public generally, you'd know they're worried about sports being taken off home TV.

"Suppose it gets into baseball, and the public can't see that unless they go to the theatre. That is what the public is going to want to know about this thing as you go along." There was no mistaking Mr. Walker's attitude.

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Cost of proposed theatre-TV system will be discussed by witnesses next week. Preliminary cost figures for equipment, land, labor, etc. were introduced Oct. 24 to lay groundwork for accounting testimony. AT&T counsel Ernest D. North objected to cost exhibits as "hearsay," got ruling from Comr. Walker that they won't be accepted by Commission until after cross-examination next January.
UNDERWRITERS' RULES FOR UHF CONVERSION: There's trouble brewing when John Q. Public takes the back off his TV set -- and safety authorities fear an install-it-yourself epidemic when uhf tuners appear on dealers' shelves.

To save John Q. from a shocking experience -- or worse -- Underwriters Laboratories this week laid down some of the conditions manufacturers will have to meet if they want their receivers and uhf converters to carry the coveted "UL" seal.

Biggest uhf conversion hazard is the layman who goes beyond his depth trying to install a converter or strip which should be inserted by serviceman, according to UL's Leonard H. Horn who outlined uhf safety regulations to some 400 industry engineers at RTMA-IRE's fall meeting in Syracuse this week.

External converters pose no serious problem, he said, as they can be connected without opening the set. Most of today's tuners designed for internal installation, however, should not be installed by customer. UL will approve internal tuners for installation by set owner, he said, only if these conditions are met:

1. Receiver chassis does not have to be removed from cabinet to install converter; picture tube and high voltage contacts are not exposed; consumer isn't required to loosen or take out hard-to-remove or breakable parts; no tools are required other than pliers and screwdriver.

2. Complete installation instructions are furnished with set or tuner.

"UL will impose no great restrictions on tuners designed for installation by servicemen," said Mr. Horn. "Installation in almost any manner is okay."

But he warned that receivers won't get UL approval if they're accompanied by instructions specific enough to encourage an owner to take a stab at doing the conversion job himself. Where tuner is intended for installation by a serviceman only, it's taboo for manufacturer to supply model number of his uhf tuner in instruction sheet accompanying uhf set, or on set itself.

Some engineers assailed latter rule as "reversal of UL policy," and said manufacturers hadn't been notified of change. Mr. Horn stood his ground, explained that model number and instructions should be supplied only with receivers which may be converted by customer himself.

As for turret tuners, he said "replacement of strips is the serviceman's job, not the user's" in most cases. "In some few receivers," he added, strips can be changed without removing chassis from cabinet or exposing hazardous high voltage connections. Many strip tuners require realignment of receiver, Mr. Horn declared.

Most manufacturers estimate at least a year's transition will be required "between present receivers and those in which the owner can safely make the conversion himself," he said.

Raytheon, which calls itself "the largest producer of uhf receivers," takes exception to our statement of last week that "uhf sets now in use are basically standard uhf receivers with circuits added to pick up uhf signals" (Vol. 8:42). Company says its sets are specifically designed for uhf, and adds:

"The uhf tuner feeds directly into the IF circuits using new techniques and uhf tubes. No part of the uhf tuner is used in any way to derive a signal. The uhf tuner selects the uhf stations' video and sound carriers and directly converts them to an intermediate frequency, which is then utilized in the usual manner.

"Qualitative checks in the Portland area on our sets using our uhf tuner and a continuous converter operating through our cascade uhf into the same set proved that a direct conversion from the uhf [gave] much less snow and a higher signal-to-noise ratio." Raytheon line includes 8 uhf-uhf models, at $40 more than uhf-only. Output of uhf sets is going full blast, first pilot runs having been made year ago.

Uhf fever apparently is gripping Reading, Pa., even though it probably will be about mid-December before the highly publicized WHUM-TV goes on air (see p. 2). Berks County Appliance Dealers Assn. reports some 500-500 continuous converters in hands of dealers and public there -- plus an unknown quantity of uhf tuner strips.
Telecasting Notes: “Strong trend toward film” gives Hollywood edge over New York as TV center of U. S., says Oct. 20 Advertising Age, which notes that 40 sponsored programs this fall will be on film produced in Hollywood, 90 expected by Christmas. While film production costs are said now to equal live production for same program, movie folk contend Hollywood’s advantage lies in its know-how and facilities ... But Hollywood’s advantage will be short-lived if unions continue to up their wage demands, says KLAC-TV gen. mgr. Don Fedderson, who petitioned AFRA not to hike scales in negotiations for new contract in interest of cutting filmed production costs and increasing employment; union replied petition will be considered at meeting Oct. 27. NBC-TV also sees added revenue from local sales for re-runs of network-owned film shows, announces Dragnet and Victory at Sea will go out on local syndication next year following network run ... Trend to filmed commercials, with their lower costs, improved quality and “simplicity and sincere salesmanship,” is noted in Ross Reports’ 1952 Survey of TV Film Commercials, published by Television Index Inc., 551 5th Ave., New York ($5); valuable 66-page report analyzes representative group of 497 filmed commercials between Aug. 1, 1951-July 31, 1952. From Tokyo this week 20th Century-Fox president Spyros Skouras is quoted as warning Japanese film industry not to be taken by surprise by TV “as we were in the U. S.” and to start large-screen theatre-TV at same time home TV begins ... Chase's brough's popular radio series, Dr. Christian, to be made into TV series under auspices of McCann-Erickson ... Like Menotti’s Amahl & The Night Visitors, TV performance of opera Billy Budd by NBC Opera Theatre Oct. 19 got enthusiastic accolade of the New York critics, notably Times’ Olin Downs who said it was “much better than the opera itself in its original form” and Herald Tribune’s Jay Harrison who described it as “elegantly conducted and mounted to perfection” ... Crime programs and beer advertising now restricted by WKZO-TV, Kalamazoo, which won’t take crime shows on Sundays or before 9 p.m. weekdays; beer & wine sponsors are limited to 2 programs between 6-11 p.m. Mon.-Sat., none on Sundays except for special sports events ... Elaborate “open house” for some 300 agencies and advertisers will be conducted by WNBQ, Chicago, 1-6 p.m. Oct. 22-30, supplying behind-the-scenes picture of routine in all departments, including capsule run-through of all local live programs ... U of Toledo on air via WSPD-TV with TV credit course in history and homemaking, offered Mon.-thru-Fri. 9:45-10:15 a.m. ... NABTY “get out the vote” drive’s final phase will consume 118 1/2 days of air time for 15-second announcements 10 times a day on 3090 TV & radio stations between Oct. 25-Nov. 4, election day ... DuMont’s WTTG and network people now quartered in enlarged new studios and offices in Washington’s Raleigh Hotel ... 1037-ft. tower of WTMJ-TV, Milwaukee, is up more than 400 ft., will be ready for new transmitter in January.

Personal Notes: James T. Aubrey Jr. named mgr. of KNXT, Los Angeles, succeeding Wilbur Edwards, now gen. mgr. of CBS-TV film sales; Edmund C. Bunker promoted to KNXT and CBS-TV Pacific Network sales mgr. ... Lawrence B. Gumbinner, senior supervisor of CBS network operations, promoted to asst. mgr. of CBS-TV network operations dept. under mgr. H. C. Meier ... Ed Madden, NBC v.p., was in London Oct. 22 to make formal presentation of new Victory at Sea film series (starting on NBC-TV Oct. 25, Sun. 3-3:30 p.m.) to BBC and to arrange special screening for Winston Churchill ... Charles A. Wall, BMI financial v.p. & treas., elected president of BMI’s Associated Music Publishers, succeeding M. E. Tompkins, retiring; Glenn Dolberg promoted to station relations v.p. ... John Rossiter, gen. mgr. of WTVN, Columbus, has resigned to head new WJTV, Jackson, Miss., planning to go on air before end of year; Frank C. Oswald is acting gen. mgr. of WTVN ... Robert E. V. Johnson, onetime salesman of KEYL, San Antonio, rejoins his old chief, W. D. (Dub) Rogers as commercial mgr. of new KDBY-TV, Lubbock, Tex., due on air in Nov.; he has just been mustered out as captain of Marines after 17 months in Korea ... Eldon Campbell, N. Y. rep for Westinghouse stations, named gen. sales mgr., succeeding E. R. Boroff, resigned. In other Westinghouse changes ordered this week by v.p. & gen. mgr. Joseph E. Baudino, L. R. Rawlins moves from KYW, Philadelphia, to manage KDEA, Pittsburgh, succeeding R. G. Dufield, resigned; Franklin A. Tooke from WOWO, Ft. Wayne, to KYW; Carl A. Vadagriff, WOWO program mgr., promoted to mgr. ... John D. Scheuer Jr., WPIL & WFIL-TV operations chief, named coordinator of TV & AM program depts., headed respectively by John Steck and Felix Meyer, with Roddy Rogers as director of TV production, in new integration program ordered by gen. mgr. Roger W. Clipp ... A. H. Saxton, mgr. of radio operations, named head of combined TV-radio engineering depts., NBC Hollywood ... Abe (Abe) Schechter has resigned as NBC-TV gen. engineer ... Goar Mestre, leading Cuban TV-radio operator, in Europe until end of November, Albert V. Cole, program mgr., and Richard Eisiminger, promotion mgr., resign from KNBH, Hollywood ... Theodore R. Kupferman, of NBC law dept., elected secy., Federal Bar Assn. of N. Y., now headed by Bernhard A. Grassman, theatrical lawyer ... Donald Kraatz replaces Jack Brand, resigned, as executive TV producer, ABC central div. ... John Moffet, ex-Russian P. May and Wm. L. Foss, joins Washington consulting engineer Robert M. Silliman ... Wallace Ross, publisher of Ross Reports on TV, joins TV-radio dept. of Music Corporation of America ... Chester C. Shore, ex-Cohn & Marks, establishes own law offices at 1025 Connecticut Ave., Washington; phone, Republic 3209 ... Hubert J. Schafly Jr. has resigned as director of TV research for 20th Century-Fox to become engineering v.p., Teleprompter Corp.

First nationwide sales conference via theatre TV has been arranged by Theatre Network TV Inc. for James Lees & Sons Co., carpet manufacturers, for morning of Dec. 8. Meeting will be conducted via closed-circuit TV in theatres in 15 large cities under direction of Victor M. Ratner, ex-CBS v.p. who heads Theatre Tele-Sessions, subsidiary of TNT, program originating in New York.

“TV Coverage Calculator,” slide-rule device for quick determination of Grade A, B and principal-city coverage under FCC’s standards, has been placed on market by J. B. Epperson, chief engineer of Scripps-Howard TV stations. It’s available for $3.55 from Pioneer Electronic Supply Co., 2115 Prospect Ave., Cleveland.

Deadline for comments on 72-76 mc band rules was extended to Dec. 22 by FCC after it had received numerous requests for more time to study proposal (Vol. 8:42). Rules would cover various fixed safety & special services located between TV Channels 4 & 5.

Herold A. Lafount, 72, Republican member of Federal Radio Commission 1927-34, died Oct. 21 at Detroit home of his daughter, Mrs. George Romney. A native of England and a civil engineer, he was appointed from Utah by President Coolidge, left Commission after one term to take charge of Bulova radio interests, then including WNEW and WOV. He was a bishop of the Mormon Church, will be buried in Salt Lake City Oct. 25. Surviving are his mother, 3 other daughters and a sister.
Station Accounts: Value of 10-second identification announcements as low-cost TV advertising technique is described in Oct. 20 *Sponsor Magazine*, which notes that more than 85 stations have accepted this type of ad following adoption of NATSR code of standards last May. Live-action, animation, slides-à-voice, stop-motion, are major techniques used in “talking billboards” which usually cost about 50% of station-break rate. A “natural” for TV, sponsored or sustaining: *The Real Estate Reporter*, Sun. 12:30-1 p.m. on WATV, Newark; besides reporting on new homes and home repairs, program has Newark News women’s editor discussing interior decorating ... Klaus Landsberg’s KTLA, Los Angeles, claims sale of $500,000 worth of time to Jim Clinton Stores (clothing chain), covering year, is some sort of local sales record; placed thru Milton Weinberg Adv. ... National Biscuit Co., big spot radio user, reported setting up $1,000,000 budget for spot TV, thru McCann-Erickson ... Big Namm-Loeser dept. store, Brooklyn, sponsoring new show, Sun. 11:30-noon on WJZ-TV, titled *Buyer for a Day*, featuring store buyer presenting latest fashions and products ... Madison Square Garden sports, again being carried on WPIX, thus far has Old Golds sponsoring half of the 93 events, Piels’ Beer one-fourth ... General Foods, for Krinkles, buys Thu. segment of *Merry Mailman*, children’s show on WON-TV, Mon.-thru-Fri. 6-6:30, thru Foote, Cone & Belding ... N. Y. Herald Tribune buys spots in *The Late Show* and *Football Scoreboard* on WCBS-TV, thru Donahue & Coe; Dodge autos buys into *The Early Show*, as well as 6 o’Clock Report, thru Grant Adv., Detroit ... GE has filmed 20 TV commercials at Vidicam ... Among other advertisers reported using or preparing to use TV: R. T. French Co. (bird seed), thru Richard A. Foley Adv., Philadelphia; Apex Electrical Mfg. Co. (Apex cleaners, washers, irons), thru Meldrum & Fewsmith, Cleveland; L. J. Grass Noodle Co. Inc. (Mrs. Grass’ noodle soup mix), thru Phil Gordon Agency, Chicago; Dulane Inc. (Fryrite appliance), thru Crichtfield & Co., Chicago; Gard Industries Inc. (Gard weatherproof spray for clothing), thru Ross Roy, Chicago; Saratoga Springs Authority (Vichy water), thru Moser & Cotins, Utica, N. Y.; Moly Motor Products Co. (Liqui-Moly auto lubricant), thru Friend, Reiss & McGlone, N. Y.; Washington State Dairy Products Commission, thru J. Walter Thompson, Seattle.

“I told you so,” says *Billboard* editor Joe Csida, who conducted an ardent but fruitless editorial crusade to persuade broadcasters not to slash radio rates from time of CBS’s first announcement. “On that occasion,” he writes in current column, “we reiterated our opinion that there simply had to be some answer other than rate-cutting [and] pointed out, among other arguments, that there was no guarantee that this would be the last cut ...” Csida reports rather wryly on adman Raymond Spector’s remarks at NARTB district meeting last week in Rye, N. Y. Mr. Spector asserted that new and drastic radio cuts are in order, that night rates should be reduced still more, that broadcasters shouldn’t make “mistake” of raising daytime rates. When one broadcaster asked Spector whether he’d buy night radio if rates were cut, he replied No.

Complete “dollar score” of national advertising for 1951—by media, by accounts, by business classifications—is analyzed in special issue of *M. A. Briefs* published Sept. 9 by Magazine Advertising Bureau, 271 Madison Ave., N. Y. It shows number of advertisers per medium (magazines, newspapers, network radio, network TV), number spending most of appropriation in each medium, number using one medium exclusively, “casualties” per medium, PIB business classifications.

**FOOTBALL TV “controls” seem firmly entrenched in future plans of National Collegiate Athletic Assn.’s TV committee which will probably recommend at January NCAA convention that TV restrictions continue next year. NCAA’s TV director Asa S. Bushnell, however, revealed after Chicago meeting of NCAA executive council that he feels pay-as-you-see TV is eventual answer to equitable distribution of TV receipts among colleges.

Meanwhile, “control plan” continues to run into obstacles and substitutions every week. After public clamor in Washington area forced local TV substitution of Maryland-Navy game for nationally televised Yale-Cornell contest (Vol. 8:42), alumni of latter 2 schools raised their own outcry, NBC-TV solved dilemma with closed-circuit telecast of Yale vs. Cornell in Washington’s Wardman Park Hotel for alumni only.

Another type of complaint, directed at NCAA’s own TV schedule, came from Stanford which grumbled that Oct. 4 telecast of its game with Michigan cut gate attendance almost in half, but school authorities didn’t mention that Stanford drew even smaller crowd the following week when there was no TV on west coast.

“TV control” fever may also be spreading to basketball. DePaul U. of Chicago has asked NCAA to survey TV’s impact on basketball attendance figures. NCAA’s TV committee said it would bring up matter at convention.

**“Almost Like Old Times in AM” headlines Oct. 22 *Variety* in reporting upsurge in radio billings highlighted by week’s 3 big deals by CBS, which sold $50,000 package to Plymouth Motors for 4 network shows week of Nov. 18 to introduce new models, sold Amoco its annual New Year’s Day *Year of Crisis* show for review of year’s news events by network commentators, optioned Thursday 10 p.m. slot to Lucky Strike for unannounced network show at date to be determined. These developments, plus PIB statistics showing $2,000,000 jump in radio billings for Sept. (see p. 14), give solid underpinning to comment of CBS radio sales v.p. John Karol that network radio is over the hump and has definitely started on the road back to heyday. Karol says advertising executives, so engrossed with TV a year ago they wouldn’t even talk about radio, are now “highly enthusiastic” about AM’s sales promise, adds families have become very selective about TV, tune in only for particular programs, then go back to radio.

TV’s inroads into radio’s night audiences were pointed up by BBD’s TV-radio v.p. Arthur J. Pryor Jr. at NARTB District 6 meeting in Memphis. But he also emphasized that radio still reaches vast audience at low cost and urged AM station owners to seek research which “will give a true picture of radio listening,” including car sets, portables, radios in public places and extra home sets. He cited charts showing that TV claims 79.9% of evening audiences in New York, 72.3% in Los Angeles, although radio ownership continues to rise. He concluded that, in long run, TV and radio will each be strong advertising medium in its own right, “complementing and supplementing each other in the tremendous battle for sales and services ahead.”

Bishop Fulton J. Sheen’s *Life Is Worth Living*, a hit sustainer on 3-station DuMont hookup last season, returns to that network, with 20 to 25 stations lined up, under sponsorship of Admiral Corp. on Nov. 18. He will appear 26 times, Tue. 8-8:30 p.m., sponsor spending $1,000,000 for time and production and Father Sheen donating his entire fee to Missions Humanity. Institutional message will be carried at opening by big TV-radio manufacturing firm headed by Ross Siragusa, a leading Catholic layman, with direct selling commercial only at end.
HOTTEST THING on color front today is "OCW," which stands for "orange-cyan-wideband" and refers to latest refinement of NTSC system. Here's situation, as we gathered it at Oct. 20-22 RTMA-IRE technical sessions in Syracuse:

Some months ago, technique called color phase alternation (CPA) was introduced to eliminate color fringing problems. Then, during field testing with brightness approaching 100 ft. lamberts, it was found that CPA produced intolerable flicker. OCW was then proposed as substitute for CPA and appears very promising.

Present NTSC field test specifications provide that 3 primary colors supply large detail and that black-and-white fill in fine detail. With OCW, a 2-color element, comprising orange and cyan, is inserted to provide medium-sized detail. This is said to relieve both fringing and flicker problems, produce picture better, if anything, than original. No additional subcarrier is required.

Net effect of latest development is to point out uncertainties of trying to predict when NTSC will be ready to ask FCC to standardize on compatible system. Engineers say OCW appears too valuable to pass by, yet it will certainly add substantial time to field testing schedule. Its effect on other components of system must be determined—just as it was necessary to find out what CPA did at high brightness levels.

But predictions of "when" abound nevertheless. This week, for example, the ever-agnostic Paul Raibourn, Paramount v.p., disputed Dr. Allen DuMont's opinion that it would take 5 years for color to come into general use. Without elaborating, though presumably referring to Lawrence tube, he said that "everybody will be awakened within the next 6 months" and that "a lot of interesting things are happening in color TV."

At theatre-TV hearing this week, incidentally, 20th Century-Fox's TV engineering expert Earl Sponable reminded FCC that Eidophor color system isn't limited to field-sequential method of color, in fact that company is now building prototype equipment employing a simultaneous system.

That manufacturers' interest in color is broadening is unmistakable. In addition to the major experimenters, Gilfillan Bros. has already obtained color generating equipment, while Hytron, Kollskan Instrument and Sylvania are said to be in process of obtaining additional gear (Vol. 8:42). This week, Sparks-Withington (Sparten) president John J. Smith told stockholders that company is about to install $100,000 worth of color equipment, and Croxley bought out Sarkes Tarzian's tube plant with eye on color (see Topics & Trends).

Sylvania hits headlines this week when John K. McDonough, new gen. mgr. of radio-TV div., said company will have color sets on market by late 1954 if FCC standardizes on compatible system in time.

When asked to elaborate on Mr. McDonough's statement, Sylvania officials said he meant that "late 1954" is probably earliest date sets can be produced even if FCC approved a color system "tomorrow." Thus, when you come down to it, Sylvania is in same boat as everyone else—dependent upon completion of NTSC work and FCC's promulgation of new standards.

FCC's attitude remains little changed. It's conceded that CBS system may be forgotten, but, as a key staff member put it: "You can dare well bet that the Commission will take a long, hard look at the NTSC system before it starts a rule-making proceeding on new color standards." Furthermore, no one at Commission appears to be burning with zeal to re-open the color issue in immediate future. Project has a low priority at the moment.

DELAYS IN UHF equipment deliveries, which we discussed (Vol. 8:35) in attributing much of fault to miscalculations by the manufacturers, prompts this response from Orrin H. Brown, Eitel-McCullough's director of field engineering:

"We feel a little clarification is in order in that Eimac is, as of this date, in production on the 5-kw klystron amplifier tube and is currently shipping these tubes to transmitter manufacturers.

"The Eimac 5-kw klystron is an external cavity tube, and is thus tunable over a wide frequency range. The basic tube will be available in 3 models, one for Channels 14 to 32, the others for Channels 33 to 55 and 56 to 83, respectively.

"The tube for Channels 56 to 83 was the first one to be designed and placed in production, as it was felt design problems were severest at the higher uhf channels. Steps are now being taken to [produce] lower frequency tubes.

"The Eimac klystron has been tested consistently here at efficiencies of better than 30% over-all, while operating at the 5-kw level, and with adequate bandwidth for transmission of a high definition uhf TV picture. The actual circuit efficiencies with external and readily tunable cavities is well over 90%. The tubes have been extensively tested above 5-kw level under CW conditions, with operating parameters much more severe than those of TV, and no problems exist as far as loss in the ceramic insulator is concerned.

"Production of the tubes is posing no great problem, and present plans call for a gradually increasing schedule as equipment is built and furnished to users, with a leveling out at a constant rate in early 1953. The tube is being made with techniques long in use at Eimac as a pioneer producer of high-power tubes for vhf TV.

"It is felt the projected production schedules are conservative and represent no stumbling block for supply of the 5-kw klystron to equipment manufacturers.

"The klystron design shows no apparent power limitations at this frequency and tube output powers of 50-kw and 100-kw throughout the uhf TV band appear practical."

RTMA can't set uhf standards for TV manufacturers, association wrote this week in answer to suggestion of owner Herbert Mayer of Portland's pioneer uhf KPTV, who requested that RTMA investigate problems of uhf tuners, antennas and transmission lines (Vol. 8:42). RTMA said such regulation of manufacturers' commercial practices would be "illegal and impossible to achieve" and added that it's too early to expect the industry to agree on engineering standards. Mayer was assured that manufacturers are aware of problems cropping up in new field of uhf and that Portland's troubles will be eliminated as new uhf areas are entered.

Ads in TV Factbook No. 16

Next of our semi-annual TV Factbooks—due in mid-January—will be first of the 16 editions we've published thus far to carry advertising. Decision to do so stems from insistent demands for such display space and fact that editorial and production costs are mounting, space with the growth of the industry. With basic features continued, new ones added, TV Factbook No. 16, we can assure our subscribers, will continue to merit the regard its predecessors have won as the standard reference book of TV (some call it the "industry bible"). The weekly Television Digest newsletters, addenda, supplements, etc., will of course continue adless.
OPS UPSETS RTMA, KEEPS PARTS CONTROLS: OPS rejected RTMA petition to lift controls on TV-radio parts after 3 days of consultation this week -- and reaffirmed its order to restore ceilings, effective Oct. 27 (Vol. 8:42).

OPS statement cited defense requirements for parts, an angle hitherto unmentioned by agency. And, for the first time, it took official note of recent TV set price increases (Vol. 8:39-42) by declaring they "possibly forecast a similar upward movement in the price of parts." OPS listed as third reason "a sizable increase in demand for television sets which, in turn, may be expected to have material effect on the supply of radio and television parts."

Surprise action sent RTMA high command reeling. Exec. v.p. James D. Secrest had come away from Oct. 21 industry meeting with OPS bigwigs with feeling that OPS would grant postponement of its recontrol order -- particularly after an industry advisory committee had approved a tougher regulation on service charges same day. Some OPS officials had same belief, which they communicated freely to press.

RTMA announced immediately it would appeal to economic stabilizer Roger Putnam and possibly defense mobilizer Henry Fowler for repeal of OPS action, declaring:

"The decision of the Office of Price Stabilization to restore price controls on radio-TV parts in the face of uncontradicted facts presented by industry representatives is as amazing as it is high-handed in view of the admission by OPS it was not based on price movements since controls were suspended on August 29.

"We plan an immediate appeal to higher governmental authorities who we believe will be more inclined to follow the clearly expressed intent of Congress that products selling below their ceilings and under no pressure to raise prices be relieved of the administrative burden of price controls as promptly as possible."

Decision was decided setback to industry, which had looked forward to period of relative freedom from gov't. regulation. Admittedly, price ceilings won't hinder many parts manufacturers -- but elimination of nuisance of being required to report to Washington was something industry deemed worth fighting for.

Order came from topside, possibly from price administrator Tighe Woods himself. He returned recently from cross-country talks with housewives, determined to strengthen, rather than weaken controls. OPS staff officials were completely in dark on answer of agency to RTMA, were seldom even consulted on problem.

Meeting was attended by following from the industry: A.D. Plamondon Jr., Indiana Steel Products Co.; Matt Little, Quam-Nichols; H.C. Bonfig, Zenith; W.E. Bahls and Herbert Brunn, RCA; R.E. Carlson, Tung-Sol; Leslie F. Muter, The Muter Co.; W.F. Rueger, Sylvania; Glen McDaniel, Ray Donaldson and Mr. Secrest, RTMA.

Service meeting was more productive, from both gov't. and industry viewpoint. Supplementary regulation will be issued for maximum service charges, depending on whether a service firm filed its charges on a flat or hourly rate. New regulation will set up maximum time allowances for work performed and will require that service firms give each customer statement showing labor and parts costs stated separately. The parts price can be either the OPS ceiling or manufacturer's list price.

SIGNS FAVORABLE FOR NEXT YEAR, TOO: Already thinking in terms of 1953 business, the TV trade is looking forward to an even better year than 1952 -- with even the seasonal spring-summer slump more than offset by demand from the newly-opened markets.

That has manufacturers and some distributors quite happy, but dealers are already bedevilling them because of allocations and shortages reminiscent of "good old days of 1950." It's something like that now, though new markets thus far (only Denver & Portland and the few smaller ones upcoming) aren't yet the reason.

Fact is that demand continues to outrun supply, at least of the brand-name
items, even in such nicely "saturated" areas as New York (7 stations), Philadelphia (5) and Kansas City (1). And end isn't in sight, though output continues to go up.

This week, RTMA reports 191,089 TV sets produced (12,026 private label) in week ended Oct. 17 — jumping from year's record 179,147 the week before and highest output for any week since early 1951 "hangover" production of lush 1950. Factory inventories fell to new low of 120,126 units from 140,299 week before, and they're the lowest since mid-December 1950.

Radios are moving nicely, too. Output same week was 205,949 (76,215 private label), about same as preceding week (Vol. 8:42). Factory inventories fell to year's new low of 198,965 from preceding week's 222,088. Week's radios were 90,965 home sets, 27,457 portables, 43,339 clock, 44,591 auto.

It's noteworthy that, with 10 more weeks of the statistical year remaining to be counted, TV production has already gone beyond 4,200,000 — so that nearer 6,000,000 than 5,000,000 total for year seems likely. Total radios for 42 weeks run just about 7,300,000, so may not exceed last year's 12,300,000.

Market analysis is almost a fetish with GE, and this week its tube dept. marketing manager comes up with some statistical estimates for next year that underline the favorable trends. Against estimated 5,400,000 TVs to be produced this year, he estimates 6,200,000 in 1953 — at retail value of $1.73 billion.

New markets, accelerated replacements, increased saturation in existing TV areas, buying of "second sets" — these will bring the 1953 rise, said Peterson. He figures about 700,000 sets of 1947-50 vintage will be ready for replacement then.

New peaks in the tube business are also forecast by Mr. Peterson — about 435,000,000 receiving tubes in 1953 vs. 375,000,000 this year; more than 8,000,000 picture tubes vs. 6,500,000 this year; 2,000,000 next year being for replacements.

John K. McDonough, newly named Sylvania TV-radio division gen. mgr., makes this forecast on sets and CR tubes: 6,000,000 TVs to be produced and sold in 1953 — 65% of them 21-in. models, 20% to be 24-in., 10% the 27-in., only 5% the 17-in.

**Trade Personalities:**

John K. McDonough, gen. sales mgr., Sylvania TV-radio div., who has been with the division since 1949 when it was Colonial Radio Corp., promoted to gen. mgr. under v.p. Arthur L. Chapman who formerly held title; asst. gen. sales mgr. Ben Holsinger will succeed McDonough, field sales mgr. Arthur A. Currie taking his place ... T. J. (Jim) Newcomb, sales mgr. of Westinghouse appliance div. at Mansfield, O., named mgr. of TV-radio div. at Sumbury, Pa., succeeding F. M. (Ted) Sloan, promoted to mgr. of operations responsible for all engineering and manufacture of all defense and consumer products ... Frank Folsom, RCA president, and James Carmine, Philco executive v.p., both returned from Europe Oct. 22 ... Jack Brebbia, ex-Army and formerly adv. mgr. of Western-Holly Co., named Kaye-Halbert adv. mgr. ... Jerome Pinzur, ex-Bloomington's and Macy's, joins CBS-Columbia as commercial service mgr. ... Dr. John Ruze, from Air Force research labs at Cambridge, named research director, Gabriel Labs ... H. Hofinga appointed asst. treas., export div., Philco International ... James R. Butler promoted to merchandising mgr., Charles McKinney to his job as sales promotion mgr., Raytheon TV & Radio, Chicago ... Victor Welge named associate director of engineering, P. R. Mallory & Co. ... Donald L. Kilpatrick, ex-Boonton Radio Corp., named chief engineer of National Co. ... Don G. Mitchell, Sylvania president, elected trustee of National Industrial Conference Board ... A. L. Champigny promoted to supervisor of replacement sales promotion, GE tube dept. ... Charles Macchling Jr., Yale '41, formerly in foreign service, recently with New York law firm of Sullivan & Cromwell, appointed RTMA gov't, relations officer and staff asst. to Ben Edelman, of Western Electric, RTMA section chairman.

RCA chairman David Sarnoff, who held rank of brigadier general in Signal Corps during war, this week was appointed by Defense Secretary Robert A. Lovett to head Citizens Advisory Commission on Man-Power Utilization in the Armed Services—top-level group, whose 10 other members are yet to be named, suggested by Senate preparedness subcommittee to investigate and report on more efficient use of military manpower without reducing combat effectiveness. Fulltime technical and clerical staff has already been set up in Washington. Job is non-political, will last into next administration, probably 1-2 years.

F. Sumner Hall elected president, Audio Engineering Society; Jerry B. Minter, Measurements Corp., executive v.p.; Walter S. Fritchard, Ohio Bell, central v.p.; Richard L. Burgess, Allied Recording, western v.p.; C. J. LeBel, Audio Instruments, secy.; Ralph A. Schlegel, WOR, treas. Governors are Price E. Fish, CBS; Jay H. Quinn, Fairchild Recording; Carleton H. Sawyer, Bell Labs.

DuMont has TV exhibit showing panorama of home entertainment from earliest to present receivers in "Industrial Progress U.S.A." exhibit on main floor of Bowery bank, 110 E. 42nd St., Oct. 27-Nov. 14.

Col. Nathan Levinson, 64, head of Warner Bros. sound dept., pioneer in development of talking pictures, whose work on Al Jolson's *Jazz Singer* in 1926 started a new era in movies, died at his home in Burbank, Cal., Oct. 18. A Signal Corps officer in World War I, he was first manager of old KPO, San Francisco, founded by Hale Bros. dept. store with the *Chronicle* and later sold to NBC. He handled Army training films in last war. He leaves his wife, 3 sons, 2 grandchildren.
**Topics & Trends of TV Trade:** Croley Div. of Avco goes into TV picture tube and miniature receiving tube manufacturing business and Sarkes Tarzian Inc. goes out of it as result of deal this week whereby Mr. Tarzian sold Avco his 2 tube plants at Batavia, Ill. They have total area of 80,000 sq. ft., are geared to make all sizes of CR tubes and the “ruggedized” miniature receiving tubes. Purchase price wasn’t divulged.

Batavia plants with same personnel (about 250 employees) will operate as part of Croley Div., directed by asst. gen. mgr. Leonard F. Cramer. It will continue to sell tubes to present customers, and Croley v.p. John W. Craig says it will supply only “small proportion” of Croley’s picture and miniature tube requirements. Croley now buys from other tube makers and intends continuing to do so. One of reasons why Croley acquired plants was to gear for color tube production when it starts, he stated.

Croley is second major set manufacturer this year to go into tube-making anew—other being Westhousie, which has set up new plants in Bath & Elmir, N. Y. (Vol. 8:36). Other set makers who also make tubes are RCA, GE, Phileo, Sylvania, Zenith. (For complete list of all tube-makers, see pp. 121-22. **TV Fact Book.**)

Tarzian is a major manufacturer of TV tuners and selenium rectifiers, and continues in that business at home plant in Bloomington, Ind.

Lighter, larger, stronger glass picture tubes are now possible as a result of new metal bonding process developed by Kimble Glass Co. (Vol. 8:31). Addressing RTMA-IRE Radio Fall Meeting in Syracuse, H. B. Vincent, director of product research & development for Kimble, described new “K-Band” tubes as virtually implosion-proof. Heated metal band is applied to face plate where it joins bulb, cuts weight of tube “substantially” by permitting thinner glass structure, “opens possibilities for pictures of still larger size,” according to Mr. Vincent. Industrial & electronic div. sales mgr. J. P. Kearney said sampling of the tubes will begin next month, with large scale production a few months off.

Kimble expects to produce tube in 21, 24 & 27-in. sizes. Early samples of 23%-in. banded tube weighed 22-28 lbs. compared with 34 lbs. for similar conventional glass tube of same size and 26 lbs. for conventional 21-in. tube: New light-weight implosion-free tube was interpreted as Kimble’s answer to metal-coned tube. Mr. Kearney predicted 24-in. rectangular would become popular tube size, on basis of inquiries from tube manufacturers.

Need for community antenna systems won’t disappear “even after FCC’s allocation plan has been fully implemented,” says National Community TV Assn. President Martin F. Malakery Jr. reports completion of survey which indicates that many small and medium-sized communities will continue to require community systems because of topographical peculiarities. He added that NCTA is anxious to cooperate with stations “in a mutual effort to make TV reception available to the greatest number of people.”

CR tube booster, introduced by Standard Transformer Co., is small self-contained device said to “add months to the useful life of a picture tube,” at dealers’ net price of $2.95. It can be used with all electromagnetic tubes where dimming is due to low cathode emission, steps up emission by increasing filament voltage, is attached by plugging to tube connector and tube.

Community antenna equipment is no longer being made by Technical Appliance Corp., Sherburne, N. Y., but it’s staying in master antenna-distribution business for apartment houses, stores, hotels, etc.

**Merchandising Notes:** Phileo reported planning next distributors convention in Boca Raton, Fla., Jan. 3-5 . . . NARDA’s next convention will be held Jan. 11-13 in Chicago’s Conrad Hilton Hotel, board decided this week; it also elected Joseph Fleischaker, Wills Sales Inc., Louisville, to executive board to replace Herb Names, Denver, now a distributor . . . Another Admiral spectacular planned atop warehouse of its Golden State Appliance Distributing Co., 274 Branann St., San Francisco; 150x76-ft. neon sign, with 20-to-13½-ft.-high letters, will be largest west of Mississippi . . . Magnavox swing dealer Frederick Herbst, Hollywood, for unfair competition and $500,000 damages for alleged fraudulent use of brand name in advertising 21-in. TVs, then selling customers another make labeled “Magnavox” . . . Los Angeles chain TV-radio-appliance dealer Tommy Crosson sponsoring Bill Anson’s Have a Heart on KJJJ-TV, appearing personally to appeal to TV audience to furnish articles to needy families whose cases are discussed in interviews . . . Gough Industries Inc., Los Angeles, Sylvania distributor in California-Arizona, conducting service meetings & sales clinics for servicemen and dealers in its areas, regardless of brand they handle, finds they pay off in increased parts business & goodwill . . . Bendix will have 27-in. combination on line shortly for introduction at Chicago furniture show in January; also planned is 21-in. in same style . . . Sonora plans Nov. 1 offering of two 21-in. combinations with own brand name, one open face console at $300, one three-quarter door at $400, including tax & warranty . . . Dubuque raised prices on 6 models this week—last of majors to fall in line.


Pioneer Electronics Corp., Santa Monica, Cal., reports its 27-in. glass rectangular picture tube now in quantity production. Sylvania reports 24-in. will be ready next spring, and National Union says 24-in. will be on delivery by July 1953.

Suspension of controls on warranties sold for TV & radio sets if such sales are separate from sale of sets was announced this week by Ops, which ruled, however, that warranties priced inboard are still under control.
NOT BY PRICE ALONE can the TV-radio industry expect to live in blissful prosperity—and now that business is good, industry leaders can afford to speak up about some of the conservative but proven sales techniques that are usually forgotten or cast aside in less prosperous times. Thus RCA consumer products v.p. Joe Elliott lashed out last week, during Louisville wholesaler-dealer clinic, at “the fallacy of attempting to build a retail business on a price basis alone.”

“If you attract customers simply because you have the lowest prices,” he said, “you can keep customers only by continuing to undersell the rest of the market. Price cutters skate constantly on the thin edge of business failure.”

Selling TVs and radios as if they were merely appliances, said Elliott, reflects lack of imagination. He urged:

(1) Sales training and product information courses for dealer sales staffs. (2) Regular sales meetings to summarize accomplishments and establish quotas. (3) A sales approach which presents TV & radio as dynamic additions to family life. (4) Merchandise displayed in settings appropriate to the price bracket. (5) Follow-up calls on satisfied customers by phone and in person.

TV adds $200,000,000 to electric utility consumption this year as result of increased home power consumption, RCA v.p. & technical director Dr. C. B. Jolliffe told utilities executives Oct. 6 at N. Y. meeting sponsored by Ebasco Services Inc., utility service organization. He based his estimate on conservative average of local rate schedules and power used by average TV set—without taking into account revenues to power companies from station & studio operations nor added use of electricity by families staying home to watch their sets. As example, Dr. Jolliffe cited case of midwest power company which played active role in success of city's one station. “This station, less than 3 years after opening, was broadcasting 5685 air minutes a week, with more than 19% sponsored by the electrical industry, and the utility company assisting the station estimated a gain in power consumption of 250,000 kw-hours for every 1000 TV sets added to the area,” he said.

Analyzing TV receivers shown at Britain's recent National Radio Exhibition, October Wireless World reports that nearly 60% were 12-in., 30% were 14-15-in., 10% were 16-17-in., only two 9-in. and one 21-in. Magazine says: “Apart from technicalities, the economic factor is very important. One may guess that it will settle down at something like 12-15 inches.” Among accessories shown: (1) A “window aerial coupler” for places where it's impractical to drill through walls or window frames for antenna lead-in. It comprises 2 cylindrical-shaped units attached to opposite sides of window by suction cups. Signal is transferred through inductive coupling. (2) Pre-amplifier, for weak signal areas, which mounts atop antenna, gives 8 db gain.

Crackdown on unethical TV servicemen came this week in N. Y. when Joseph DeGuido and Fred Strutin, employees of Sibko Television Service Co., Long Island City, were charged with conspiracy and petty larceny after they reportedly accepted $34.13 for replacement of a single tube valued at $5 and replaced 2 new tubes with second-hand substitutes in a brand-new set planted in the home of Detective William Shielis. Parts were marked by manufacturer with secret code for easy detection of replacements. Each was released in $500 bond and case was continued to Dec. 4.

Admiral building 46,000-sq. ft. one-story brick addition to TV plant in Bloomington, Ill., to be ready for occupancy Jan. 1.

Havana's new CMBF-TV, controlled by same interests (Mestre) as CMQ-TV, originally slated for October debut, won't get going on Channel 7 before mid-December or perhaps January, according to v.p. Arturo Chabau. Delay in shipment of tower and antenna is reason. DuMont 6-kw antenna capable of 29.5-kw ERP has been ordered. Second Havana station in the Mestre TV group which includes satellites in other Cuban communities (see TV Factbook No. 16), will be devoted to news, films and sports primarily, begin operation at 4 p.m. daily, Mon.-thru-Sat., with the 4-6:30 program repeated from 6:30-9 p.m., followed by sports pickups. There will be no studio pickups, only films and remotes. "Rotative plan" of sponsorships, tried successfully on radio and on CMQ-TV, will be used. Advertisers can buy any number of spots (at $81, $57 & $50 for 60, 40 or 20 sec., subject to frequency discounts) which are telecast in rotation, each spot advancing each day within each time classification, so that "the message will reach the existing viewing audience at all times of the day and evening throughout the month." Mr. Chabau reports 70,000 TVs in Havana now, 20,000 more in other cities, with good prospects of 100,000 by end of year.

"Output of military electronic equipment is now running at a rate more than double that of a year ago," said defense mobilizer Henry H. Fowler in his recent quarterly report to President Truman. Report added: "Some of the largest and most complicated [electronic] equipment is now reaching volume output. One of the large radar sets, constituting one of the biggest dollar value programs scheduled for production, came into production in August and will form an important part of the country's defense screen. Several models of guided missiles are now in assembly-line production, and the date is appreciably nearer when combat units of the Army, Navy and Air Force will be equipped with such missiles."

Out-of-state TV service companies must qualify as insurance companies under Florida laws to fix sets of Floridians, under ruling this week by state attorney general Richard Ervin. He said contracts to repair or replace picture tubes have effect of insurance agreements and companies incorporated in other states must meet Florida insurance requirements of $250,000 in assets, pay Florida license tax, 2% gross premiums tax, offer contract through licensed insurance agents and guarantee work for one year.

Emerson's promotion of educational TV includes distribution to dealers of 20-page brochure Educational Television, subtitled "A New Market for TV Receiver Sales." It exhorts dealers to cooperate with educators planning stations or to initiate such plans, is devoted primarily to reprints of articles commending Emerson's offer of $10,000 to each of first 10 educational stations to begin telecasting (Vol. 8:20).

Statler Hotel, Los Angeles, with 1262 rooms, all with TV, is largest hotel TV installation in world, not Washington Statler's 852, as reported (Vol. 8:40).

Second case of "cathode homicide," in our memory, occurred this week when Frank P. Walsh, Long Island electrician and night industrial guard, put a bullet through his screen to "silence" Abbott & Costello. His purpose, as he later described it to police, was "to get some sleep." Police relieved Walsh of his revolver but decided he hadn't committed arrestable offense. Fast-thinking CBS-TV put him on Oct. 22 Strike It Rich where he won $280 for new set. First picture potshot came several years ago (Vol. 5:7). When WFIL-TV chief engineer Lou Littlejohn found safety glass of his set neatly punctured by BB shot, His 10-year-old son had the answer; "Daddy, I was watching a wild west movie and holding my BB gun and the bad man was beating the good man and the gun went off."
THE LOW STATE OF TV
Television Is Trading Future Greatness For Synthetic Popularity Ratings

By JACK GOULD

Let's face it: television is getting pretty bad. The high hopes for video which were held by so many are vanishing before our eyes. The medium is heading hell-bent for the rut of innocence, mediocrity and sameness that made a drab if blatant jukebox of radio. The success of TV is proving a hollow and disheartening jest: television apparently can't stand prosperity.

Remember the proud words, many of them emanating from this corner, of how television represented a vital new form of electronic theatre that augured an exciting and challenging new cultural era? Or how the imperishable wonders of a vibrant and articulate stage would be spread to the far corners of the land?

Look at the television giant this season. Morning, noon and night the channels are cluttered with eye-wearying monstrosities called "films for television," half-hour aberrations that in story and acting would make an erstwhile Hollywood producer of "B" pictures shake his head in dismay. Is this the destiny of television: a cut-rate nickelodeon?

Or look what's happening in what may go down as the "I-Love-Lucy" era of television. Miss Lucille Ball and Desi Arnaz came up with a legitimate and true hit. Presto! The minions of TV take their cue. Let's all do situation comedy—absurd and incredible little charades that would be hooped off the stage of the high school auditorium. Hold high the mask of make-believe? Put out the hambone!

Whither the drama? Where is the Tony Miner that proudly and unafraid gave TV a "Julius Caesar" to remember? What of the Celanese Theatre that had the dignity to scorn the censor's blue pencil? In their stead largely are elongated wodunits and soap operas that are embellished with production trickiness and glamour to obscure the vacuum that lies underneath.

What of the endless procession of crime thrillers that supinely worship at the throne of "action" as a substitute for characterization and suspense? And of the panel shows with the same faces appearing over and over again with monotonous regularity? They are ever with us.

And the children's programs? Is there no succour from the nauseating trifles whereon the younger generation sing the praises of cereals and candy bars? Are these programs to be the sole measure of the child's inheritance of the riches of the library and the treasures of the arts? The death of television's Mr. J, Iagination is a symbol, not a statistic.

Television must take heed. It is blindly and short-sightedly selling its ultimate greatness for a batch of synthetic popularity ratings that are boring into TV's foundations like termites. It is caught on the old radio treadmill of repetition and imitation in the wan and futile hope that it need not face up to the realities that lie ahead.

Slow Paralysis
Sponsors and broadcasters fool only themselves—not their audiences nor their customers—if they think they can mold television into a pattern that is risk-proof and sure, as they are trying to do now. Their only security and their only insurance for the days ahead lies in bold recognition that, if television is to retain its vigor as an advertising form, they themselves must live excitingly.

Gentlemen, wake up! Out with artiness and the academic approach; let's talk business!

What's happening to television is a slow paralysis of its living organs. Now that the medium is fully accepted, the gentlemen who are paying the bills have decided to be content with the handful of program formulas that bring predictable results. They are being suckered for the bromide contention that the American public can be divided up into several big chunks. Then just give 'em what they want, goes the cry.

Any industrialist who followed that line of archaic reasoning knows in his own heart he soon would be booted out of office by his board of directors or stockholders. How on earth did the public know it wanted cellophane? Or frozen orange juice? Or lifesaving penicillin at the price of a box of chocolates? They didn't have the foggiest concept of such things. It is the research, the imagination, and the willingness to take risks that made American industry what it is today and the source of uncountable blessings for a fuller and more enjoyable living.

This analogy holds true for television. To be content with the "products" of television as they stand now, merely because their acceptance by the public is beyond doubt, is to follow the most perilous course open to broadcasters and sponsors. It can only lead to one end: a constant shrinkage of the base upon which the whole medium rests.

If only in economic self-defense, the sponsors and broadcasters must now embark on a program of research and experimentation in television programming. This goal is not altruistic or intellectual; it is eminently practical. By con-
stantly broadening and stimulating the public taste, the sponsors are widening the billboards upon which in future years they can paste their advertisements. If they are to use the arts for legitimate commercial ends, common sense dictates that they diversify those arts just as they diversify the output of their factories.

How is this to be done, asks the business man? Let’s ask the business man a question: how does he meet such problems in his own business? Why does he have lawyers, engineers, chemists, foremen, personnel specialists?

In television the answer is the same. There are writers, actors, directors and producers who have devoted a lifetime to learning their specialized crafts. For heaven’s sake let them do their jobs as they know they should be done. Give the writers the chance to write what is in their hearts and consciences and give them the chance to say it in their own way. What do writers know of the problems of vice presidents in charge of sales; what do vice presidents in charge of sales know of the problems of writers?

Bring on the plays that have something to say and are not afraid to take a stand. Give the directors and producers the chance to try out those ideas that are departures from the norm. Encourage the exploration of ballet, opera, education, concerts, the lecture stage, religion, Restoration comedy, the classic. If the sponsor of every program on the air allowed a director to do just one experiment a year of his own choosing, think of what it would mean for the creative processes of television.

The leaders of broadcasting—those who own stations and those who directly influence its course by the programs they choose to sponsor—owe it not only to themselves but to the public as well to search their consciences.

Can they honestly maintain that our competitive free enterprise is so helpless, so unimaginative and so lacking in daring that the measure of success in television must be the popularity of mediocrity, not of excellence? They can give the answer only one way: on the screens of 19,000,000 receivers.
**Financial & Trade Notes:** Now producing at rate of more than $100,000,000 a year, about 30% representing govt. contracts, DuMont showed net profit of $350,000 (11c per share) on sales of $2,125,000 for the 40 weeks ended Oct. 5. president Allen B. DuMont reported to annual stockholders meeting Oct. 20. This compares with loss of $320,000 on $37,557,000 for same 1951 period. Common shares outstanding at both times was 2,361,054.

Dr. DuMont estimated profit for 1952, before taxes, will run between $2,500,000 and $3,000,000, as against net loss of $589,000 on gross of $50,741,596 in 1951 (Vol. 8:17). He figured gross business will be about $75,000,000 this year, could go as high as $115,000,000 in 1953. Govt. backlog totals $60,000,000.

Officers were reelected as follows: Dr. DuMont, president; Stanley F. Patton, v.p.; Paul Raibourn, treas.; Bernard Goodwin, secy.; Irving Singer, asst. treas. Class A directors were elected Dr. DuMont, Adm. Patton, Dr. T. T. Goldsmith Jr., Percy M. Stewart, Bruce T. DuMont. Elected Class B directors: Barney Balaban, Paul Raibourn, Edwin Weisel.

**Sylvania reports record third quarter sales of $57,-995,494, net income of $1,632,925 (70c a share), compared with $40,379,761 and $1,107,834 (54c) for third quarter 1951. For 9 months ended Sept. 30, profit was $5,-031,701 ($2.18) on sales of $162,222,117 vs. $6,19,504 ($3.16) on $144,202,340 same period last year. President Don G. Mitchell attributed sales upswing almost entirely to improved civilian demand, since defense order backlog is holding steady at around $85,000,000. Defense orders account for nearly 30% of Sylvania's monthly sales.

**Dividends:** Indiana Steel Products, 10c extra payables Dec. 10 to holders of record Nov. 29; RCA, 50c Nov. 24 to holders Oct. 17; American Phenolic, 25c Oct. 31 to holders Oct. 17; Hammond Instrument, $1 extra Dec. 10 to holders Nov. 25; Weston Electrical Instrument, 50c Dec. 10 to holders Nov. 24; Stewart-Warner, 35c Dec. 6 to holders Nov. 14; Servomechanisms Inc., 10c Nov. 17 to holders Nov. 3; Standard Coil Products, 25c Nov. 15 to holders Nov. 5.

**AeroVox** sales for first 9 months of this year topped the $15,437,874 of preceding year, and increased demand for TV components indicate total 1952 sales may be up to 1950 record of $23,750,000, if not up to 1950 earnings record of $1,753,000, according to president W. M. Owen. In 1951, company earned $779,355 ($1.11 per share) on $22,500,000 sales.

**Sparks-Withington Co.** ran ahead in 3 months ended Sept. 30, its first fiscal quarter, as against same period last year, president John J. Smith reported to stockholders this week. In fiscal year ended June 30, it earned $528,293 (56c a share) on net sales of $20,621,271 vs. $573,320 (56c) on $23,978,392 in preceding year.

**Olympic Radio** offering of 34,824 new common to shareholders of record Oct. 20, on basis of one share for each 12 held, is at price of $8.35 per share. Fox, Wells & Co., biggest stockholder, will buy any unsubscribed shares. Proceeds will be used for expansion.

**WJR The Goodwill Station Inc., Detroit,** reports sales of $2,424,610 and net profit after taxes of $315,803 for 9 months ended Sept. 30 vs. $2,425,311 & $356,927 for same 1951 period.

**Muter Co.** and subsidiaries made profit of $256,555 (39c a share) on sales of $8,691,669 for first 9 months of 1952 vs. $523,632 (80c) on $9,810,441 sales year ago.

**Republic Pictures** and subsidiaries report net profit of $807,447 (28c a share) for 39 weeks ended July 20 compared to $728,270 (23c) same period of 1951.

**Ruling Against RCA** in its motion to quash or modify grand jury subpoena for voluminous documents on patents was handed down Oct. 24 by New York Federal District Court Judge Edward Weinfeld—thus apparently clearing way for sweeping anti-trust investigation of industry (Vol. 8:9, 11-12, 14-16, 34, 36, 40).

RCA lawyers were still uncertain about their next move as they studied whether Judge Weinfeld's ruling is appealable. Justice Dept. lawyers, who instituted investigation made it clear they expected full compliance with subpoena but left open opinion on possibility of appeal. They cited parallel case of oil cartel investigation by grand jury, where adverse lower court ruling on subpoena has been appealed—unsuccessfully—to U. S. Court of Appeals in Washington.

Another uncertain factor is politics. Will the next administration, Republican or Democratic, be as enthusiastic about dragnet probe of alleged "restraints" on color, FM and patents which the industry so bitterly resents and regards as a "fishing expedition" growing out of FCC animus over industry's unwillingness to accept color standard?

Nobody was willing to stick his neck out on that question but if N. Y. grand jury isn't able to start long, involved investigation before next Attorney General takes office, there's possibility it may never take place—particularly if new party takes over.

Judges Weinfeld ruled against RCA on all counts, throwing out company claims that (1) subpoena, also served on RTMA and 17 other companies, repeated ground previously covered in 1932 Delaware consent decree covering patent licensing; (2) subpoena was so all-inclusive as to be burdensome.

Court supported govt. position that consent decree was no bar to grand jury investigation and that modification of original subpoena in 15 instances (Vol. 8:30) nullified contention of burden.

"Unfavorable publicity" forced resignations this week of new RKO Pictures president Ralph E. Stolkin and directors A. L. Koolish and William Gorman. Stolkin heads 5-man syndicate which recently bought control of film company from Howard Hughes (Vol 8:38-40), and is part owner of AM stations KOIN, Portland, KJR, Seattle and KXOB, Stockton, Cal. He's also a principal in TV applications in those cities and in Springfield, Ill., and an owner of National Video Corp., Chicago CR tube company, and of Screen Associates Inc., Beverly Hills, TV film producer. Resignations were sparked by series of articles in Wall Street Journal, in which Stolkin and Koolish, his father-in-law, were described as "veterans of the punchboard distribution business who have records of FTC citations and Better Business Bureau complaints." Newspaper described Gorman as "representative on the board of directors of oilman Raymond J. Ryan, member of the RKO purchasing syndicate," and charged that Ryan was "a heavy gambler and an acquaintance of big time racketeers Frank Costello and Frank Erickson." Two members of original purchasing group remain on RKO board—Edward Burke Jr., and Sherrill C. Corwin, both associated with Stolkin in ownership of AM stations and TV applications.

**WLVT offers free use of its tower on Clifton Heights to Greater Cincinnati Educational Foundation which is considering construction of educational station; this would save Foundation some $100,000. Among previous such offers by commercial interests are those of KPRC-TV, Houston, which tendered $150,000 worth of equipment to new KUIT (Vol. 8:39), and WTVJ, Miami, which offered Lindsey Hopkins School its complete Channel 4 facilities for $1 a year when WTVJ moves to new site (Vol. 8:30).
NEW YORK'S UHF Channel No. 31, already applied for by city-owned WNYC, got another applicant this week—Bernice Judis' WNEW, whose program and commercial success and whose acid attitude toward TV are already something of a legend in radio (Vol. 8:40). There was reliable report that still another competitor for that only commercial uhf channel allocated to city looms in form of combination of WOV & WHOI. With New York State already granted only other uhf in city (educational channel No. 25), with WNYC indicating no intention of going commercial though seeking the commercial channel, bitter-end hearing in Washington is foreseen.

WNEW's was one of 16 applications filed this week, 12 of them for uhf, making 796 now pending (504 uhf). This week's uhf applications include 5 educational channels sought by State of Connecticut—No. 24 for Hartford, No. 71 Bridgeport, No. 63 Norwich. Hartford plant's estimated cost is given as $514,440, each of others $458,540.

Among the other uhf applications is novel one for channel No. 16 in Providence filed by TV Associates of R. I., financed by public offering of 666,666 shares of $1 stock, with 558 stockholders already listed, represented by ex-FCC Comr. Norman Case, onetime governor of Rhode Island.

Others are for Belleville, Ill., No. 54, principals including staffmen Bernard T. Wilson and John I. Hyatt, of KMOX, and Theo. F. Welskotten, of KSD-TV, St. Louis; Kalamazoo, Mich., No. 36, WQFG; Grand Rapids, Mich., No. 23, Butterfield Theatres; Fayetteville, N. C., No. 18, WFLB; Charlotte, N. C., No. 36, Francis Fitzgerald of WGV, et al.; Dallas, No. 29, KLIF group, including Gordon McLendon, ex-president of now defunct Liberty Broadcasting System; Dallas, No. 29, WRR, City of Dallas.

Vhf applications filed this week are for Mesa, Ariz., No. 12, by Ashley L. Robison & Frank E. Hurd, of Los Angeles; San Diego, Cal., No. 10, local group headed by electronics engineer Leon N. Papernow; Jefferson City, Mo., No. 13, KWOS-Capital News and Post-Tribune; Wichita Falls, Tex., No. 6, oilman R. E. Chambers.

[For details about foregoing applications, see TV Addenda 15-0 hereon; for listing of all post-freeze applications, grants, hearings ordered, etc., see TV Factbook No. 15 with weekly Addenda to date.]

Local tempest in Seattle was caused Oct. 23 when KING-TV refused to permit Senator McCarthy (R-Wis.) to go on the air unless he deleted several paragraphs from script referring to 2 staffmen for columnist Drew Pearson. McCarthy was to have spoken on behalf of GOP Senator Cain, and station offered to leave paragraphs in if Cain would utter them. It acted on advice of counsel, fearing libel. Manager Otto Brandt said KING-TV had waived its 48-hour advance-script rule for McCarthy, wasn't shown script until 4 p.m. for show due on air at 8:45, offered to let it go on if McCarthy would furnish proof. The Senator said there wasn't time and they were still arguing—to accomplishment of newspaper headlines—at air time.

Proposal to add 540 kc to AM band (Vol. 8:25) was finalized by FCC this week. Though Canada has priority on channel and U.S. use is rather restricted, new channel opens possibility of new stations and improvement of facilities for some existing stations.

General Motors has signed to sponsor combined NBC TV-radio coverage of presidential inauguration Jan. 20, including 2-hour broadcast starting at 11:30 a.m. and 2-hour simulcast 2:30-4:30 p.m.

Arthur Godfrey has sold his 20% interest in Hi-V (frozen juices) so that Snow Crop may become one of his CBS-TV sponsors.

**Network TV-Radio Billings**

September 1952 and January-September 1953

(For August report, see Television Digest, Vol. 8:39)

| Month    | Network Revenue | CRS Revenue | ABC Revenue | CBS Revenue | ABC Revenue | NBC Revenue | CBS Revenue | ABC Revenue | CBS Revenue | NBC Revenue |
|----------|-----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Sept.    | $4,675,133      | $1,125,000  | $987,453    | $2,065,000  | $1,267,500  | $2,368,500  | $897,453    | $1,125,000  | $2,065,000  | $1,267,500  | $2,368,500  |
| Oct.     | $4,675,133      | $1,125,000  | $987,453    | $2,065,000  | $1,267,500  | $2,368,500  | $897,453    | $1,125,000  | $2,065,000  | $1,267,500  | $2,368,500  |
| Nov.     | $4,675,133      | $1,125,000  | $987,453    | $2,065,000  | $1,267,500  | $2,368,500  | $897,453    | $1,125,000  | $2,065,000  | $1,267,500  | $2,368,500  |
| Dec.     | $4,675,133      | $1,125,000  | $987,453    | $2,065,000  | $1,267,500  | $2,368,500  | $897,453    | $1,125,000  | $2,065,000  | $1,267,500  | $2,368,500  |

**Addenda 15-0** (Vol. 8:39)
FEVER CHART ON UPCOMING NEW STATIONS: So many subscribers have asked for a quick run-down on new-station prospects -- for a chart showing when each grantee can be expected to go on the air -- that we've recapitulated, into Special Report herewith, all of the blow-by-blow reports we've given you since the freeze was lifted.

In fact, we've added to our previous reports such information as we could get from the Washington counsel and consulting engineers of the mere dozen or so grantees who haven't yet responded to our continuing survey.

This is the best dope available to us (or to anyone else, we think) up to end of this week, most of it quoted direct from principals or spokesmen. On most of this week's 10 grantees (see Addenda 15-P), we naturally have no reports as yet.

You can regard this first tabulation as a sort of "fever chart" on upcoming new stations, and you can keep it up-to-date on basis of information in succeeding Newsletters and from your own sources. We caution you, however, that this chart is full of bugs and the starting dates given aren't guaranteed by us. In fact, all too often they represent mere wishful thinking on the part of the grantee rather than the hard realities of equipment availabilities (particularly for uhf) and the many hazards and exigencies involved in getting a new station on the air.

Our weekly Newsletters will continue, of course, to report latest data on new stations as fast as we can get it from best available sources. And from time to time, we'll revise and republish this "fever chart".

SPEEDUP CLICKING, FCC GRANTS 10 MORE: FCC granted 8 new uhf and 2 new vhf stations this week in some excellent markets, mostly in Group A priority list. This brought to an even 200 number of TV stations thus far authorized -- 108 pre-freeze, 92 post-freeze, 3 of latter already operating. (For complete list of post-freeze grantees, see Special Report herewith.)

Thus, the Commission's new procedure of passing over contested applications (Vol. 8:38) has begun to click. Working backward & forward in Group A, Commission got to 72nd city. It worked back in Group B-1 as far as 7th city. It has yet to dip into Group B-2 -- cities with stations operating but only uhf left for assignment.

This week's CFS included 2 more to Great Plains Television Properties Inc., which last week got uhf for Duluth (Vol. 8:43). New ones were for Little Rock, Ark., No. 23, and Sioux City, Ia., No. 36. Significance of these is that they reveal no FCC disposition to oppose grants because of absentee, multiple or theatre ownership.

Company is controlled by New Yorkers Herbert Scheftel and Alfred G. Burger, who own Telenews Inc., newsreel producers, and control a chain of newsreel houses; they're also applying for Springfield, Ill.

Other CFS this week all went to radio broadcasters: Pueblo, Colo., KSCJ, No. 5; Waterbury, Conn., WATR, No. 53; Muncie, Ind., WLBC, No. 49; Battle Creek, Mich., John L. Booth (WJLB, Detroit, and other stations), No. 64; Asheville, N.C.,
Week's grants include a couple possible quick starters -- WFPG and WEST. WFPG has top priority for RCA transmitter, hopes to break records now (see below). WEST has long had experimental uhf station in Bethlehem, presumably could easily convert its home-built transmitter to new frequency and start with low power.

WEST grant brought a showdown among commissioners who split 4-3. WEST's owners (Steinman brothers) also own WGAL-TV, Lancaster, and WDEL-TV, Wilmington. Commission has already called for hearing on question of overlap between the 2 stations (Vol. 8:38). Comr. Hennock led dissenters, said there's no reason why WEST application shouldn't have been added to that hearing, since Bethlehem is less than 65 miles from Lancaster and Wilmington.

She pointed out that Steinmans own 6 AMs, 3 FMs and several newspapers in the area -- "an unusual concentration of ownership and control of the mass media of communications." Comrs. Walker and Merrill also dissented but issued no opinions.

Perhaps too much shouldn't be read into decision, but it's obvious presently constituted Commission doesn't look down its nose at overlap to degree its predecessors did. Decision undoubtedly improves chances that Crosley's overlap question, involving its WLWT, Cincinnati, WLWD, Dayton, and WLWC, Columbus (Vol. 8:38), will be resolved in Crosley's favor -- particularly since that case involves only long-established stations, no new CPs.

Crosley recently responded to FCC's hearing order, arguing that hearing is unfair and unnecessary. Crosley pointed out that FCC considered its overlap problem in 1946-47, ruled in company's favor; that the 3 cities have distinct characteristics and Crosley treats them differently; that stations don't and won't serve "substantially the same area"; that stations are pioneers with impeccable record of quality and quantity of service.

To show investment in stations which hearing would jeopardize, Crosley said they cost $2,309,096, plus $400,000 worth of Cincinnati facilities used jointly for TV and AM. Furthermore, operating costs total $6,292,087 to date, and no profit was achieved until year ending Nov. 30, 1951 -- when net loss since start of TV operations was still $911,557.

FCC feels it's making haste in hearings as well as in granting uncontested applications. It assigned examiners to the 5 new hearings set for Nov. 17, and they in turn called pre-hearing conferences with eye to streamlining procedures. The hearings and examiners: Ft. Wayne, Fanney N. Litvin; Beaumont, Annie Neal Huntting; Flint, Benito Gaguine; Sacramento, Thomas H. Donahue; Duluth, Herbert Sharfman.

New rules on depositions were promulgated (FCC Notice 52-1371), an important legal technicality which relieves hearings of serious straitjacket (Vol. 8:42).

NEXT STARTERS, SURE AND NOT-SO-SURE: This month's crop of new TV stations definitely will include (1) KDUB-TV, Lubbock, Tex. (Channel 13), which at week's end advised us it will start test patterns No. 4, Election Day, still plans regular programming by Nov. 13 (Vol. 8:43), and (2) KTBC-TV, Austin, Tex. (Channel 7), authorized to start Nov. 15 if ready, but still not promising anything before Dec. 1 (Vol. 8:32-33).

Among uhf grantees, it's still likely that York's WSBA-TV can get on air by Dec. 1, despite mishap which halted its November starting plans (see story, p. 3).

December should open with Honolulu's KGME-TV (Channel 9), definitely assured for Dec. 1; possibly Roanoke's WSLS-TV (Channel 10), aiming for same date; Reading's uhf WHUM-TV, promised "prior to Dec. 10"; and then this week's uhf grantee WFPG-TV, Atlantic City, which looks good for promised Dec. 20 start.

There could be others, as previously reported, and more are certain during January (see Special Report herewith calendaring most of the 92 grantees to date).

Careful checkups on equipment availabilities indicate foregoing should all make it, barring unforeseen troubles. And it appears reasonably likely that these added vhf can get on air by end of year or by Jan. 15: KTSN-TV & KROD-TV, El Paso;
KHQ-TV & KXLY-TV, Spokane. Also, these uhf: WBBF-TV, Wilkes-Barre; WSBT-TV, South Bend; WICC-TV, Bridgeport; WEEK-TV, Peoria; WKAB-TV, Mobile; WLP, Springfield; WNYN-TV, Holyoke, Mass., and WFMJ-TV & WKBN-TV, Youngstown.

There may be others -- indeed, others are reported by principals -- but the foregoing check with definite information from the manufacturers.

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We've undertaken to report, one by one, on every grantee responding to our continuing survey of CP holders, in which we ask each for information on his plans. This week's surprise early-starter was WFFG-TV, Atlantic City, thanks to fact it was at top of RCA's uhf priority list; according to manager Fred Weber, it already has 410-ft. AM-FM tower on which to mount TV antenna, so that Dec. 20 starting date is definite, with tests probably sooner.

This week we had word on these other uhf grantees: WJTV, Jackson, Miss., stating that it can get going in matter of weeks if it can be; WAFR-TV, Baton Rouge, that it has "moved up its on-the-air date to Jan. 1, 1953"; WKNX-TV, Saginaw, that it's aiming for Feb. 1; WWTW, Flint, possibly February; WVTV, Scranton, sometime in January; WJSJ, Bridgeport, maybe in February; WKNB-TV, New Britain, by Feb. 15; WETV, Raleigh, soon after Jan. 1; WHF-TV, Harrisburg, March or April; WUTV, Youngstown, 12 kw GE equipment promised in May or June, enabling July start; WPTV, Ashland, Ky., 5 kw DuMont equipment in May or June, enabling start in July.

On the vhf side, we hear from WEPO-TV, El Paso (Channel 13) that it's starting construction immediately but has no definite debut date; KGNC-TV, Amarillo (Channel 4), that it has 6-8 month building schedule, might push start up to March; Radio Honolulu Ltd. (Channel 11), that it's going to push for Jan. 1 debut; WAKR-TV, Akron, next spring; WKAQ-TV, San Juan, Puerto Rico, "sometime after July 1, 1953."

Only a handful remain silent about plans, and we learn that some of these haven't even sought out the transmitter makers as yet. Local site problems are involved in a few instances; just plain inertia seems to be indicated in others.

YORK GETS READY FOR UHF—A CASE STUDY: We witnessed a heart-breaking spectacle in York, Pa. this week -- WSBF-TV's new Channel 43 uhf antenna plunging to ruin from top of 300-ft. tower. But sequel to story is far brighter than was feared at the time. No one was seriously hurt, physically or financially, and station will suffer only 2-weeks' delay in getting on air. Date has been moved from Nov. 15 to Dec. 1, which should still make WSBF-TV first commercial uhf station in the East.

By an amazing coincidence, we were standing with president Louis J. Appel Jr. on Monday, necks craned back, watching workmen preparing to raise antenna last few feet when it happened. In shocked disbelief, Appel cried out, "No, no, no, no!"

The 40-ft. 2050-lb. antenna buried itself 15-ft. into ground, bent at right angles -- a total loss. A workman at top of tower was whiplashed by cable attached to antenna, suffered fractured elbow and leg cuts, was helped down ladder. Crew said broken eyebolt caused accident. Insurance covered all damages.

RCA called emergency meeting, came out of it with vow that station would make Dec. 1 date no matter how much extra work it entailed.

Accident wasn't first of its kind. Superturnstile antenna fell during installation at WPTV, Philadelphia, a few years ago. It was pulled out of ground, repaired, hauled back up. FM antenna of WRR, Dallas, also took the plunge. There probably have been others.

* * * *

We went to York for purpose of sizing up what is probably a fairly typical incipient uhf market. Nub of our findings, and you can mark it down in your book, is that uhf definitely is not "another FM" in York.

You'd think that 50% saturation of vhf sets would be huge obstacle to establishment of uhf -- but exact reverse is true in York. Reason: weak 1-kw ERP signal from WGAL-TV, Lancaster, 23 miles away, is so unsatisfactory that viewers would be delighted to pay for conversion to get strong, steady picture. And families without sets will have much greater inducement to buy.

Station estimates 90,000 sets now in its initial service area -- 30-40 miles
with 20-kw ERP, 550-ft. above average terrain. Hike to 200-kw is planned.

Real proof of the uhf pudding lies in this statement by Appel: "We aren't claiming that we'll be in the black the first day, but we will be in a matter of weeks." Station starts with base rate of $200 for Class A hour, $37.50 for 1 min.

Second station in town will be WNOW-TV, DuMont-affiliated outlet which is due on air in March with 5-kw DuMont transmitter.

Population of city is 60,000, county 203,000, largely Pennsylvania Dutch -- hard-working, conservative, frugal. Their willingness to shell out for expensive antennas, boosters, rotors, etc., to get picture no better than fair, seems to be ample augury of fast uhf circulation growth. "We have no worries at all about sets," said Appel. What's his biggest problem? "Getting on the air, that's all."

Station is ABC-TV affiliate, will start right out with network service. Phone company was installing microwave at transmitter while we were there.

* * *

Appel is young, aggressive, but insists on starting out conservatively. He's converting present FM transmitter building to house both studio and transmitter for TV -- and it's really tiny. Initial equipment includes one studio camera, one film camera. In 6 months or so, depending on business of course, Appel will consider construction of big studios.

WSA manager Walter Rothensies will also manage TV. Much of rest of staff will double in TV and AM, though Wm. Lilling, ex-asst. production mgr. of ABC-TV, has been hired as program director, and Joseph Alloway, ex-Illustrators Inc., has been named art director.

One factor in his future operations does concern Appel considerably, and he's quite vocable about it -- the projected ABC-UPT merger.

"We're pinning our faith on the merger," he told us. "We certainly hope the FCC acts soon. We think that ABC has done a magnificent job, using what it has had to work with, but it needs the capital to compete with CBS and NBC."

* * *

Our canvass of local distributors and dealers, during York visit, gave us some impressions that may be worth passing along to others in upcoming uhf markets. These 3 facts seemed quite obvious:

1. There are very few uhf devices in town as yet.
2. People won't buy until they see a uhf picture.
3. Vhf sales have slowed down as people wait for uhf.

How trade is getting ready for uhf in York, how public is being schooled for it, availability of uhf devices, are detailed in story below.

W HEN UHF COMES to York, Pa. next month, it will get hearty welcome from a public already pre-sold on TV by watching fringe-area pictures via vhf.

Manufacturers, distributors and dealers say they'll have uhf receivers and converters to sell—but, on our visit there this week, we found there aren't many in town now, and there's no rush to buy before station goes on air.

Estimates of 50% saturation now in city of York seem pretty reliable on basis of rough count of rooftop installations. To get usable picture from Lancaster, 23 ml. distant, TV-minded Yorkers use 20-40-ft. roof masts and boosters in combination with Yagi antennas and multi-stacked arrays; some also use antenna rotors to reach out for Baltimore stations 50 miles south across hilly countryside.

RTMA figures show York County bought as many TVs in 1951 (over 9000) as did Lancaster County, which has a TV station and 30,000 edge in population. York's 2 projected uhf TV stations expect to find ready market among public which has long put up with snowy, jumpy pictures and would willingly spend extra $50 or so to get "the real thing."

Added to this potential market is large proportion of the non-TV half of York public—those who have seen fringe TV in neighbors' homes and are waiting for "something better," those who didn't want to stand the expense of high masts, fancy antennas and boosters to bring TV picture into their homes.

* * *

Area's hard-headed Pennsylvania Dutchmen, by and large, aren't willing to buy converters until they can see the picture. True, there are reports of 300-500 converters already sold to consumers in area, with some dealers said to be taking "waiting lists"—but dealers and distributors concede stampede won't begin until first station takes the air.

Dealers, too, are wary. Almost every one has sample converter on display, but their reactions are summarized by comment of a small one-line retailer who told us: "Even if I could get a lot of these things, I wouldn't load up on them until I could see how they work and which kind works best."

Distributors don't quite know what to expect either. Some questions they're tossing around: Will owners of
small-screen sets trade them in for new vhf-uhf receivers, rather than spend more money for converters? Will housewives stand for another gadget on top of the set—a converter in addition to the present booster and antenna rotor control?

Uhf merchandise is hard to come by in York—especially the brand-name kind. Distributors say their companies have promised flood of uhf gadgets when station goes on air. But now “the converters all seem to be going to Portland.”

WSBA-TV release gives these quotes from local trade charrons: Sylvania distributor has ordered 1000 converters for October delivery, 2000 each for November and December; Motorola pledges early delivery of 1400 vhf-uhf sets and 3500 converters; Westinghouse distributor has ordered “several thousand” converters; RCA has promised 50-man crew “to convert all existing [RCA] sets by the time we are on air.”

If these converters and sets are in area now, it’s not evident to the naked eye. But there are some strips for turret tuners. Zenith sets now being sold there contain Channel 43 strip (WSBA-TV) but not Channel 49 (WNOV-TV), dealers say. And Admiral reportedly plans to distribute some 10,000 uhf strips free in next week or so to present owners of its sets in WSBA-TV area.

Very few all-channel sets are on display. Only ones we saw were at Sears Roebuck retail store, which has stock of Arvin-made Silvertone with “one-knob tuning” in table and console models. Sears TV dept. mgr. told us all-channel sets are outselling vhf-only by 7-1, despite fact that price differential between vhf and all-channel sets has been jacked from $40 to $50 in order to move vhf-only stock. Store reportedly has had some 200 Silvertone (Mallory) converters at $39.95 (which manager said “aren’t selling well yet”) plus 60 or more all-channel sets. Motorola introduced its sets to York at dealers’ meeting Oct. 30.

Some retailers said sales of vhf sets had slowed considerably in last month so far, but Westinghouse distributor reported “pickup in sales, backed by a heavy promotional campaign.” Westinghouse sets are internally convertible to uhf with plug-in Sarkes Tarzian receivers.

Most widely displayed converters in York are Mallory—under various brand names—and Sutco booster-converter (Sutton Electronics Inc., Lexington, Ky.; see next column). Sutton apparently has covered city, has its $39.95 booster-converter displayed in most TV store windows, reports some 650 of them now in York.

One York firm which claims it’s really ready for uhf is big independent distributor York Radio & Refrigeration (Leo & Joe Hochberger), which serves mainly to servicemen. Joe Hochberger says he has good stock of Sutco booster-converters, has been promised more of these and other makes “whenever we need them.” He also had one sample Regency converter chassis.

As for antennas, he says he’s adequately covered in all types, from single-channel uhf to 82-channel broadband. And transmission line: “We’re got millions of feet of it—tubular, ladder line and the new Anacorda uhf line developed by RCA.” WSBA-TV believes outdoor antennas won’t be needed in 90% of homes within 10 miles.

York expects to tune in a lot of uhf stations. In addition to its 2 local outlets, Yorkers look for pictures from Harrisburg’s 3 (22 miles north), Lancaster’s 1 (23 miles east), Lebanon’s 1 (30 miles northeast), Reading’s 2 (45-50 miles northeast). And if Lancaster’s WGLA-TV gets FCC’s permission to move transmitter to Hallam, Pa., Channel 8 antenna will be closer to York than to Lancaster—about 10 miles east of city in York County itself, offering plenty strong vhf signal.

OUT TO MAKE A NAME in uhf field is Sutton Electronics Inc., 426 W. Short St., Lexington, Ky., now producing combination uhf converter-uhf booster (Vol. 8:32) at rate of 1000 a week. Company is headed by Walter Sutton, onetime RCA engineer who worked for Sarkas Tarzian for more than 3 years, then set up own plant in Lexington to subcontract tuners for Tarzian.

When TV business fell off, Sutton went into manufacture of boosters. About 18 months ago, company got idea of combination booster-converter, decided it would be saleable item in the many uhf communities which are also vhf fringe areas. After tests in Bridgeport, firm began production late in July of its Sutco booster-converter. For last 6 or 7 weeks, says Mr. Sutton, production has been at 1000-a-week rate, prior to that 100-150 a day. He says Lexington plant is equipped to make 600 a day, but shortage of tubes and crystals is holding output down. He expects to break materials bottleneck before Jan. 1.

Booster-converter sells at $55.50, and Mr. Sutton says he has large backlog of orders. He adds that his merchandise is in stores in all areas where uhf station is due on air within 6-8 months (see Special Report herewith) and he has made distribution arrangements in every state. Device has own power supply, crystal mixer and 2 tubes, will feed into any TV set through vhf channel 5 or 6.

Built-in protection from inter-station interference is incorporated in several uhf converting devices and uhf-uhf sets now on market which convert incoming uhf signal directly to FCC’s “standard” 41-mc intermediate frequency. In our uhf roundup in Vol. 8:42 we quoted engineer as saying “none of the conversion methods introduced to date takes advantage of the protection from interference which FCC provided in its allocation plan through the designation of 41 mc as standard IF.” Westinghouse TV-radio engineering manager C. Larson takes exception, writes: “All Westinghouse receivers built since June 1950 have employed a 41-mc IF [and] all Westinghouse receivers built since December 1951, with the exception of a few leader models, are designed to use [tuning devices which] are bonafide single superheterodyne tuners working directly into a 41-mc IF system, and thus providing the protection of the FCC allocation plan.” The engineering source we quoted in Vol. 8:42 tells us he has not tested Westinghouse converters or any of the several other makes which we are told convert uhf signal directly to 41 mc, and therefore his appraisal wasn’t intended to apply to them.

A 75-kw klystron tube for uhf TV is expected by mid-1953, Dr. John W. Clark, sales mgr. of Varian Associates, testified during theatre-TV hearing this week. He said 15-kw tubes, capable of providing 300-kw ERP, are now in production, and added: “It is now generally accepted that (barring new developments) klystrons will be used in all stations above 5 or 10 kw and in most stations above 1-kw output.” He estimated that 15-kw klystron (being used by GE), which lists at $15,000, has life of 20,000 hours. Dr. Clark traced history of company, said it will produce 24,000 tubes of all kinds this year, 20,000 in 1953, is operating at annual rate of $1,600,000, has backlog of $3,744,000.

George B. Storer interests revealed as beneficial owners, under declaration of trust, of 95% of stock in Television de Caribe, S.A., said to hold Cuban govt. CP for TV station on Channel No. 11 in Havana. This is shown in document filed with FCC this week, listing Storer holdings, which include 4 TV stations (WJKR-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio); he’s also applicant for Cincinnati, Wheeling & Miami, where he owns AM stations.
Telecasting Notes: “What's all the fuss about a single rate structure for radio?” asks Ben Strouse, mgr. of Washington's WWDC (AM) who noting trade reports about more broadcasters turning to idea, points out that WWDC has had it since Feb. 1950 and has enjoyed substantial increase in gross volume. Trend in radio now is to make night rates same as day, whereas they usually were double day rates prior to advent of TV. Single rate card for day and night broadcasting is coming, states Broadcasting Magazine, authoritative spokesman of the radio broadcasters, whose ace reporter J. Frank Beatty conducted cross-section survey of mid-Atlantic and southeastern broadcasters, found they favored idea 2-to-1, reports their comments in Oct. 27 edition. “Narrowing gap” between night and day radio time costs is called “revolution” by Oct. 24 Tide Magazine, which quotes Nielsen that average U. S. home hears radio 2.4 hours per day vs. TV's 1.73 hours, and that in TV-radio homes viewing is 4.33 hours per day vs. radio's 1.66. Tide concludes sponsors now buy time periods, either TV or radio, to get “greatest amount of impressions possible” and radio is selling itself better with data on car radios and other out-of-home audiences. Network radio and TV both doing all right these days (see PIB report for Sept.; Vol. 8:43). CBS continues to lead radio, and in TV its dollar volume for first 6 months of 1952 ran 90% ahead of same months of 1951. NBC's o-m radio stations in October were 18% ahead of Oct. 1951 in national spot; its TV stations were up 33% in same period, reaching record heights. Rise in radio attributed to “basic good health” of medium; in TV, networks are gaining from higher rates, daytime sales, larger networks. "Askathon" is how Archibald Alexander, Democratic candidate for Senator from New Jersey, titled his Oct. 27 & 30 paid political TV shows on WATV, Newark, which ran 4 hours each, up to midnight, and during which he answered questions phoned in by voters. ABC buys $17,000 worth of space in newspapers Election Day, mostly in N. Y., to plug its 5 o-m & TV outlets. "Today it's all TV" in the columns of the newspaper radio editors, says Variety, "with the nearly 100% video accent likened to an infatuation for a big beautiful doll, while the old lady [radio] is relegated to the ash heap." only the trade press is keeping radio from remaining "a deep dark secret," it adds. New England Provision Co., sponsoring March of Time on WNAC-TV, Boston, Sat. 6-6:30 p.m., is making available 16mm films of each program, after month's hiatus, for free use by schools, civic groups, charitable organizations, etc. WAVE-TV, Louisville, required to shift from Channel 5 to 3, has begun construction of new tower on Bald Knob, 7 mi. northwest of New Albany, Ind., across Ohio River; expects to have it ready with new transmitter by Feb. 1. Add to list of TV grantees represented by John E. Pearson (Vol. 8:42): WFFG-TV, Atlantic City; KSCI-TV, Pueblo, Col.; KOLN-TV, Lincoln, Neb.; KCBD-TV, Lubbock, Tex.; WOUC (WMES), Chattanooga, Tenn. Correction: Adam Young Inc. represents XHTV, Mexico City, not XEW-TV, as erroneously reported (Vol. 8:42), and he does not represent Mobile TV grantees, which is WKAB-TV (Forjoe) ... Avery-Knodel named national sales rep for new KUDUB-TV, Lubbock, Tex. ... WDTV, Pittsburgh, will occupy 3 floors (6750-sq. ft.) of new Gateway Center at tip of city's famed Golden Triangle, including 76x75-ft. and 44x31-ft. studios.

ELECTION CAMPAIGN will wind up with unprecedented splurge on TV—by political parties on election eve and by 3 TV-radio-appliance manufacturers election night. Clamor for spending spree, both parties have built on election time on all TV & radio networks for last-minute election eye appeal. Republicans will present Nov. 3 simulcasts of Gen. Eisenhower and Sen. Nixon on NBC & ABC 10-10:30 p.m., plus speeches and entertainment on all networks 11-midnight. Democrats have reserved 10:30-11 p.m. on all networks for addresses by President Truman from Kansas City, Vice President Barkley from St. Louis, Gov. Stevenson and Sen. Sparkman from Chicago. It's impossible to get clear picture of staggering sums spent for political campaigning on TV-radio, but Republican National Committee estimates it will have spent $800,000 for 12½ hours of TV, $500,000 for 17½ hours of radio. Democratic National Committee, for itself, National Volunteers for Stevenson and Stevenson Forum Committee will have shelled out $1,320,000 for 22 hours of TV and $550,000 for 23 hours of radio. But far more was billed to numerous state committees and volunteer groups for both parties for national, regional and local TV-radio programs, which can't be estimated at this time. When speeches are over and America has made its choice, TV will begin the biggest reporting job in its history. TV-radio election night sponsorships will be same as for political conventions—Admiral on ABC, Philco on NBC, Westinghouse on CBS and on DuMont's 3 stations as well as on WGN-TV, Chicago. Full-time election night returns will begin 8-9 p.m., continue on all networks until winner is known—which may be earlier than in some previous elections, since all TV networks are using electronic brains or computers to spot trends “sooner than ever before.” All TV-radio networks will set aside two 5-minute periods each hour for locally sponsored cut-ins for local returns—offering plenty of opportunity for extra revenue for affiliates. Since there is only one circuit in AT&T relay west of Omaha, each network will get 20-minute period on hookup to west coast, on rotating basis, and will have to feed its western stations from Los Angeles for the other 40 minutes. CBS-TV plans to feed its TV sound to west coast from New York full-time, even though picture will come from Los Angeles two-thirds of the time. AT&T says it's temporarily adding some 2800 channel miles of TV interconnections to existing circuits to provide more and better TV election coverage. Most important addition will be new eastbound Chicago-New York channel, making available 3 separate TV networks between New York, Chicago and Washington. Other additions include (1) channel from Los Angeles to Denver, making it possible for each of the 2 Denver stations to carry different network program at same time; (2) third westbound channel from Chicago to Omaha and from Oakland to San Francisco. Phone company estimates its 30,000 miles of intercity TV channels will carry election results to 99% of TV sets now in use—through 110 TV stations in 67 cities—only non-interconnected U. S. station being Albuquerque's KOB-TV.

CBS attacked Zenith's claims on Chicago's Channel 2 in elaborate brief filed this week. Proposing to buy WBKB for $6,000,000 when FCC approves ABC-UPT merger, CBS argued that Channel 2 isn't thrown open to all comers simply because FCC ordered WBKB to shift from Channel 4 to 2 in its final freeze decision. Zenith asserts it has same right to Channel 2 that CBS does and that regular comparative hearing must be held to determine winner. In its brief, CBS claimed that Chicago situation differs from Lancaster case, wherein FCC granted WLNA comparative hearing with WGAL-TV which was ordered to shift from Channel 4 to 8. CBS says that WLGA-TV's license renewal had come up, giving WLNA same right to file competing application that everyone has when any station's license renewal is pending.
**Theatre-TV hearing** recessed until Jan. 12 after Oct. 27 session, without scheduled presentation of cost accounting figures by analyst Manfred Toeppen. Theatre-TV proponents said exhibits weren't ready and that Toeppen will appear in January. From motion picture industry sources, however, it was learned that rough figures based on Toeppen's estimates place over-all construction cost for 6-channel regional relay system, covering practically all theatres in 9 eastern cities, at about $83,000,000.

Estimate envisons system which could feed 6 programs simultaneously to theatres in New York, Trenton, Philadelphia, Atlantic City, Reading, Allentown, Wilmington, Baltimore and Washington. Some 80% of cost covers direct-to-theatre relay to theatres within the cities. Examples of costs in estimate are 6-program New York-to-Washington relay system at about $6,600,000; six-circuit Washington intracity system, $1,500,000; program source links, $650,000. Intracity cost estimates for other cities are based on cost study for Washington area.

Annual operating costs based on 3-year amortization period, 6 hours operation daily: New York-Washington intercity link, $1,000,000; Washington intracity system, $580,000; program source links, $250,000.

At Oct. 27 hearing, FCC general counsel Ben Cottone asked theatre-TV attorneys whether they will offer testimony at future hearings on feasibility of intercity and intracity connections by wire or cable. Theatre counsel replied that this will probably be brought out in January proceedings.

Commission heard testimony by Dr. John W. Clark, sales div. mgr., Varian Associates, who said company has developed klystron tubes which can be used in microwave bands. They are commercially available for 10-mc wideband TV transmission, he said, and cost of klystron (now $600) could be brought down to $150 in mass production. First 5-day en banc hearing was marked by impressive mass of highly technical testimony and exhibits representing large amount of work by theatre-TV engineers and attorneys. But FCC staff, as well as some commissioners, seemed irritated because theatremen didn't "wrap up" engineering testimony into short, easily understood package in advance, to let Commission know what they were "driving at." Cottone made point of asking theatre-TV counsel—Vincent B. Welch & James L. Fly for Motion Picture Assn. and Marcus Cohn for National Exhibitors Theatre-TV Committee—to present statements on substance of their witnesses' testimony before the Jan. 12 phase of hearing.

Metropolitan Opera is eying theatre TV as means of increasing opera audiences and boosting revenues. But its TV committee chairman Anthony A. Bliss told Met Opera Guild meeting in New York Oct. 29 that closed-circuit telecasts of operas to nation's theatres are "long way off." He said opening night opera will not be televised this year as it was in 1948-50 because of increase in TV rates and time-clearance difficulties, but he added that Ford Foundation's Omnibus program (CBS-TV) would carry several Metropolitan Opera productions, the first scheduled for early next year.

**Propagation of 850 and 530 mc**, based on experiments at Bridgeport and including pros & cons of tilting, beam-shaping and unidirectional transmission, is discussed in November Electronics Magazine by RCA Labs engineers Jess Epstein and D. W. Peterson. Some issue includes description of experimental 850-mc transmitter by G. A. Olive, also of RCA Labs.

New talent scout for CBS-TV, whose job is to travel around country to search out new material, is Milo Frank, ex-William Morris Agency's Hollywood office.
ROUND 2—PARTS FIGHT TAKEN TO PUTNAM: RTMA carried fight for decontrol of parts prices to economic stabilizer Roger Putnam this week in letter from executive v.p. James D. Secrest urging him to rescind OPS action reimposing ceilings (Vol. 8:42-43).

RTMA said OPS erred in declaring TV-radio parts were needed for defense purposes, saying "the majority of components sold to the military services are not of the standard types used in radio-TV sets and are specifically exempt from price control. Even in the purchase of standard components which are under OPS ceilings, the military services have ample protection against unjustified price increases." Recent TV set price increases won't raise parts prices, RTMA told Putnam. "Components which went into these sets were purchased months before the sets were produced, and parts now being ordered will be used in sets to be manufactured early next year when the set market normally will be soft," RTMA letter stated.

Letter made spirited defense of small parts manufacturers, declaring OPS order "falls most heavily on those manufacturers which are least able to afford legal and accounting staffs necessary to keep check on price ceilings, particularly where one manufacturer may produce literally hundreds of types of components."

Much soul-searching went into RTMA decision to appeal to Putnam. In so doing, it went over heads of OPS review board, which normally is first step in chain of appeal. Although RTMA can still go back to review board if appeal to Putnam is not successful, OPS group would be "extremely reluctant" to make any recommendation contrary to the ruling of Putnam, a higher authority, OPS spokesman pointed out.

If appeals to Putnam and OPS review board fail, RTMA can take its case to defense mobilizer Henry Fowler or to Emergency Court of Appeals, a special tribunal set up to consider appeals for redress from defense edicts. As a final alternative, of course, RTMA can take it to the Supreme Court -- as a Washington grocery chain recently did on an OPS order, and lost.

STEEL SHORTAGE MAY CUT HIGH TV OUTPUT: For first time since start of mobilization effort, NPA officials fear materials shortages will limit production of TV receivers to a point well below demand, hitting in first quarter of 1953.

Though spectre of shortages has been with industry for last 2 years, low consumer demand for TV sets has made scarcities more or less academic in past. Now, with good market prospects ahead for all of 1953, govt. production planners say they see some real shortage-impelled cutbacks ahead.

This situation is aggravated by opening of uhf spectrum. During the coming months, more and more receivers will require 2 tuners -- vhf and uhf -- meaning more materials, more parts.

Steel shortage is biggest worry now, although copper and aluminum supplies have also received some setbacks. For first quarter, manufacturers of consumer hard goods have been allotted about one-third the amount of steel they used during average quarter of first-half 1950, the base period -- the tightest steel pinch yet. Copper and aluminum will be held to about 50% and 55% of base period use.

Although NPA has promised some 1,480,000 tons of additional steel during the first quarter, it's understood little or none of this is sheet or strip, the principal steel forms used by TV-radio. NPA officials are gloomy about prospects for any extra sheet or strip in first quarter, although they concede possibility of some change for the better when requirements and supply are re-audited.

March 1953 should be turning point in steel. That is the month when supply is expected to catch up with demand, and there should be plenty available after that -- possibly enough to warrant decontrol.

On the assumption most shortages will end in second quarter 1953, NPA thinks
TV-radio production next year will be high. Working estimates by Electronics Div.
TV-radio chief Lee Golder are 6,200,000 TVs, 12,000,000 radios for year.

That "shortage blues" are beginning to afflict industry again, is evidenced
by rapidly increasing number of emergency calls to NPA for help. TV-radio-phono
makers report new component shortages -- tuners, transformers, phono motors.

Phono motor shortage threatens to ruin Christmas trade of smaller phonograph
manufacturers, NPA was told by Phonograph Manufacturers Assn. this week. Trade
group pleaded for more steel for its motor suppliers to overcome serious shortage.

Antenna manufacturers have been appealing for more aluminum in last few
weeks. Their present rations won't take care of the demand, they say.

POLITICAL OUTCOME WON'T STAY UPTRENDB: Whatever your political preferences, results
of elections should make little or no difference in upward trend of TV trade as a
whole -- short term, at least.

Whether it's Eisenhower or Stevenson, you can be sure of an FCC now friendly
disposed toward the industry -- just as eager to get new stations started as you are
to see new markets opened up. As for problems of taxes, price & credit controls,
inflation, employment, buying power, etc., they're part of the larger economic and
political picture on which all of us can only have own personal predilections.

Today's TV market continues upgrade. We think continuation of that upward
trend depends on, if it isn't already partially due to, new stations or the expecta-
tion of new stations. Some in the trade will argue this, pointing to current surges
in older TV areas and the relatively few new markets as yet opened up.

But looking at the picture as whole, longer range, we give you the examples
of newly-opened-up Denver & Portland and about-to-open-up York, Pa. (see stories
this issue). We also cite the intensity of popular interest in such soon-to-be-
served new markets as Austin & Lubbock, Tex., Honolulu, and the various other up-
coming new-station areas fully listed in our Special Report herewith.

Biggest problem of the trade right now seems to be to get new sets. Serious
bottlenecks have arisen, ascribed to shortages of tubes, cabinets and tuners, espe-
cially uhf tuners. How long these will last, it's hard to say. But this business
somehow always seems to arise to needs, especially when demand momentarily seems to
be outrunning supply. Shortages are no chimera, however; if you want evidence, read
story on NPA appraisal of materials situation (p. 8).

Factories tell us they're turning out all the sets they can, have demand for
all that and more. Each boasting its own particular method of meeting uhf, they're
of one accord in their confidence that the tuning problem will be met apace with
the growth of uhf telecasting.

Distributors in newly-opened TV areas are in for same ripe pickings, if they
can get the sets, that those in "saturated" areas have enjoyed and in many cases are
still enjoying. Latter condition is epitomized in statement attributed to Ray Cox,
Los Angeles Hallicrafters distributor, commenting on lack of highly-favored 21-in.:

"We are making every effort to supply our dealers, and the factory has been
instructed to ship receivers by truck rather than wait until a full car has been
made up by rail." He added that many sets are being flown in.

TV output rose to new two-year high at 195,139 (13,638 private label) for
week ended Oct. 24, which was 43rd week of this year. It climbed from 191,089 week
preceding. At same time, factory inventories fell to year's new low of 97,506 from
120,123 week before -- far cry from June 6 peak of 491,834 (Vol. 8:24).

Radio output was 198,190 units (66,747 private label) on Oct. 24, down from
205,949 week preceding. Radio inventories fell to 180,098 from 195,965. Week's
radios were 75,019 home receivers, 27,953 portables, 51,283 clock, 43,935 auto.

Note: With only 9 more weeks of statistical year to be counted, it's in-
teresting to note that total TV output this year is already slightly over 4,400,000,
total radio just over 7,500,000.
Topics & Trends of TV Trade: Fight to protect consumer against unethical TV service practices continued this week in 3 major cities: (1) Baltimore State’s Attorney’s office announced indictment of 4 servicemen on charges of fraudulent practices, said 6 other dealers are under study. (2) New York Better Business Bureau blasted service dealers who advertise “$1 per call plus parts” and free estimate offers, recommended all advertised “guarantees” of service should be specific on actual terms. (3) Chicago City Council voted to ask Illinois legislature for authority to license servicemen in effort to halt malpractices.

Fair trade practices proposals, already discussed in 3 TV-radio industry trade conferences (Vol. 8:19, 25), will be presented at public hearing tentatively set for week of Dec. 15 at Federal Trade Commission, Washington. This will be final session before adoption of trade practice rules.

Federal Trade Commission complaint of Dec. 1949, charging Sylvania sold radio tubes to Philco for 7¢ to 9¢ less than to its own distributors in violation of Robinson–Patman Act (Vol. 6:2 & 8:25), is subject of FTC hearing set for Nov. 12-14.

* * *

Picture tube sales for first 9 months of 1952 totaled 3,120,382 worth $69,664,135 compared to 3,146,175 valued at $78,852,954 in same period of 1951. Total includes September sales, which for first time reflect sales of entire industry rather than just RTMA members. For September, 640,795 were sold valued at $14,326,017 vs. 394,605 worth $8,913,358 in August and 294,051 worth $6,138,517 in Sept. 1951. Rectangular 16-in. and larger represented 99.26% of September total. Receiving tube sales in September totaled 34,196,286 worth $24,432,747 vs. Sept. 1951 sales of 27,946,193. For first 9 months of 1952, sales totaled 245,689,629 valued at $176,938,899, of which 154,-740,392 went for new sets, 57,543,670 replacement, 10,677,-964 Govt., 22,727,603 export.

Canadian RTMA report on Sept. TV set sales continued steady rise that month to 19,241 units at retail value of $8,622,781. Sales for first 9 months of 1952 jumped to 70,209, worth $32,016,790. Toronto-Hamilton led month’s sales with 41.2%, Montreal 27.1%, Windsor 13.1%, Niagara Peninsula 12.7%, remaining 5.9% going to other areas. Factory inventory totaled 8773 as of Sept. 30. Cumulative sales of Canadian-manufactured TVs to that date were 148,647 valued at $69,530,815.

New TV market opened up by KDUB-TV, Lubbock, Tex., due to begin test patterns Nov. 4, represents potential retail business of $14,000,000 in next 14 months, says DuMont receiver sales mgr. Dan D. Halpin. He figures 40,000 sets will be sold in Great South Plains area covered by station, retailing at about $10,000,000, plus $4,000,000 for installation and servicing.

* * *

OPS suspended clock radio ceilings this week, agreeing with RTMA petition (Vol. 8:42) that clock radios should be treated as table radios, not combination items, and therefore should have been included in general TV-radio-phono suspension order (Vol. 8:35).

GE now making uhf continuous tuners in its Auburn, N.Y. plant, which had been devoted exclusively to manufacture of Navy radar. Plant mgr. W. N. Maddox says 150 employees have been added to handle tuner production, which will not affect company’s radar work.

Hallcrafters will introduce printed-circuit clock radio Nov. 1, first to use company’s “photo-etch” process, which uses photographic printing process to duplicate circuit on chassis base.

Trade Miscellany: Arvin’s TV-radio now account for 38% of company’s business, said president Glenn W. Thompson this week before N. Y. Society of Security Analysts; he said 70,000 radios will be produced this year, but of TV would only state that 1953 volume will exceed 1952 by 40% ... Sarkess Tarzian’s tube plant in Hawthorne, N. J. closed as of Oct. 15; with sale of Batavia, Ill. plants to Aveo (Vol. 8:43), he’s out of tube business entirely, concentrating on tuners & rectifiers ... Wells-Gardner, private-label manufacturer (Montgomery Ward, et al.), operating own retail store in Saginaw, Mich., reported considering expansion in retail field with own brand name ... Raytheon raised prices of 11 models by $10 & $20, as of Oct. 27, v.p. W. L. Dunn stating company "attempted to hold the line in the face of general industry-wide price increases [but] the press of higher labor and material costs made these increases necessary ... Webster-Chicago dropping 600 part jobbers as franchisers for Webcor components, consolidating all consumer products distribution with the 162 distributors of its complete line ... Among TV set makers who also manufacture and sell tubes, as listed in Vol. 8:43, we inadvertently omitted DuMont; we regret the error.


IT&T’s microwave developments, including directory of all its installations in service or under construction, are described in neat 36-page brochure, Microwave Communications, available from company at 67 Broad St., N.Y.


Henry J. Dostal, 40, Tele King director of private-label sales, formerly with Crosley & Emerson, died Oct. 26.
The 92 Post-Freeze New Station Grants to Date

With Their Possible Starting Dates

Star (★) Indicates Station Already Operating. Dagger (†) Indicates Non-Commercial Educational Station

Editor's Note: All grantees have been queried for latest information on prospective starting dates, and most have replied. Quotations are reports received directly from principals; indirect quotes are from other trade sources deemed reliable. We do not guarantee the information on starting dates; in fact, we caution you that very often it represents mere wishful thinking rather than hard reality. Weekly Television Digest Newsletters will continue to report the latest information on upcoming new stations as fast as received from the best available sources.

**FLORIDA**

WTVT, Fort Lauderdale—Gerico Investment Co. (WBDR). UHF Channel 17 granted 7-30-52; 18.5-kw visual, 41-kw aural, 400-ft. BPCT-997. (TV Factbook No. 15.) “Sometime after Jan. 1953.”

WFTL-TV, Fort Lauderdale—Gore Publishing Co. (WFTL). UHF Channel 23 granted 7-30-52; 100-kw visual, 56-kw aural, 270-ft. BPCT-907. (TV Factbook No. 15.) “Telecasting here is expected to begin March 1, 1953.”

WSUN-TV, St. Petersburg—City of St. Petersburg (WSUN-ABC). UHF Channel 38 granted 10-8-52; 83-kw visual, 42-kw aural, 465-ft. BPCT-665. (TV Factbook Nos. 15 & Addenda 12-E.) Starts about May 1, 1953, according to local trade reports.

**ILLINOIS**

WEEK-TV, Peoria—West Central Bus. Co. (WEEK). UHF Channel 43 granted 8-28-52; 175-kw visual, 88-kw aural, 530-ft. BPCT-701. (TV Factbook No. 15.) “Somewhere around Dec. 15 and, as an outside date, the end of January.”

WTOY, Rockford—Winnebago Television Corp. UHF Channel 39 granted 9-10-52; 15.5-kw visual, 9.2-kw aural, 640-ft. BPCT-1022. (TV Factbook No. 15.) “Between Feb. 1-15, 1953, if equipment is delivered and weather is favorable.”

**INDIANA**


WSBT-TV, South Bend—South Bend Tribune (WSBT). UHF Channel 34 granted 8-26-52; 170-kw visual, 88-kw aural, 540-ft. BPCT-1017. (TV Factbook No. 15.) Original target date reported as June 1953, but earlier equipment delivery promised and may get on air earlier.

**IOWA**

KWTV, Sioux City—Great Plains Television Properties Inc. UHF Channel 36 granted 10-29-52; 183-kw visual, 10.5-kw aural, 530-ft. BPCT-1189. (Addenda 15-F.) No report.

**KANSAS**

★ KRAC-TV, Manhattan—Kansas State College of Agriculture & Applied Science (KSAC). Channel 8 granted 7-24-52; 52-kw visual, 26-kw aural, 450-ft. BPCT-1. (TV Factbook No. 15.) Has composite equipment available, and might start operation before end of year.

**KENTUCKY**

WPTV, Ashland—Polan Industries. UHF Channel 59 granted 8-13-52; 250-kw visual, 130-kw aural, 470-ft. BPCT-1009. (TV Factbook No. 15.) Equipment promised in May or June; we should be on the air in July.

**LOUISIANA**

WAFB-TV, Baton Rouge—Modern Bestc. Co. of Baton Rouge Inc. (WAFB). UHF Channel 25 granted 8-13-52; 225-kw visual, 115-kw aural, 490-ft. BPCT-1026. (TV Factbook No. 15.) “We have moved up air date to Jan. 1, barring unforeseen difficulties.”

**ALABAMA**

WKBV-TY, Mobile—Purseby Bestc. Service (WKBV). UHF Channel 48 granted 8-6-52; 22.5-kw visual, 12-kw aural, 250-ft. BPCT-988. (TV Factbook No. 15.) Plans to start “sometime before Christmas if possible.”

WCOY-TV, Montgomery—Capital Bestc. Co. (WCOY). UHF Channel 20 granted 9-17-52; 44-kw visual, 44-kw aural, 320-ft. BPCT-822. (TV Factbook No. 15.) “We hope to get on the air by March 1, 1953.”


**CALIFORNIA**


**COLORADO**

★ KBTY, Denver—Colorado Television Corp. (KVOD). Channel 9 granted 7-30-52; on air 10-2-52; 240-kw visual, 120-kw aural, 946-ft. BPCT-933. (Addenda 14-X.)

KDEN, Denver—Empire Coll Co. Inc. UHF Channel 26 granted 7-9-52; 105-kw visual, 52-kw aural, 1040-ft. BPCT-921. (Addenda 14-W.) By spring of 1953.

★ KFEL, Denver—Eugene P. O’Fallon Inc. (KFEL). Channel 2 granted 7-9-52; on air 7-18-52; 56-kw visual, 28.5-kw aural, 780-ft. BPCT-691. (Addenda 14-T.)

NEW, Denver—Mountain States Television Co. UHF Channel 20 granted 9-17-52; 89-kw visual, 53-kw aural, 440-ft. BPCT-1053. (Addenda 15-B.) No report.


**CONNECTICUT**


WICC-TV, Southport—Connecticut & Long Island Television Co. UHF Channel 43 granted 7-9-52; 31-kw visual, 46-kw aural, 1090-ft. BPCT-944. (Addenda 14-Y.) “WICC-TV will be commercially telecasting as of Jan. 1, 1953.”

WKNB-TV, New Britain—New Britain Broadcasting Co. (WKNB). UHF Channel 36 granted 7-11-52; 206-kw visual, 105-kw aural, antenna 970-ft. BPCT-870. (Addenda 14-X & 15-P.) “We hope to be on the air during Dec. 1952,” but later reports indicate no equipment before Feb. 15.

TEXAS

WOUC, Chattanooga—Chattanooga T-V Inc. (WMFS). UHF Channel 49 granted 8-20-52; 20-kw visual, 10-kw aural, 460-ft. BPCT-980. (TV Factbook No. 15.) No report.

WTXT, Chattanooga—Tom Potter. UHF Channel 43 granted 8-20-52; 273-kw visual, 140-kw aural, 1270-ft. BPCT-1043. (Addenda 15-B.) Lookout Mt. site indefinite; no starting date projected.


KGNC-TV, Amarillo—Plains Radio Bestg. Co. (KGNC). Channel 4 granted 10-8-52; 100-kw visual, 50-kw aural, 770-ft. BPCT-769. (TV Factbook No. 15.) Construction under way, "estimated time on air 6-8 months, perhaps as early as next March."

KCTV, Austin—Capital City Television Co. UHF Channel 18 granted 7-11-52; 216-kw visual, 105-kw aural, 320-ft. BPCT-765. (Addenda 14-X.) "No developments (to report) until after the November election."

KTXA, Austin—Tom Potter. UHF Channel 34 granted 8-20-52; 290-kw visual, 143-kw aural, 940-ft. BPCT-1037. (Addenda 15-B.) Faces site problems; no starting date projected.


KEPO-TV, El Paso—KEPO INC. (KEPO). Channel 13 granted 10-23-52; 120-kw visual, 60-kw aural, 1000-ft. BPCT-1015. (Addenda 13-A.) "Immediate construction start," promised by president Miller C. Robertson, "with completion date to be timed to fit availability of a representative network schedule."

KROD-TV, El Paso—Roderick Bestg. Corp. (KROD). Channel 4 granted 7-30-52; 56-kw visual, 28-kw aural, 1050-ft. BPCT-672. (TV Factbook No. 15.) "We fully expect to be on the air by Jan. 1, 1953."


† KUHT, Houston—University of Houston; Houston Independent School District (KUHF-FM). Channel 8 granted 8-20-52; 30.2-kw visual, 15.4-kw aural, 310-ft. BPET-9. (TV Factbook No. 15.) No report.

KCBU-TV, Lubbock—Bryant Radio & Television Inc. (KCBU). Channel 11 granted 10-8-52; 92-kw visual, 46-kw aural, 750-ft. BPCT-1088. (TV Factbook No. 15.) "Our best guess is April 1953."

KDBU-TV, Lubbock—Texas Telecasting Inc. Channel 13 granted 10-8-52; 31-kw visual, 15.5-kw aural, 980-ft. BPCT-1115. (TV Factbook No. 15.) Holds STA to begin operating on or after Oct. 31, 1952; formal start set for Nov. 1, 1952.

VIRGINIA

WSLS-TV, Roanoke—Roanoke Bestg. Corp. (WSLS). Channel 10 granted 9-10-52; 250-kw visual, 125-kw aural, 1970-ft. BPCT-633. (TV Factbook No. 15.) "Although Dec. 1, 1952 is our objective, there may be unforeseen circumstances which can cause some delay."

WROY-TV, Roanoke—Radio Roanoke Inc. (WROY). UHF Channel 27 granted 9-17-52; 103-kw visual, 62-kw aural, 670-ft. BPCT-699. (TV Factbook No. 15 & Addenda 15-B.) "We hope to be on the air in December."

WASHINGTON


KHQ-TV, Spokane—KHQ Inc. (KHQ). Channel 6 granted 7-11-52; 100-kw visual, 55-kw aural, 940-ft. BPCT-885. (Addenda 14-U.) "Soon after the New Year."

TERRITORIES


WQAQ-TV, San Juan, Puerto Rico—El Mundo Bestg. Corp. Channel 2 granted 7-28-52; 100-kw visual, 50-kw aural, 1280-ft. BPCT-952. (TV Factbook No. 15.) "After July 1, 1952."
Financial & Trade Notes: RCA sales reached all-time record volume of $473,501,673 during first 9 months of 1952, comparing with $431,281,782 in same 1951 period. Earnings after taxes of more than $18,000,000 were $17,847,110 ($1.12 per common share) vs. $18,356,841 ($1.15) for corresponding 1951 period.

Third quarter sales, also a record, totaled $167,663,-848, net profit $6,547,180 (42c) vs. $118,948,849 sales and $2,653,480 profit (13c) for same 1951 quarter.

During whole of 1951, RCA achieved record volume of $593,555,000, of which 73.5% was attributed to RCA Victor, RCA Labs and RCA International divisions, 22.9% to NBC (Vol. 8:9). Both categories are operating at substantially higher rate this year, so that it’s quite probable the company will approach if it does not actually achieve $700,000,000 gross for all of 1952.

Zenith shows net profit of $1,239,855 ($2.52 a share) on sales of $35,637,794 for quarter ended Sept. 30, about 4 times comparable quarter of 1951, when profit was $309,833 (63c) on $22,115,879. Spurt brought net profit for first 9 months to $2,576,212 ($5.23 a share) on sales of $82,563,305 after deduction of $3,054,627 for depreciation and taxes compared to $2,689,630 ($5.46) after $3,313,697 deductions corresponding 1951 period. Company oversold its stock in third quarter this year, will be unable to fill all its TV-radio orders in last 3 months, says president E. F. Mcdonald Jr. Shipments of Govt. orders were second highest in company’s postwar history.

Stromberg-Carlson reports net profit of $779,614 ($2.06 a share) on sales of $31,333,382 for first 9 months of 1952 vs. $159,121 (17c) on $22,126,003 same 1951 period. Though TV market has firméd, president Robert C. Tait attributes tremendous increase to sales of new Custom 400 line of high-fidelity home recorders.

Collins Radio reports earnings of $1,685,651 ($4.24 a share) on sales of $64,130,371 for fiscal year ended July 31 vs. $737,682 ($1.79) on $19,330,319 during previous fiscal year. Backlog, including military orders, exceeded $250,000,000 on July 31.

Magnavox lists net profit of $637,827 (86c a share) on sales of $11,336,096 for 3 months ended Sept. 30 vs. $20,366 (2c) on $5,011,131 corresponding 1951 period.

Hoffman Radio reports net profit of $994,282 ($1.74 a share) on sales of $25,726,140 for 9 months ended Sept. 30 compared to net loss of $126,697 on $12,750,221 for same 1951 period.

Sprague Electric Co., according to president Robert C. Sprague, this year is enjoying sales well ahead of the record $38,491,215 of 1951, and profits will be better than the $2,720,334 net of 1951. It now employs 5500 in 9 plants in 6 communities.

Dividends: Clarostat (Vol. 8:10) Dec. dividend, has paid 30c this year; Westinghouse, 50c payable Dec. 1 to holders Nov. 11; Avo, 15c Dec. 20 to holders Nov. 28; Magnavox, 37½c Dec. 15 to holders Nov. 25; Aircraft Radio, 16c Nov. 17 to holders Nov. 7; Belden, 40c Dec. 1 to holders Nov. 17.

RCA Electronics Div. has moved to General Accounting Office Bldg., 5th & G Sts. NW, Washington. Offices of director Richards Cotton, deputy director Donald Parris and military production specialist Justin Sypher are in suite 2W15, other members of divisions in 2W14. Most telephone extension numbers are unchanged.

M. H. (Deke) Aylesworth, first NBC president who died Sept. 30 at age of 66 (Vol. 8:40), left estate of less than $10,000 after debts, according to will filed for probate in Surrogate’s Court in New York.

Electronics Reports: There are “no serious shortages” of receiving, transmitting, power or special purpose tubes, despite heavy increase in military production and demand. That was consensus of members of receiving & transmitting tube industry advisory committees at meetings with NPA in Washington, Oct. 29-30. NPA estimated 1953 receiving tube production at 487,000,000, compared with 375,643,697 for 1951 and 245,689,629 for first 9 months of 1952. The 1953 estimate is based on NPA’s forecast of 6,200,000 TVs, 12,000,000 radios and 80,000,000 renewal tubes next year, and includes estimated 60% increase in production of military tubes over 1952.

Tube makers reported no “alarming” materials problems, although they have experienced difficulties in obtaining some nickel alloys. Transmitting tube committee recommended Govt. stockpile high-grade nickel alloy melting for cathodes. Both committees expressed strong opposition to any plan for centralized military procurement of tubes. Several manufacturers of transmitting and special purpose tubes said they may be forced to make “mild layoffs” by first of year unless military orders pick up.

NPA Electronics Division’s Elmer C. Crane presided at both meetings.

News labor shortage in field of highly skilled wiring men was reported to NPA by manufacturers of broadcast transmitting equipment industry at advisory committee meeting Oct. 28. Long-standing scarcity of engineers and draftsmen is being met by importation of foreign engineers and in-plant draftsmanship training of high school graduates. Only significant change in component and materials problems reported by manufacturers was large increase in supply of crystals for military and civilian orders, coupled with apparent decline in quality. NPA said crystal output has risen from 45,000 a month in 1950 to rate of 500,000 for October 1952, but manufacturers reported heavy increase in rate of crystal rejections.

NPA Electronics Div. director Richards W. Cotton termed production and operating efficiency losses in military equipment “a very serious problem.” Air Force Col. T. M. Natt, Munitions Board, again told manufacturers that the military recognizes the problem and is “considering” simplification of design. J. Bernard Joseph of Electronics Div. presided at meeting, attended by representatives of Collins Radio, Continental Electronics, DuMont, Federal, Gates, GE, RCA, Standard Electronics, Westinghouse.

Under court order, RCA began consultations this week with Govt. officials in New York on ways and means of complying with grand jury subpoena for voluminous documents relating to patents, color and FM for sweeping investigation of electronics industry (Vol. 8:9). New York Federal District Court Judge Weinfield, in denying RCA’s motion to quash or modify subpoena (Vol. 8:43), last week ordered RCA and Justice Dept. anti-trust officials headed by Malcolm Hoffman, special asst. to the Attorney General, to get together on a “modus operandi” for compliance with a “minimum of inconvenience” to RCA. Meanwhile, RCA attorneys are studying possibility of appealing Judge Weinfield’s ruling. They’re not clear as yet as to legality of an appeal from such a ruling since company contested only that portion of subpoena relating to patents, which it contended had been covered previously by 1932 Delaware consent decree. Judge Weinfield ruled company was raising latter issue “prematurely” since all 19 respondents were still in position of “witnesses,” might never be defendants if grand jury found nothing illegal in its investigation.

Truscon Steel Co., Youngstown, which makes TV-radio towers, became division of Republic Steel Corp. Nov. 1.
PORTLAND is included for first time in Oct. 1 sets-in-use count by NBC Research, that city's KPTV having gone on air Sept. 18. It's credited with 4000 receivers. Other post-freeze TV city, Denver, now with 2 stations and listed for second time, is credited with jump in month from 15,000 to 33,000 sets. Nov. 1 count, due at end of that month, is expected to be considerably higher, inasmuch as set sales have been booming in those areas.

Addition of 413,100 sets-in-use during September brought total to 19,124,900. With current boom, it's foregone certainty will go well above 20,000,000 during 3 months yet to be counted. Increases during September included 35,000 in New York area, 20,000 Chicago, 16,000 San Francisco, 15,000 Los Angeles, 14,000 Boston & Cleveland, 13,000 New Haven, 12,000 Baltimore, St. Louis & Seattle, 11,000 Philadelphia & Houston, 10,000 Milwaukee & Atlanta.

Following is Oct. 1 “census” by areas (consult individual stations for their estimates of total families within respective service ranges):

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<th>Area</th>
<th>No. Stations</th>
<th>No. Sets</th>
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<td>Bloomington</td>
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<td>19,124,900</td>
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Interconnected Cities—(Cont'd)

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<th>Area</th>
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<th>No. Sets</th>
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</thead>
<tbody>
<tr>
<td>Non-Interconnected Cities</td>
<td>19,124,900</td>
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Only 3 vhf applications for new TV stations were filed with FCC this week, but there were 9 for uhf—making total uhf-uhf now pending 767 (306 being uhf). Seeking Channel No. 10 in Norfolk is new group that includes owners of WNOH there; No. 7 in Amarillo, Tex., Mrs. Loula Mae Harrison, owner of oil and real estate properties; No. 8 in San Angelo, Tex., KTXL owners Armisted Rust, rancher and mayor of the town, with B. T. Bladworth, advertising and oilman. The uhf applications include one for No. 26 for non-commercial educational station in Washington, D. C. Other uhf applications were for Dover, Del., No. 40, and for Fayetteville, N. C., No. 18, both filed by John W. Rollins group, owners of WJWL, Georgetown, Del., WRAP, Norfolk, and other AM stations; Orlando, Fla., No. 18, by publishers of Orlando Post, a weekly; Pittsburgh, Pa., No. 47, and Lansing, Mich., No. 54, both by Ronald Woodyard and group; Decatur, Ill., No. 17, by local investor W. L. Shellabarger, with Harold G. Cowgill, attorney in Washington firm of Segal, Smith & Hennessey, as 10% stockholder (his home town); Shamokin, Pa., No. 65, by WISL owners; Tulsa, Okla., No. 17, by Arthur R. Olson, oilman & manufacturer. [For details about foregoing applications, see TV Addenda 15-P herewith; for listing of all post-freeze applications, grants, hearings ordered, etc., see TV Factbook No. 15 with weekly Addenda to date.]

Three educational applications for Connecticut filed last week (see TV Addenda 15-O) are going to be followed very quickly by applications from St. Louis, Oklahoma City and Tulsa, according to Ralph Steeble, executive director of Joint Committee on Educational TV. One was filed for Washington, D. C. this week. JCTC held a “let’s take stock” session in New York Oct. 21 attended by educational topkicks from Syracuse, St. Louis, Detroit, Denver, Cleveland, Los Angeles, Pittsburgh—plus representatives of Southern Regional Education Board and Ford’s Fund for Adult Education. Next major educational confab is Nov. 6-8 convention of National Assn. of Educational Broadcasters at U of Minnesota, featuring as speakers FCC chairman Paul A. Walker and Sen. Hubert Humphrey (D-Minn.). In New Jersey, Dept. of Education appointed 10-member TV commission including 3 industry representatives: Dr. Allen E. DuMont; Dr. Elmer W. Engstrom, RCA Labs v.p.; Robert B. MacDougall, educational director of WATV, Newark. In Washington, American Council on Education issued 36-page brochure summarizing its April 20-24 TV Programs Institute at Pennsylvania State College; it’s a “preprint” of complete proceedings to be published later.

Output of TV transmitters and other broadcast equipment isn’t being hampered by military orders or materials and parts shortages. This assurance came from leading manufacturers at NPA industry advisory committee meeting in Washington Oct. 28. Committee members said industry has additional production capacity available for some types of military equipment without sacrificing commercial output. Orders for transmitting equipment for new TV stations may back up somewhat, some manufacturers said, since it’s impractical to gear production to rate of FCC grants.

Westinghouse dropped application for uhf in Ft. Wayne this week, though it operates AM station WWOY there—telling FCC that it’s seeking station in different market—through purchase or application. Company owns WBZ-TV, Boston, has applications pending for Philadelphia, Pittsburgh, Portland, Ore. Ft. Wayne is assigned 3 channels, all uhf, one of them reserved.

Station Representatives Assn. Inc. is new simplified name for National Assn. of Radio & TV Representatives Inc., announced this week by president Joseph Weed.
In this Issue:

- Some New TV-Radio Regulations Due Soon, page 1
- Who Will Advise President Eisenhower? page 2
- 6 UHF CPs, Stations Seek Power Hikes, page 3
- 1747-Ft. Texas TV Tower World's Tallest, page 3
- More Reports on Upcoming New Stations, page 4
- Network-Owned Stations Their Big Earners, page 5
- AT&T Plans to Extend Network Service, page 7
- More TVs Than Radios, Inventory Plunge, page 8
- GOP Victory May Mean End of Controls, page 8
- Autos & TV-Parallels in Unit Production, page 9

November 8, 1952

For Story on Possible Effects of Election on Other Government Agencies Dealing with Electronics, see page 8.

SOME NEW TV-RADIO REGULATORS DUE SOON: There will be changes in top personnel and very likely in the temper and tempo of TV-radio regulation in Washington as result of Dwight D. Eisenhower's election.

Whether they're to the good, time and the character of his appointments will tell. Certainly, such few vestiges of the Big Stick as may be holding over from the crackdown policies and attitudes of recent memory are likely to disappear.

If this Administration is going to be friendly to business, as anticipated, particularly to new businesses created out of the genius of American laboratories and American enterprise, we can expect the youthful TV-electronics industries to be encouraged if not actually coddled.

Self-appointed king-makers will be naming all sorts of names for this-&-that job opening up under the new Administration -- but they're sheer guesswork as yet; indeed, the mere naming of names is more often than not a publicity buildup designed to butter up the persons named. What may happen at other govt. agencies is related on p. 8; what's likely to happen at vitally important FCC is this:

Chairman Paul Walker, whose regular term expires next June 30 but who holds office under executive order extending his retirement for age (71) could be permitted to finish out his term -- but the chairmanship belongs to the majority party and so a new one will be named early. It's possible, though not certain in light of the prize nature of the job, that Comr. Rosel Hyde, Idaho Republican, might get it.

Comr. Eugene H. Merrill, Utah Democrat who got recess appointment in October to fill out unexpired term of Republican Comr. Jones (Vol. 8:41), is certain to be superseded by a Republican by simple expedient of sending new name to Senate.

While he hasn't said so, Comr. E.M. Webster, politically independent, who is now 63 and whose govt. service since his 1912 graduation from U.S. Coast Guard Academy has earned him his retirement pay, may elect to quit before term expires in June 1956. None of the others is likely to quit -- next term expiration being due in 1955 for Comr. Hennock, a product of the New York Democratic machine.

* * * *

Some changes at staff level are expected -- but not many and few, if any, on Civil Service rolls. Much depends on predilections of new chairman and pressures on Commission. Main focal point is gen. counsel Benedict Cottone and some of his assistants who have much to do with formulating and defending FCC policy.

They aren't resigning automatically with change in Administration, but will do so of course if Commission requests. Otherwise, they'll wait to see whether policies undergo such marked changes that they find it "impossible to live with" the new Commission, as one top member put it.

But the FCC has already begun to swing away from characteristically New Deal thinking, in last year or so, and several influential people have already left (Coy,
Jones, Plotkin, Goldman, et al). Cottone himself has no plans to leave now, avers his staff hasn't been chosen with eye to political labels, points to such Republicans as his own assistant Dee Pincock, broadcast bureau chief Curtis Plummer, hearing division chief Fred Ford. He added:

"I don't know and I don't think the Commission knows or cares what the affiliations are of chief engineer Edward Allen, chief accountant William Norfleet and bureau chief's Edwin White, Jack Werner and George Turner."

But there's no question some staff members will leave as soon as they can find jobs elsewhere. And few will stick around if they're going to be demoted.

Staff holds widely varying views about the changes in policy to come. Some think no sudden, radical changes are in offering. However, perhaps recalling how badly Commission stubbed its toes on the abortive color issue that prolonged the TV freeze by several years, they do foresee much less zeal for pushing issues unpopular with the industry. Few visualize the FCC, under Republican control, initiating anything that smacks of crackdown or that would align the industry against it.

* * * * *

Though FCC Chairman Walker moved quickly to end freeze and give the newborn TV industry its head when he took over last spring, what seems inescapable is memory of rampant "ideologies" that prolonged freeze unnecessarily for several years; that saw even lower-echelon FCC staffmen assume attitudes of masters rather than servants of the public and of legitimate industry; that for a long time alienated the whole electronics industry -- from highest military experts to laboratory and factory and unions; in fact all the way down to outraged local appliance dealers.

It's a fair conclusion that most of TV-radio and associated industries -- even the ever-fearful, easily-intimidated and usually silent licensees of stations -- were antagonized by the Washington regime, particularly by FCC. Their resentment and influence have been underrated by an inbred and too-powerful bureaucracy.

**WHO WILL ADVISE PRESIDENT EISENHOWER?** One person reasonably sure to have ear of incoming new President on TV-radio matters, at outset at least, will be his brother Milton, the president of Penn State, who once worked with Dept. of Agriculture and with wartime OWI. He knows quite a bit about radio, if not TV and electronics, knows most of the top personalities -- certainly knows the merits and demerits of Comr. Hennoch's personal crusade for non-commercial educational TV stations.

It's sheer nonsense to talk about some of Milton Eisenhower's old colleagues and Gen. Eisenhower's personal friends as the new "influences" in Washington. Name of Sam Pickard has been bruited, for example; he's a onetime Dept. of Agriculture man who was elevated to old Radio Commission, became a CBS v.p., earned a fortune in the stock market and in radio station deals, now is retired in Florida. Or Harry Butcher, now a California station owner; he's ex-CBS Washington v.p. and was wartime naval aide to Gen. Eisenhower. Both burned their Washington bridges long ago.

Key men in matter of appointments will be new chairman of Senate and House Committees on Interstate & Foreign Commerce -- the fiery Sen. Chafee (R-N.H.), a vigorous "trust buster" who replaces the powerful Sen. Johnson (D-Colo.), and the conservative Rep. Wolverton (R-N.J.), replacing aged Rep. Crossover (D-Ohio). Johnson particularly has held sway over FCC for long time, epitomized by his ill-starred color crusade. Both committees will be reshaped as result of elections (see p. 12).

On his wartime staff, high in radio, Eisenhower got to know RCA chairman David Sarnoff (brig. gen. in Signal Corps) and CBS chairman William Paley (colonel in psychological warfare) particularly well. Paley, in fact, sits on his board of trustees of Columbia U, might realize oft-reported ambition to be an ambassador.

Gen. Sarnoff already is working in Washington several days a week as head of special commission appointed by Defense Secretary Lovett to probe war establishment with view to economy and efficiency (Vol. 8:43); job will last well into next Administration and is one close to Eisenhower's ken.

There were quite a few radio folk in the Republican campaign -- particularly advertising, station and newspaper people. But it's hardly expected that the BBDO-Kudner crowd wants patronage; or GOP chairman Summerfield's aide Stanley Pratt, who owns KS00, Sault Ste. Marie, Mich.; or newspaper-radio owner Sen. Fred A. Seaton
(R-Neb.) who served an interim term in the Senate. George Allen, personal friend of Ike's, who owns an adjoining farm near Gettysburg, is an Avco (Crosley) director, and so is Gen. Wedemeyer, who plumped first for Taft, then for Eisenhower.

Quite a few members of Congress are station owners -- notably Sen. Lyndon Johnson (D-Tex.) whose new KTBC-TV, Austin, is due on air Dec. 1. Eisenhower sweep also brought in Prescott Bush as Senator from Conn.; he has long been on CBS board.

Senators Taft (R-Ohio), Knowland (R-Calif.), Kerr (D-Okla.), Sparkman (D-Ala.) are identified with radio station ownership, usually through family interests, and they're all back; also Reps. Harris Ellsworth (R-Ore.) and Alvin O'Konski (R-Wis.).

6 UHF CPs, STATIONS SEEK POWER HIKES: FCC squeezed 6 CPs, all uhf, out of agenda this week, went through 13 more cities on Group A list -- to 85th city. Commission didn't touch Group B-1 this week -- and it obviously hesitates to get into B-2, the cities with operating stations and uhf-only channels left for assignment.

There is now total of 98 CPs outstanding, 24 vhf & 74 uhf. Though uhf CPs outnumber vhf 3-to-1, there have been more vhf grants than were commonly expected before end of freeze. This week's grants:

Gadsden, Ala., Jacob A. Newborn Jr., No. 21; San Bernardino, Calif., KITO, No. 18; Elmira, N.Y., Elmira Television, No. 24; Warren, O., WHHH, No. 67; Wichita Falls, Tex., White Television Co., No. 22; Lynchburg, Va., WWOD, No. 16.

Gadsden and Wichita Falls grantees are new to radio. Mr. Newborn is in real estate and laundry businesses. White Television Co. is owned by W. Erle White, who owns White's Auto Stores. Elmira company is partnership of T.K. Cassel, owner of WDAD, Indiana, Pa. and WATS, Sayre, Pa., and John S. Booth, WCHA, Chambersburg, Pa.

Hearings have been going along at good clip, all things considered, but some are beginning to run into delays. In addition to usual problems -- illness of witnesses, etc. -- there are growing number due to overloading of applicants' counsel and engineers. Some simply have too many cases to handle at once.

An example is Sacramento, which starts Nov. 17, runs engineering testimony a couple days, then recesses to Dec. 15. Denver is recessed to Dec. 15 because of heart ailment of KMYR's A.W. Meyer. Bitterly fought Portland cases are moving along, but they won't conclude before February -- and they started Oct. 1.

Tampa-St. Petersburg cases were enlivened by 2 scathing letters from Florida Gov. Fuller Warren attacking applicants Times and Tribune. He charged that Tribune prints false and libelous material and suffers from "journalistic schizophrenia" and that Times' owner Nelson Poynter has an "almost pathological craving for political power." Commission politely asked Gov. Warren to specify date for taking his deposition on the charges, hasn't heard from him yet.

No power-height increases for existing stations have been authorized by FCC, except among the 30 required to shift channels. Half-forgotten, however, is fact that the Commission's processing procedure now requires a statement of policy about processing applications for such increases (see p. 96, TV Factbook 15). In week or two, FCC will tell whether it will start granting increases now. When the processing does start, first to be considered are stations in largest single-station markets, leading off with St. Louis' KSD-TV.

Most stations have already filed for the increases. One of most remarkable is that of WFAB-TV, Dallas, proposing 1747-ft. above ground (see story below).

1747-FT. TEXAS TV TOWER WORLD'S TALLEST: Dallas News' WFAB-TV, in proposing to FCC that it be permitted to erect 1747-ft. tower in connection with request for maximum power, would build world's highest man-made structure.

Ideco tower actually would stand 1673-ft., would be surmounted by 74-ft., 12-section RCA antenna operating on Channel 8. Tallest tower in world now is Air Force's 1212-ft. structure used for loran studies near Rome, N.Y. Tallest in TV today is WSB-TV's 1062-ft. in Atlanta. Empire State Bldg., with antennas, is 1470-ft.

Cost of tower-antenna is specified at $835,000, and total cost of changes,
including boost of power to 316 kw, is $1,210,438. Station says antennas of WBAP-TV and KRLD-TV could also be accommodated on tower, below WFAA-TV's.

CAA would have no objection to tower, except for problem of daytime marking. Consulting engineer A. Earl Cullum proposes that high-powered light be installed, will demonstrate one next week to representatives of FCC, CAA and other agencies. Station will test, from the top of 650-ft. WFAA(AM) tower, a battery of 10,000,000-candlepower Westinghouse neon lamps.

FCC has never required daytime lighting before, and lighting proposal recently recommended by informal TV-aviation-Govt. committee (Vol. 8:35) merely suggests "aeronautical study" to determine type of lighting for towers over 1500-ft.

Westinghouse light is most powerful readily available, and observers will see whether it can "compete with the sun." Since there are no criteria for marking such high towers, WFAA-TV is ready to accept CP "with the condition that it will provide whatever daytime lighting may be adopted by FCC and CAA."

Scarcity of structural steel still looms as formidable barrier to giant towers in immediate future. NPA officials say they will allot no steel to begin new TV tower projects during fourth quarter 1952 or first quarter 1953 (Vol. 8:39). But after next March, they hopefully suggest, it may be clear sailing.

MORE REPORTS ON UPCOMING NEW STATIONS: You can record the new KDUB-TV, Lubbock, Tex. (Channel 13) as definitely on the air -- fourth post-freeze station to go into operation. Test patterns began this week from 5-kw DuMont transmitter and interim 202-ft. antenna (pending 1000-ft. tower due in March) -- and excellent signals are reported up to Lockney, Tex., 40 mi. with some pickups reported from as far away as Stamford, 125-mi. southeast, & Amarillo, 110-mi. north. Commercial debut is Nov. 13.

Those due on the air next are still as reported in Vol. 8:43-44 -- notably KTBC-TV, Austin, Tex. (Channel 7), KGMB-TV, Honolulu (Channel 9), both definitely promised Dec. 1; WSBA-TV, York, Pa. (Channel 43), still likely to make Dec. 1; and WSLS-TV, Roanoke, Va. (Channel 10), still aiming for that date.

Our continuing survey of upcoming new stations yields data this week on 4 listed with "No report" in our Special Report of Nov. 1 recapitulating status and prospective starting dates of nearly all grantees to that date. Two others report altered plans. We suggest you record these changes in your own "fever charts":

(1) KSCJ-TV, Pueblo, Colo. (Channel 5) is shooting for March 1, writes mgr. Douglas Kahle, will speed this if equipment is available. Rep will be Avery-Knodel.

(2) WLBC-TV, Muncie, Ind. (Channel 49) has ordered RCA equipment, Lehigh tower, has begun building; RCA transmitter, says owner D.A. Burton, is firmly promised for Feb. 15, so it should be on the air by March 1. No rep yet chosen.

(3) WKKNX-TV, Saginaw, Mich. (Channel 57), says president Wm. J. Edwards, is "looking toward February opening." Rep will be Gill-Keefe & Perna Inc.

(4) WEEU-TV, Reading, Pa. (Channel 33) has moved up its anticipated opening date to May 15, using GE equipment, according to trade reports. AM rep is Headley-Reed. WHUM-TV, Reading (Channel 61) still says early in December (Vol. 8:44).

(5) WCSC-TV, Charleston, S.C. (Channel 5) has ordered DuMont transmitter, 520-ft. Truscon tower, 6-bay RCA antenna, "hopes" for April 1 start -- but owner John M. Rivers says candidly, "I have had so much experience with construction that I frankly just do not know." Rep will be Free & Peters.

(6) KFDA-TV, Amarillo, Tex. (Channel 10) has ordered GE equipment mainly, Andrews tower, promised for February delivery, so expects to be on air in March, says mgr. Leslie E. Smith. Sales rep is Branham.

(7) This week's uhf grantees for Elmira, N.Y. (Channel 24) reports March 15 target date, depending on delivery of RCA equipment already ordered. Forjoe is rep.

And Spokane's KHQ-TV (Channel 6) got delivery of 5-kw GE transmitter this week, with 35-kw amplifier, 5-bay antenna, so that 100-kw ERP operation right after Jan. 1, as promised, seems now assured. Two new call letters this week: KONA to Honolulu's originally announced KAMI-TV; KUSC-TV to U of Southern California.
Telecasting Notes: “Fait accompli,” is reply of Empire Coli Co.’s Herbert Merriweather Mayer to our inquiry as to how soon he expects to see his new KPTV, Portland, Ore., operating in the black. This despite fact country’s first uhf outlet didn’t begin commercial operation until Sept. 20 and area is credited as yet with less than 20,000 receivers (only 4000 as of Oct. 1; Vol. 8:44). . . KPTV’s rate card Class A base is $250 per hour, $50 per spot; it feeds from all 4 networks, is represented by NBC Spot Sales, includes these among current spot advertisers: Kools, Vicerey, United Air Lines, Bulova, Wonder Bread, Elgin, Amazo, DeSoto-Flymouth, Trico, Frigidaire, Hoffman TV, S.O.S., National Biscuit Co., National Carbon Co. . . Film syndicators, notably those of networks, doing nice business these days booking their stuff on new stations not yet operating: CBS-Home Film Sales, for example, reports El Paso’s upcoming EROD-TV has purchased Gene Autry Show, Roy Rogers, Cases of Eddie Drake, Files of Jeffrey Jones . . . Some new outlets report sponsors already for various film series and local shows, although they often don’t really know when station will get on air (see Special Report, Nov. 1) . . . Reading’s uhf WHUM-TV, promised prior to Dec. 10, will start with enough sponsors to operate in the black, reports gen. mgr. Humboldt Greig . . . Advertize Research, for whatever it’s worth, reports that nearly every TV family reads a Sunday newspaper, all but 4% a daily newspaper, and 3 out of 4 read magazines . . . Newspaper reading has survived competition of TV, says ANPA, which reports weekday circulation in last 32 years has increased from 28,000,000 to 54,000,000 . . . Top magazine agency J. Walter Thompson this year for first time will bill more TV-radio time than magazine space, reports Sponsor Magazine . . . Promotional coup: WNBT, New York, has deal with Simon & Shuster’s Little Golden Books whereby every paper-backed volume carries plug for its children’s programs, and with Pocket Book Publishing Co., which also inserts plugs for station’s shows and sponsors . . . Cleveland joins cities using TV-movie promotion tie-ins, with 9 first-run theatres and 7 distributors signing for 30-min. of trailers on WXEL for 13 weeks beginning Nov. 16 at 1 p.m. . . Big new CBS-TV “Television City” in Hollywood, whose initial 15-acre unit is said to be world’s largest TV plant, to be formally dedicated with all-star show headed by Jack Benny, 9-10 p.m., EST, Sat., Nov. 15 . . . Alcoa’s first See It Now, the Ed Murrow Sun. show on CBS-TV, billed as feature film in New York’s Victoria Theatre; it’s the one dealing with mock bombing attack in New York City . . . NBC-TV’s Victory at Sea may also soon get theatre distribution . . . DuMont Network circulating pop-up brochure illustrating its new “Tele-Centre” to be opened soon at 205 E. 67th St., N. Y. . . . Add to the lexicon of TV: One station-break commercial is called “spot”; 2 are “twin availabilities”; third is “proximity.” If you take “hitch hiker” at end of network show, “cow catcher” at beginning, you have 5 commercials in row . . . New WFPG-TV, Atlantic City, due on air Dec. 20 (Vol. 8:44), will have base rate of $150 per hour, $20 per 1-min., $15 per 20 sec.

ALL ISN’T BEER-&-SKITTLEs for the networks, despite fact that their TV grosses will run very high this year, as already manifested in PIB monthly network billings figures (Vol. 8:43). According to Variety’s George Rosen, NBC-TV as a network will wind up 1952 with gross of about $80,000,000, CBS-TV about $70,000,000—better than best years they ever had in radio. But, he adds, when balance sheets are tallied, NBC-TV will be lucky if it comes through with a net of $1,000,000, CBS-TV will run short of that.

This anomaly he calls the “No. 1 Ripley in American industry today.” The networks, he says, are far from convinced as to the economic feasibility of coast-to-coast TV—i.e., the costly coaxial cable and/or microwave hookups—a thesis originally propounded by RCA’s Gen. Sarnoff. And it’s a fact in TV, as it was long said to be in radio, that the networks’ profitable owned-&-managed stations carry the fiscal load for their not-so-profitable network operations. Reporter Rosen adds that:

1. NBC affiliate WTMJ-TV, Milwaukee, will probably close the fiscal year with a profit equaling if not surpassing that of NBC-TV network, apparently basing this on its amazing 1951 showing (Vol. 8:1). And Paramount’s WBKB, Chicago, for which CBS is “plunking down $7,000,000 [actual figures is $6,000,000] is expected to show profit for year matching that of entire CBS-TV operation. [Editor’s Note: WBKB profit this year probably will run more than $2,00,000 on $4,000,000 gross; Vol. 8:34.]

2. How networks eat up profits is manifest from fact that NBC’s WNBT, New York, will this year exceed 1951 gross of $10,000,000, will earn between $2,000,000 & $3,000,000; NBC’s 4 other TV outlets are profitable, too, as are other network-owned stations. Therefore, says Rosen, networks have job of “priming the pump that’s pouring gold into the affiliate stations.”

3. “Even assuming that the day is not far off when the major TV networks achieve their potential of 100 to 150 affiliates,” Variety article continues, “instead of the present 30-40-50-station lineup, how many sponsors are around who can indulge in such lavish expenditures and how much higher can the webs go beyond the present $23,000 per half-hour tab”?

Though the article seems to reflect some crying-on-his-shoulder by somebody at the networks, Reporter Rosen’s basic point—that the economics of network TV are by no means sound and settled as yet—warrants plenty of thought. Stations may regard this as buildup against their demands for higher take from network shows; could blame networks for extravagance and what Rosen calls “overlapping administrative brass.” On their part, networks point not only to higher union scales, constantly rising programming and technical costs, line charges. “If there’s a way out, into greener pastures and some lush profits, the networks are still groping for the solution,” concludes Rosen.

Along much the same line, Billboard’s Joe Csida reports that NBC o-&-o stations (5 TV, 5 AM) will turn in net profits of somewhere between $9,500,000 and $10,000,000 on combined grosses of just under $30,000,000 and that CBS’s own stations (7 AM, 2 TV, 47% of third TV, 45% of fourth) will rack up between $7,500,000 and $8,000,000 on grosses of about $23,000,000. Best NBC earners are WNBT, with net of about $3,000,000; best CBS is WCBS-TV, about same. NBC’s second best is WNBQ, Chicago, doing better than $1,500,000; healthy third is WBK, Cleveland, poor fourth and fifth WNBW, Washington, and KNBH, Los Angeles. CBS’s KKXT, Los Angeles, and partially-owned WCCO-TV, Minneapolis, and WTOP-TV, Washington, are rated only fair earners.

“These net profits in relation to gross business” relates Csida, “are in startling contrast to the gross vs. net picture of the 2 network operations as distinct from the o-&-o and spot sales divisions. On grosses of $100,-000,000 or better each, the 2 network operations will be lucky if they come out with $1,000,000 net. Just how much gross or net is attributed to the network operations vs. the o-&-o plus spot sales setups, of course, is largely a matter of bookkeeping techniques but the fact remains—and grows horrifyingly more glaring—that it’s a tough task to earn a net dollar out of network operations these days, whether in radio or TV.”
JOHN CROSBY, the TV-radio columnist, is out with a book titled Out of the Blue (Simon & Shuster, N. Y., 301 pp., $3) that's so delightful and worthwhile that we think it merits more than casual review. It's composed of selected columns which, even if you've read them in the newspapers, make excellent retrospective and introspective reading for anyone in the business who can take some roughing as well as kudos. As a matter of fact, the magic of book type, plus a very thorough index, render those columns vastly better reading than in the ephemeral pages of a newspaper. Some are especially good bedside reading, a chapter at a time, after you've turned off TV or radio.

John Crosby's New York Herald Tribune column is the most widely syndicated and read in the business. Liked or disliked, it's also the most talked about among the denizens of the TV-radio ulcer belt—management, creators, performers, advertising folk. Such a following as he has earned all over the country doesn't just happen. This newspaper lad from Milwaukee, assigned all unprepared to be his paper's "radio critic" when he came out of the Army 6 years ago, can write—and this collection of his "selected works" certainly underlines the fact.

Some of the older hands in the TV-radio trade, and we're sure all of the people on whose toes he has trod, may be inclined to regard Crosby as a smartly-pants who cutely contemplates his navel and then issues forth with personal and impulsive first impressions and neatly turned phrases that run away with simple good judgment. And with good reason, occasionally.

Dorf was a premature and, as it turned out, utterly untenable snap judgment on the first experimental efforts of Dave Garroway and NBC-TV's 7-9 a.m. rise-and-shine program Today; after 10 months, it has turned out to be a fine news, documentary and all-around show—and, proof of the public's eating—a very substantial commercial success (Vol. 8:3, 40).

Thus, too, his early nasty attacks on CBS-TV's Toast of the Town with Ed Sullivan as m.c., reputedly one of TV's very decent guys, whom he jumped on mainly (as we recall) because he didn't like Ed's peculiar manner of smacking his lips and genuflecting to celebrities.

There was also an inept remark, in the heat of an Author Meets Critics argument on DuMont, about "copy boys who joined the FBI in wartime to escape the draft"—unfortunate words that John Crosby later ate.

Quite properly, these items aren't in this book. But even Crosby does a barbed job of debunking, defating and cutting down to size many a celebrity and situation. He's especially devastating in his treatment of Louella, Hedda and Jimmy and their fatuities from Hollywood, of Sherman Billingsley and his inanities from the Stork Club, of Bill Stern and his fictionalized "real life" sportscasts—to say nothing of soap operas, soap-ed newscasts, daytime TV, etc.

AT & T's LATEST PLANS, in its efforts to provide network service to new TV stations as fast as they're built, are outlined in applications filed with FCC this week. In additional to proposal to build new St. Louis-Kansas City microwave to give latter city 2 more services, Bell System plans to equip many of its existing coaxial tubes to handle TV. Though AT&T gives no estimate of completion dates, the following are listed (for ease of checking routes, consult Television Digest 1952 TV map of U. S.):

(1) Oklahoma City-Amarillo. Equip 3 coaxial tubes for westbound service.
(2) Charlotte-Jacksonville. Equip 2 tubes southbound.
(3) Chattanooga-Knoxville. Equip 2 tubes eastbound.
(4) Dallas-Houston. Equip 2 tubes southbound.
(5) Dallas-Jackson. Equip 1 tube eastbound.
(7) Little Rock-Memphis. Equip 3 tubes westbound.
(8) St. Louis-Memphis. Equip 2 tubes southbound.
(9) Orlando-Tampa. Equip 3 tubes westbound.

In addition, AT&T is installing receiving terminals at many intermediate cities on these routes, to tap off service for new stations. Installations are planned in following cities: Macon, Ga.; Meridian & Jackson, Miss.; Columbia, S. C.; Augusta, Ga.; Terre Haute, Ind.; Tyler, El Paso, Longview & Abilene, Tex.; Mason City, Ia.; Orlando & West Palm Beach, Fla.; St. Joseph, Mo. AT&T also announced plans for interconnecting stations in Holyoke, Springfield and New Britain from microwave tower about 120 miles north of New York.

These comprise latest proposals. Many other routes are already under construction, and AT&T has tentative plans for many more. For example, its present coaxial can provide only one network service from Jacksonville to Miami. To serve additional stations in Miami, it is reportedly planning to build an Atlantic-Miami microwave, application for which hasn't yet been filed.

**Station Accounts:** These 39 national advertisers used 25 or more markets for spot TV schedules during third quarter, according to network & spot section of latest Rorabaugh report on TV Advertising just released: Bulova 63 markets, Kools 61, Etiquet Deodorant 56, Crosley 54, National Biscuit Co. 54, Viceroy 53, Colgate Shave Cream 51, Ronson Lighters 51, Lever Bros. (Shadow Wave) 50, Trico Windshield Wipers 47, Clorets 44, Nescafe 44, Eveready Batteries 43, Army-Air Force (recruiting) 42, Rival Dog Food 41, Benrus Watch 40, S.O.S. 40, Gruen Watch 39, Westelos 36, Hudson Paper 36, Borden 35, Procter & Gamble (Cheer) 34, Antel 32, Alka-Seltzer 32, Ideal Dog Food 32, Lever Bros. (Clorodent) 31, Oh Henry Candy 31, Ballard & Ballard (Oven-Ready Rolls & Biscuits) 30, Champion Spark Plugs 29, Procter & Gamble (Shasta Shampoo) 29, General Foods (Swans Down) 28, Mystik Adhesives 28, Princess Plate Mat 28, Elgin Watch 27, Lever Bros. (Breeze) 27, Sunoco 26, Helman's Mayonnaise 25, Star-Kist Tuna 25, Alliance Tenna Rotor 25, N. C. Rorabaugh Co. 347 Madison Ave., New York, recently sold radio portion of service to Executives Radio-TV Service, is now printing TV network & spot and TV local-rental sections separately, each quarter—for third quarter listing 4952 local-rental advertisers active on 103 stations. These services, with their careful documentation of current advertisers, programs, agencies, etc., are a "must" for commercial depts. of all TV stations... "Daytime TV is entering a bull market," said Craig Lawrence, gen. mgr. of WCBS-TV, New York, in announcing CBS-TV flagship starting telecasting day at 9 a.m. as of Nov. 3. Since last April, station has increased daytime advertisers from 27 to 46, he said, daytime spots from 58 to 207, and he listed these among sponsors: General Foods, Bab-O, Vicks, Lever Bros., Ponds, Best Foods, Hudson Paper, Philip Morris, Flako, Taylor-Reed, Bordens... Pure Milk Assn., representing 14,600 milk producers in Chicago area, to spend $75,000 on TV-radio to combat ice cream substitutes (vegetable fat ice cream at 15 a pint) offered by big dairy products firms, thru Mel DuMunn & Associates, Chicago... Coca-Cola signs Sense & Nonsense, across-board audience partic. on WNB1, New York, 6-6:30 p.m., starting Nov. 24; Easy Reporter moves to WNB1 from WPIX Nov. 15, daily 6:45... United Artists buys TV spots in N.Y. for new movie, Breaking Through, thru Charles Schlaifer & Co., N.Y. Flako running TV-radio spot campaign to plug its Pie Crust Mix for apple pie with special mentions for pumpkin pie up to Thanksgiving... Among other advertisers reported using or preparing to use TV: A. C. Gilbert Co. (electric trains), thru Charles W. Hoyt Co., N.Y.; Magic Pantry Co. (freezers), thru Walter McCreery, Beverly Hills, Cal.; Bril-Qwik Co. (Bril-Qwik infra red chef), thru Zilhow Co., N.Y.; Buddy Dog Papper Co. (popcorn & vending machines), thru Schwimmer & Scott, Chicago; Gate City Steel Co. (steel warehouse & fabrication), thru Zimmerman Agency, Omaha; North American Airlines, thru Holzer Co., Hollywood; Revlon Products Corp. (Inudelible Creme lipstick), thru Wm. Weintraub, N.Y.; Bostwick Laboratories Inc. (Air-Gene deodorant), thru Lewin, Williams & Baylor, N.Y. 

**Network Accounts:** Amoco for second year will sponsor Year of Crisis New Year's Day on CBS-TV, following Orange Bowl game or approx. 4:30-5 p.m., thru Joseph Katz Co., Baltimore... Murine Co. (eye drops) buys nine 5-min. segments of NBC-TV's early-morning Today, starting Nov. 4, thru BBDO; Parker Pen Co. takes five 5-min. portions starting Dec. 10, thru J. Walter Thompson... Snow Crop Marketers Inc. (frozen foods) Dec. 2 starts alt. sponsorship with French Sardine Co. (Star Kist tuna) of 10:15 segment of Arthur Godfrey Time on CBS-TV, 10-11 a.m. Mon.-Thurs.; agency is Mazon Inc... S. C. Johnson & Sons (wax products) Dec. 2 starts alt. week sponsorship of The Name's the Same when it goes to new time on ABC-TV, Tue. 10:30-11 p.m., thru Needham, Louis & Brorophy... C. A. Swansons & Sons (frozen foods) continues alt. week sponsor Dec. 9, thru Tatham Laird, Chicago... Tuni Co. (White Rain shampoo) Oct. 31 started alt. week sponsorship of Down You Go on DuMont, Fri. 10:30-11, thru Weiss & Geller; other sponsor is Carter Products Co. Block Drug Co. (Ammi-dent toothpaste) Nov. 25 starts sponsorship of 4:30-4:45 segment of Kate Smith Hour on NBC-TV, Mon.-thru-Fri. 4-5, thru Cecil & Presbrey; James Lees & Sons Co. (carpets & rugs) starts 4:15-4:30 period Dec. 8, thru D'Arcy Adv... H. Johnson Candy Co. (Power House candy bar) starts Rootie-Kazoovie Jan. 3 on ABC-TV, Sat. 10:30-11 a.m., thru Franklin Bruck Adv., N.Y. Burton-Dixie Corp. (matresses) Nov. 16 starts commentator Paul Harvey on ABC-TV, Sun. 11-11:15 during time period being vacated Nov. 9 by Drew Pearson, thru Turner Adv., Chicago... Ekco Products Co. (kitchenware) Nov. 3 started sponsorship of Mon. 3:30-3:45 segment of Welcome Travelers on NBC-TV, Mon.-thru-Fri. 3:30-4... Sweets Co. of America (Tootsie Rolls) Nov. 22 starts sponsorship of Paul White- man TV Teen Club on ABC-TV, Sat. 7-7:30, thru Moseley & Eisen Adv., N.Y. Gulf replacing Gulf Playhouse Jan. 2 with Life of Riley on NBC-TV, Fri. 8:30-9... 

**Worthwhile reading:** "The Broadcasters' Ordeal by Politics" in November Fortune Magazine, excellent discussion of problems facing TV-radio station management in handling political use of facilities during campaign. Author is Edwin M. James, senior editor of Broadcasting.
MORE TVs THAN RADIOS, INVENTORY PLUNGES: TV unit output actually exceeded radios in week ended Oct. 31 -- first time that's happened in TV's scant 6 years of production life. Week's 205,931 TV production (14,318 private label) is highest since November 1950 when first week brought forth 218,378 (Vol. 6:45).

Radios totaled 205,931 during Oct. 31 week (69,469 private label) -- only a handful fewer than TV, but significant nevertheless. Radio inventory of 189,833 isn't much changed from other October weeks. Radios produced during week ending Oct. 31 were 85,758 home sets, 30,628 portables, 45,522 clock, 44,023 auto.

Factory inventories of TV fell to were 80,108, lowest since fourth November 1950 week's 79,148 (Vol. 6:49). This would seem to bear out our repeated reports last month that demand has been outrunning supply.

Also verifying this trend, beginning even earlier, is RTMA's dealer sales report for September, second to be released since it took over task from Dun & Bradstreet. It shows 875,290 TVs sold that month (when 755,665 were produced) compared with 700,490 during all 3 preceding months. September radio sales were 892,761 (vs. output of 865,654) against 1,139,467 during June-July-August combined.

Note: With only 8 more weeks of statistical year to be counted, preliminary tally shows slightly under 4,610,000 TVs already produced so far this year & nearly 7,700,000 radios -- so that it's virtually certain TVs will hit 6,000,000 mark or higher, but radios will fall under 1951's 12,627,381 (some 4,500,000 of them auto).

GOP VICTORY MAY MEAN END OF CONTROLS: Two govt. agencies most directly concerned with the electronics industry -- OPS and NPA -- face shakeups and, in the case of former, probable outright elimination as result of the Republican election sweep.

Resignations, dismissals and cutbacks will be the inevitable consequences of GOP victory as party hews to its traditional policy of opposition to govt. controls over industry. There's little doubt Eisenhower will follow such a policy, as long as it's consistent with defense requirements and national security.

OPS particularly faces prospect of elimination. Agency is officially due to expire April 30 and is regarded as almost certain to die on or before that date. The Republican party platform declared inflation can best be stopped by getting rid of controls, a policy reflected in retrospect by fact that 65-70% of GOP membership in Congress voted against extension of OPS when bill was before it this year.

OPS administrator Tighe Woods announced this week he'll resign, along with other Truman appointees, immediately after inauguration Jan. 20. At that time, he said it was possible Eisenhower could abolish OPS by executive order. A more prudent prediction, however, is that he'll let the agency die a slow death by April 30.

Materials controls, unlike price controls, are likely to continue in one form or another. Steel, copper and aluminum -- all scarce materials -- are allocated to industry under Controlled Materials Plan, which has military and industrial backing as the fairest way to parcel out scarce materials. CMP itself is scheduled to be dropped by June but Congress, even a GOP Congress, is likely to extend some form of control authority beyond that date in deference to military needs alone.

Defense mobilizer Henry Fowler will resign Dec. 31, leading a general exodus from NPA. The agency staggered its dismissals in last half of year after slash in its appropriation and next wave is scheduled to leave at year's end. After that, NPA entrusts its fate to the not-so-tender mercies of a Republican Congress dedicated to giving industry as free a hand as possible.

Favoring NPA's continuance is fact that many $1-a-year electronics industrialists were recruited for key jobs. They know the score in their fields, and Congress might be inclined to keep agency alive if so urged by these experts.
The military production pattern for balance of the current fiscal year has already been set by last Congress. Money has been appropriated and is largely obligated. On short-term basis, therefore, new Administration is committed to carrying out procurement plans inherited from Democrats. Long-term effect on military electronics procurement is anybody’s guess. It is futile to speculate whether the new Administration will step up military procurement, stretch it out or leave it as is.

AUTOMOBILES & TVs—are they “production brothers”? Maybe it's little more than coincidence, but there’s a striking parallel between unit output of passenger cars and TV sets, which may or may not mean something to the trade. If they prove nothing else, they give the figure fliberts some fine fodder. So, for whatever they’re worth, we’re compiling comparisons for your appraisal.

To understand the comparisons, of course, it’s necessary to remember that passenger car output is limited by strict govt. mandate. This year, for example, they’re limited to 4,500,000 autos. TV production, on the other hand, is basically control-free, limited only by public demand and such business-wide variables as labor requirements and material shortages, both largely unpredictable.

So make what you will of statistics showing TV production at just over 4,600,000 for first 44 weeks of year through week ended Oct. 31 compared to auto output of 3,577,429 for same period. Month-by-month 1952 breakdown reveals even sharper parallel in production curves:

<table>
<thead>
<tr>
<th>Month</th>
<th>TV</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>404,933</td>
<td>286,526</td>
</tr>
<tr>
<td>February</td>
<td>409,337</td>
<td>330,221</td>
</tr>
<tr>
<td>March</td>
<td>510,561</td>
<td>377,320</td>
</tr>
<tr>
<td>April</td>
<td>322,878</td>
<td>411,503</td>
</tr>
<tr>
<td>May</td>
<td>393,375</td>
<td>394,443</td>
</tr>
<tr>
<td>June</td>
<td>322,192</td>
<td>395,364</td>
</tr>
<tr>
<td>July</td>
<td>198,921</td>
<td>160,144</td>
</tr>
<tr>
<td>August</td>
<td>397,769</td>
<td>236,739</td>
</tr>
<tr>
<td>September</td>
<td>755,665</td>
<td>441,424</td>
</tr>
</tbody>
</table>

Analysis of above statistics shows some interesting factors. Starting at lower production level in January, autos made gain of 44,000-odd units compared to only modest gain in TV receivers. In March, auto production lagged to about 75% of TV output, which was then near peak. Situation was reversed in April as TV sets slumped while autos spurted. Both tailed off in May, both advanced in June. Summer found both items falling below 200,000 for first and only time of year—auto drop due to strikes, TV for summer shutdowns. Since then, curves have followed similar production gains.

Going back a few years, we find 975,000 TV sets produced in 1948 compared to 2,511,335 autos. Not much parallel there, but look at the next years:

<table>
<thead>
<tr>
<th>Year</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>3,000,000 (est.)</td>
</tr>
<tr>
<td>1950</td>
<td>7,463,800</td>
</tr>
<tr>
<td>1951</td>
<td>5,384,793</td>
</tr>
<tr>
<td>1952 (44 weeks)</td>
<td>4,009,783 (pelim.)</td>
</tr>
</tbody>
</table>

For 1953, auto production has been established at 5,000,000, with sales of 4,700,000 anticipated by Automotive Manufacturers Assn. As for TV, you can have your choice of guesstimates ranging from predictions of 5,800,000 to 6,200,000.

Let’s get deeper into statistics. It costs the average American motorist $550 a year to operate his car, including depreciation, gas, oil, repairs, according to American Automobile Assn. That’s a far cry from $42 which Electronics Magazine estimates average TV owner spends annually for servicing (Vol. 8, No. 14).

Average life of an auto is 13½ years to time of scrapping. And the average motorist turns in his new car after only 2½ years. Unfortunately, accurate statistics aren’t available on obsolescence and life of TV sets, since very little of the original production has been scrapped. However, it’s difficult to imagine an average TV set lasting as long as 13½ years.

Statisticians don’t know what to make of the TV-auto comparisons. Most of those we talked to don’t believe it’s more than a coincidence. “But they’re interesting,” they chorused—and we agree.


Trade Miscellany: Statistical clinic looking to compounding industry-wide uhf statistics on set and converter production will be held by RTMA in Washington Nov. 15 for market researchers of member manufacturers, who will report to set division's Nov. 20 meeting in Chicago. Statistical clinic for tube industry is set for Nov. 12 in Washington. State-by-state and county-by-county shipments of TVs for 9 months through Sept. are tabulated in report issued this week by RTMA. RCA tube dept. sets up business & financial consulting service for company's distributors of tubes, parts, test equipment, batteries—called Distributors Financial Services and headed by Robert B. Sampson. Symposiums to acquaint manufacturers with RCA plans for development and application of tubes, semiconductors, other components being held by RCA; first in series was 2-day session in Philadelphia this week, attended by 110. Philadelphia Electrical Assn. reports Sept. TV sales at 20,728 vs. 23,409 in Sept. 1951; cumulative for 9 months was 109,654 vs. 141,200. NARDA's convention Jan. 11-13 at Chicago's Conrad Hilton Hotel to feature sessions on uhf, TV service and educational TV.


Spokane distributors-dealers-servicemen, looking to TV set promotion that will begin this month, in preparation for 2 vhf stations due in December, are being urged by Inland Empire Electrical League to cooperate with Better Business Bureau, steer clear of quick-buck gimmicks, work together on long-range planning that won't "starve the hen that lays the golden eggs while trying to force silver eggs from a pullet," balance salesmen's incentives so they won't neglect white goods—and otherwise cooperate "to avoid a debacle like that which hit Denver."

Closed-circuit color TV clinics on cancer will be fed to 10 cities by CBS, with American Cancer Society underwriting $500,000 project designed to educate doctors in detecting and treating the disease. Officials hope to reach most of the 55,000 doctors (of nation's 157,000) located in the 19 cities. Project is under direction of CBS Labs v.p. Dr. Peter Goldmark who estimates 10,000 lives may be saved annually after first year. Series starts in about 6 months, will be fed initially to eastern cities Tue. 6-7 p.m. Plans include following cities: New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit, Washington, San Francisco, Baltimore, Pittsburgh, Cleveland, Denver, Providence, Omaha, Salt Lake City, Toledo, Des Moines, Lancaster, Johnstown.

Community antenna system in Palm Springs, Cal., operated by International Telemeter Corp. (Vol. 8:38), was rushed to completion in time to carry election night results. Last 2 miles of cable was installed over week end by Phelps-Dodge Copper Products Corp., which supplied new "strofloex" cable. Battery of receivers was set up on tennis courts of famed Racquet Club. In addition to service from Los Angeles' 7 TV stations, system will provide separate channel for coinbox subscription-TV system to begin operating early next year.

British TV receivers totaled 1,564,254 at end of July, increase of 25,703 during month.

Topics & Trends of TV Trade: If cold trade statistics aren't convincing enough (see p. 8), have a look with us at some of the trade news releases and clippings crossing our desk this week—all pointing to much the same trend of the times:

Philo's James H. Carmine, executive v.p., says every Philco distributor is on allocation of TVs and there's no inventory.

Admiral's W. C. Johnson, sales mgr., says distributors are crying for merchandise, their inventories down to one-third what they were year ago; factory is shipping sets as fast as made.

Crosley's Leonard Cramer, asst. gen. mgr., says factory inventories are lowest in its history.

Emerson's David J. Hopkins, sales director, says sales are running up to 200% ahead of last year, with no inventory on hand and orders far in excess of scheduled production for rest of 1952.

DuMont's Irving G. Rosenberg, operations director, says 13-week period to Nov. 2 saw shipments running 153% ahead of same 1951 period.

Raytheon v.p. Wm. L. Dunn says shipments to distributors in third quarter ran about 500% ahead of last year's, predicted healthy industry all next year.

Trade generally benefited from political campaign, though Retailing Daily reports dept. stores and retailers in many areas where business is good are uncertain whether World Series, football or politics was most responsible. Its survey had some dealers saying many customers who had planned to buy TVs for Christmas bought earlier, so that they're apprehensive a poor Christmas may result. In some cities, however, dealers who rented sets for elections felt they had good chance to sell them to renters whom they regard as hot prospects.

Healthy 1953 seems certain, thanks to new markets being opened up by new stations and good replacement trade in saturated areas.

Preparin for uhf, 21 TV dealers sponsored full-page ad in Atlantic City newspaper this week to answer public's questions about new station WFPG-TV, due to start Dec. 20 (Vol. 8:44). Ad states that all present sets can be converted to uhf at small cost, urges public not to "hold off buying a set until Dec. 20," inasmuch as uhf sets bought now can be converted later. Meanwhile, Philadelphia Raytheon distributor Frank Elliott Co. announced it has delivered more than 1,000 uhf-uhf sets to Reading-Bethlehem-Easton area, preparatory to opening of Reading's uhf WHUM-TV, due early in December. And WSBA-TV, York Pa., due Dec. 1, reports uhf merchandise is "trickling in slowly, but the expectations are that in the next 2 weeks sizable shipments should arrive." Station is arranging with local chamber of commerce to make weekly tally of uhf receiver and converter sales.

Austin, Tex. (1950 pop. 131,964), where new KTBC-TV on Channel 7 is due to start regular operation Dec. 1, is reported to be selling about 500 sets a week through some 100 retail establishments in area, served by 17 distributors. More than 8,000 homes already have TVs, partially in anticipation of new station, mainly because town is 70-mi. from San Antonio and so gets fringe reception from the 2 stations there. Local Commodore Perry Hotel has installed 50 Admirals.

Singer TV Mfg. Co., San Gabriel, Cal., which once announced color developments (Vol. 7:7), reported seeking to revive projection TV receivers, long dead duck in U. S. market; several sets shipped to Portland market, but president Gene Singer admits hopes for set's future rest largely with educational TV when classrooms presumably could demand larger screen units than the 24, 27 & 30-in. already available via direct view.
Financial & Trade Notes: CBS and subsidiaries increased gross income to $159,357,292 in 9 months ended Oct. 4 from $130,308,260 in same 1951 period — this year's figures including Hytron and CBS-Columbia income from merger of June 15, 1951. Earnings were only slightly higher, however, the net after all charges (including $5,640,000 for taxes) amounting to $3,807,171 ($1.63 per share), 2,340,896 shares outstanding. Year ago net income, after $5,250,000 taxes, was $3,532,666 ($1.81) on 1,956,003 shares then outstanding. Failure of earnings to keep pace with big increase in gross is explained as due to higher operating costs. During all 1951, CBS earned $6,360,097 ($3.10 a share on 2,051,491 shares outstanding) on gross sales of $175,995,587 (Vol. 8:12).

Admiral Corp. sales for 9 months ending Sept. 20 were $122,134,507, net earnings $3,741,107 ($1.91 per share) as against $134,919,187 sales and $5,100,156 ($2.76) profit same period in 1951. Third quarter sales were $39,119,116, up 24% from $31,331,832, but net earnings were down to $1,217,752 (62¢) from $1,306,733 (67¢) in same 1951 quarter due to high starting costs for the 1953 TV line. For the 9 months, provision for taxes was $2.40 per share, or 26¢ more than net earnings. Fourth quarter sales and earnings, said president Siragusa, will exceed last year's. Total 1951 sales were $185,925,058, net profit $9,586,833, or $4.97 a share after taxes of $9,138,788 (Vol. 8:9).

Tung-Sol and subsidiaries earned net profit of $1,288,324 (24.9¢ a share) for first 9 months of 1952 on sales of $23,826,264 vs. $1,524,628 ($3.16) on $23,297,782 during same 1951 period.

Erie Resistor Corp. reports net profit of $195,242 (70¢ a share) for 28 weeks ended July 13 compared to $217,570 (79¢) corresponding 1951 period.

Dividends: CBS, 40¢ payable Dec. 5 to holders of record Nov. 21; International Resistance, 5¢ Dec. 1 to holders Nov. 14; Tung-Sol, 25¢ extra Dec. 2 to holders Nov. 17; General Precision Equipment, 25¢ Dec. 15 to holders Nov. 25; Universal Pictures, 50¢ Dec. 5 to holders Nov. 20; Paramount Pictures, 50¢ Dec. 20 to holders Dec. 5.

“Business Has Its Bureaucracy, Too” headlines Nov. 3 Washington News story by its govt. affairs columnist John Cranmer, who relates how an unnamed network (we learned it was CBS-TV) invited an unnamed Interior Dept. officer to New York for a telecast, offering to reimburse his $50 expenses before he left studio. He wasn’t paid then, but 3 weeks later the network sent him a contract of employment and loyalty form, which he filled out. Then came a letter notifying him he had become a network employee; finally, 6 weeks after the telecast, he got a check—not for expenses but for salary, with taxes dutifully deducted.

Possible first break into closely-held vaults of major film producers may be at hand if pending $3,000,000 purchase of 2000 old Paramount film shorts by CBS-TV is concluded, reports Nov. 8 Billboard. Story reports Paramount will probably stop making shorts if deal, which may well be forerunner of similar purchase from other top studios, goes through. It speculates, too, that network could provide badly-needed films to its affiliates or could offer package to new stations coming on air as inducement to affiliate with it.

Highest radiation points in land are claimed for KSL-TV & KDYL-TV, Salt Lake City, both completing new transmitters this month—former atop 9425-ft. Coon Peak and latter at 8700-ft. Mt. Vision, both about 17-mi. west of city. Sites and towers will give them more than 7 times height of Empire State Bldg., will more than double coverage of both.

Electronics Reports: Promise of more steel for first quarter 1953 may take some of the sting out of threatened steel shortage at time when demand for TV sets is expected to be high (Vol. 8:44). DPA announced this week it’s allotting to NPA Electronics Div. an extra 500 tons of sheet steel and 3000 tons of strip to parcel out to the industry in first 3 months of 1953.

This 8000 tons of additional steel is about 20% of the 36,000 tons allotted to electronics industry by NPA for first quarter, and a considerably smaller percentage of industry’s stated first-quarter requirements of 60,000 tons. All segments of the industry will be entitled to share in the extra steel—manufacturers of end-products and standard type components. Distribution method hasn’t yet been decided, but so-called hardship cases are expected to get top priority.

Deputy director Donald S. Parris of NPA Electronics Div. told Electronics Production Board Nov. 3 that production of sheet and strip steel should “come into balance with controlled demand” some time in first quarter of next year. Copper and aluminum supplies, he said, are falling considerably short of original DPA estimates for fourth quarter 1952 and first quarter 1953. “There does not appear at this time a prospect that sufficient raw materials can continue to be provided for an expanded civilian demand equal to pre-Korean base periods plus anticipated military requirements and resumption of scheduled rates of stockpiling,” he concluded.

Holdings in 2 TV applications—KOIN, Portland, and KJR, Seattle—were liquidated this week by Ralph Stolkin, Edward Burke Jr., and Sherrill C. Corwin, who resigned 2 weeks ago as officers and directors of RKO Pictures because of “unfavorable publicity” (Vol. 8:43). Trio owned total of 43.5% in each station as members of group which recently purchased them from Marshall Field (Vol. 8:27). KOIN’s TV application is currently in hearing with KGW and KXL for Channel 6 in Portland. Station petitioned Commission to amend application to change ownership, some 30 KOIN employees having purchased the 43.5% interest for $304,500. Theatreman Ted Gamble, holding 43.5%, becomes principal stockholder. KGW Nov. 7 countered by asking FCC to dismiss KOIN application, charging proposed amendment represents “substantial change” in application, was filed too late for consideration, could give KOIN unfair advantage over competing applicants. Attached to KGW petition were photostats of Wall Street Journal articles on past activities of Stolkin and associates. Hearing examiner Elizabeth Smith is expected to hold oral argument on KOIN and KGW petitions Nov. 12 or 13. Channel 6 phase of Portland hearing is scheduled to begin Nov. 19. KJR hasn’t yet petitioned FCC to amend its application, but it’s understood the Stolkin-Corwin-Burke holdings in that station have been purchased by Mr. Gamble, who previously held 43.5%, and by station mgr. Arch Morton. KJR is slated for hearing with KXA for Seattle’s Channel 16.

Big pitch for off-hour use of theatre TV for business sales meetings, conventions, etc., was made by Victor Ratner’s Theatre Tele-Session div. of Theatre Network TV Inc. in advertisement in Oct. 27 Wall Street Journal. Hayward Less Carpets’ first coast-to-coast theatre-TV sales conference Dec. 8 (Vol. 8:43), ad tells business executives: “Theatre Tele-Sessions can be held in virtually any major market today, using as many or as few cities as you wish. And TNT provides everything required for your meetings. This includes the TV ‘pickup’ of your program from one or more origination points; complete A&T transmission facilities into individual cities; complete local theatre operations—all handled] through one contact and one contract with TNT.”
KEEN COMPETITION for San Francisco’s Channel 2 is foreshadowed by third application filed this week by Channel Two Inc., Oakland, headed by Stoddard P. Johnston, son of Mrs. John A. Kennedy, owner of KFMB & KFMB-TV, San Diego. New applicant must buck earlier applicants General Teleradio, the General Tire subsidiary headed by Tom O’Neill and operating Don Lee Network, and Oakland Tribune’s KLX, owned by Knowland family.

Week’s 7 new TV applications included one other for vhf—Harry L. Nace theatre interests seeking Channel No. 12 in Mesa, Ariz.

The 5 uhf applicants were for Wichita, Kan., No. 16, sought by Durwood Theatre interests of Kansas City; Lake Charles, La., No. 25, Southland Telecasters (Charles Lamar Jr. & T. E. Gibbens); Lansing, Mich., No. 54, WLIS; Buffalo, N. Y., No. 59, Buffalo-Niagara TV Corp.; Fayetteville, N. C., No. 18, WPNC.

This week’s applications brings to 766 total of those now pending, 304 of them for uhf. [For details about foregoing applications, see TV Addenda 15-Q herewith; for listing of all post-freeze applications, grants, hearings ordered, etc., see TV Factbook No. 15 with weekly Addenda to date.]

Strike which could choke off production of commercials—live as well as filmed—is scheduled Nov. 23 by Screen Actors Guild. Other talent unions including AFTRA, which has jurisdiction over live commercials, have pledged support of SAG in its action against American Assn. of Advertising Agencies. Nub of dispute is additional payment to actors for re-use of filmed commercials, and restrictions on number of times such films may be shown. Meanwhile, strike of Screen Writers Guild against Hollywood’s Alliance of TV Film Producers (Vol. 8:33) ground through 13th week, with no evidence that settlement is imminent.

Two of FCC’s “problem children”—channel shifts of WGAL-TV, Lancaster, and WGBK, Chicago—seem destined to keep Commission busy for some time. This week, FCC dismissed protest of Lancaster’s WLAN against grant permitting WGAL-TV to shift from Channel 4 to 8 and operate with minimum power. It also dismissed WLAN’s application to operate temporarily on Channel 8 with 29 kw. WGBK case has precipitated all kinds of briefs and petitions from Zenith, CBS and WGBK licensee Balsban & Katz. Case is critical because it’s tied up with ABC-UPJ merger, could delay or actually stymie merger.

“We don’t see how the Commission can turn us down,” chairman S. H. Fabian of National Exhibitors Theatre-TV Committee (NETTC) told press luncheon in New York this week. He was referring to request by NETTC and Motion Picture Assn. for allocation of microwave channels to theatre-TV service. Engineering testimony occupied 5 days before en banc FCC last month (Vol. 8:43-44; hearing is scheduled to resume Jan. 12. Mr. Fabian called engineering testimony “the most thorough ever to go before the FCC,” assailed published reports Commission was cold to idea of theatre-TV allocation.

Initial decision on ABC-UPJ merger and rest of famed Paramount case should be issued any day now. Examiner Leo Rosnack has driven himself at fierce rate in compliance with Commission’s request for speed, says “I’d like to be done with it by Nov. 15.” He points out that mechanics of reproducing decision provide an imponderable time element, since document will run over 100 pages. After initial decision, FCC will provide time for filing exceptions, may hold oral argument, putting probable final decision date near year’s end.


Surviving the elections and returning to next Congress are 8 members of Senate and 20 of House Interstate & Foreign Commerce Committees, which have charge of radio legislation—thus leaving 4 vacancies on Senate side, 4 on House. Republican Senators returning include Tobey, N. H., who will be chairman; Capehart, Ind.; Bricker, O.; Williams, Del. Democratic Senators include Johnson, Col., retiring chairman; Magnuson, Wash.; Johnson, Tex.; Hunt, Wyo. Not returning will be Republicans Brewster, Me., and Kem, Mo., and Democrats McFarland, Ariz.; O’Conor, Md.; McMahon, Conn. (deceased). Republican Representatives returning will be Votewoton, N. J., new chairman; Hinshaw, Cal.; O’Hara, Minn.; Hale, Mo.; Dolliver, Ia.; Hoselton, Mass.; Scott, Pa.; Bennett, Mich.; Hoffman, Ill.; Chenoweth, Colo.; Beamer, Ind. Democratic Representatives returning will include Crosby, O., retiring chairman; Priest, Conn.; 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.; Staggers, W. Va. Not returning will be Republicans Hall, N. Y. and Denny, Pa., Democrats Beckworth, Tex., & McGuire, Conn.

Football TV plan of National Collegiate Athletic Assn. faced another challenge this week. Dr. Allen R. DuMont wrote 6 university presidents, requesting permission to carry these games over DuMont-affiliated stations in local communities only on Nov. 15 & 22: Columbia at Navy, North Carolina State at Pittsburgh, Princeton at Yale, Yale at Harvard, Penn State at Pittsburgh, Washington & Lee at Virginia. Meanwhile, National Professional Football League team owners are discussing plan to sell TV-radio rights to all league games as package before season starts, but at least 2 obstacles preclude any immediate decision. Washington Redskins owner George Marshall says he opposes “package deal” unless contract would run at least 5 years at minimum of $1,500,000 per year. Four other teams—Pittsburgh, New York, Cleveland, Philadelphia—still have 2 years to go on 3-year TV-radio contracts with Atlantic Refining Co. (Vol. 8:21).

Nation’s Capital may provide “test tube” for FCC Comr. Frieda Hennoch’s pet “educational TV”—District of Columbia school board last week, after personally meeting with Chairman Walker and Miss Hennoch, approved budget of $300,000 for construction, $100,000 for first year’s operation of uhf outlet, dependent on Congressional appropriations. Since Washington has 4 commercial vhf, is entitled to one commercial uhf, is center of many great educational and cultural institutions, this might well be showcase of public acceptability as well as practicability of Hennoch plan, which has won little enthusiasm among most of the radio fraternity—not only because of its preemption of facilities but because history of AM & FM has shown educators to be pretty poor broadcasters, most surviving educational radio stations pretty bad audience winners. Board of Education filed last week for Channel 26 (see TV Addenda 15-P).

Speed and more speed was urged on educators in applying for educational TV channels by FCC chairman Paul Walker in address this week to National Assn. of Educational Broadcasters convention at U of Minnesota. So far, 9 CPs out of 18 applications have been issued for educational channels. Illustrating difficulties of educators in financing their applications was report this week from Hartford that majority of state legislators, who must provide minimum of $1,200,000 for 3-station educational network sought by Connecticut Education Dept. (see TV Addenda 15-R), disapprove any such outlay as long as state is faced with $10,000,000 budget deficit.

For the novice, FCC has issued helpful 22-page Radio Broadcast Primer hitting high spots of its functions.
ABC-UNT MERGER LOOKS LIKE SURE THING: Initial decision by FCC examiner Leo Resnick, approving long-delayed ABC-United Paramount Theatres merger, had all parties in jubilant spirits this week -- for it gives them even more than they had dared hope for and is almost certain to be rubber-stamped by the Commission in final decision to be issued as soon as possible. Final action in month or less is good guess.

Not only did Resnick bless merger in 140-page report (FCC Mimeo 83222) of Nov. 13 -- not only did he find Paramount Pictures Corp. shrunken of any past anti-trust sins -- but he found Paramount doesn't control DuMont. Latter is reversal of all previous FCC rulings, would remove thorn in side of both.

The findings are eagerly welcomed by principals -- even more particularly by ABC employees and affiliates, both TV and radio, who have seen jobs and business fade away under the uncertainties created by Washington. Everybody in the trade is convinced there's nothing wrong with ABC that money and know-how cannot cure.

Paramount-DuMont ruling undoubtedly comes as delightful surprise to the two companies themselves, even though they've vehemently insisted FCC has been wrong all along. There's been feeling Commission wouldn't break habit of holding that control exists. When finalized by FCC, ruling would permit Paramount to acquire 4 TV stations in addition to its one, DuMont to add 2 to its 3.

* * * *

No one visualizes FCC reversing Resnick on any point in its final decision. Only Commission's own Broadcast Bureau may conceivably object to his decision; it has argued for denials all along the line. But if it does file exceptions and ask for oral argument, it will be indulging in most quixotic venture, involving the most wasted motion ever undertaken by Commission's staff. Everything FCC has said and done in recent months implies approval of Resnick's decision.

Further evidence that decision is likely to become final is fact that Resnick is held in such great esteem as an examiner -- even by the FCC staff which "prosecuted" case. As far as counsel for victorious parties is concerned, here's the reaction of one: "I've always said that Resnick is a great guy. Even if he'd ruled against us, I'd still say it--though it would probably take me 2 or 3 months."

Climate of public opinion mustn't be discounted in case, particularly in regard to merger. Everyone was for it. Editorialists of such newspapers as N.Y. Times and Herald-Tribune, as well as trade press, argued that benefits of strengthened ABC far outweigh remote and speculative lessening of movie-TV competition. And if DuMont can get 2 more stations, a possibility which hadn't received much popular consideration, that network's ability to compete is substantially enhanced.

Boon to uhf is another result which must inevitably flow from decision. Too few cities have more than 2 vhf channels, which means that third and fourth networks must rely heavily on uhf affiliates. For them, strong network fare is a must.

These will be specific results of decision, effective when approved by FCC:
(1) ABC and United Paramount Theatres will merge into company to be called American Broadcasting-Paramount Theatres Inc. (AB-PT). In deal costing UPT about $25,000,000, ABC stockholders will acquire, 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, now 53.36% owner of ABC, will control 9.72% of AB-PT common and 55% preferred -- becoming the largest single stockholder. AB-PT will own TV, AM & FM stations in New York, Chicago, Los Angeles, San Francisco and Detroit, plus 50% of an AM & FM in New Orleans.

(2) Paramount Pictures Corp. will be free to acquire 4 stations besides its KTLA, Los Angeles. DuMont will be able to add 2 to its WARD, New York; WTTG, Washington; WDTV, Pittsburgh. Paramount president Barney Balaban, while saying he is pleased with examiner's decision, in that it "gives us a green light for further plans," says it would be "presumptuous" to say more before final decision.

Dr. Allen DuMont has testified that he's interested in acquiring stations in St. Louis & Boston. He was gratified by decision, called it "declaration of independence," pointed to current expansions, looked for accelerated growth of network.

(3) UPT would sell its WBKB, Chicago to CBS for $6,000,000, since it would have ABC's WENR-TV there and can't keep both. However, CBS isn't assured it can buy WBKB unless FCC rules station has clear title to Channel 2, to which it must shift from Channel 4. Zenith claims that WBKB has no more right to Channel 2 than does any new applicant and so must go through comparative hearing.

Three things struck us as we read Resnick's decision:

* * * *

(1) FCC so circumscribed anti-trust evidence he could weigh that it would have been difficult for him to find parties "tainted". He frequently referred to "the record as presently constituted," meaning that record had been shorn of ancient anti-trust violations by FCC's ruling (Vol. 8:31). This was chief ostensible reason for protracted hearing, sparked by ex-Comr. Jones.

(2) He took industry witnesses at their word. Said he: "We have a reason- able expectation that the anti-trust activities which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting. They have not done so in their broadcast operations in the past and we do not anticipate that they will in the future... They have committed themselves on the record and we shall hold them to it."

His attitude contrasts markedly with that which has permeated FCC in the past -- when Commission at times appeared to distrust entire industry.

(3) His awareness of realities of situation. Speaking of Paramount-DuMont control issue -- and this is heart of decision -- Resnick stated:

"In our opinion, the merger will not only fail substantially to lessen competition but will promote competition. The merger will provide ABC with the financial resources to carry out its plans to strengthen its programming and improve its physical plant and thereby provide substantial competition to the other networks, enabling both its owned-&-operated stations and its affiliates to improve their service to public, and stimulating the other networks & stations to compete in turn.

"Furthermore, the increased competition which the merger will foster appears certain, substantial and immediate whereas the lessening of competition which may occur would be minor, limited and remote."

Document makes good reading, detailing history, officers and finances of all companies involved. Resnick analyzes movies vs. TV and network vs. network competitive factors, concludes that AB-PT has far more to gain from promoting TV than from suppressing it in effort to hike attendance in its theatres.

Hearing ran 93 days between Jan. 15 and Aug. 20 of this year, and Resnick took the 140 pages to wrap it up. For a long time, he has worked 7 days a week, complying with Commission request for haste. He'll take vacation now.

Though decision was issued after stock market closed for day, ABC and UPT had begun to rise, continued up next day, both going about 1 point higher.
FCC GRANTS 10, PROCESSES B-2 LIST SOON: Grant of 10 CPs this week (6 vhf, 4 uhf) makes 108 since freeze -- exactly equal to number of stations on air before freeze end. Commission again confined actions to applications in Group A, working its way through 11 more cities to 96th in line.

Though FCC didn't make any Group B grants, and it has yet to move beyond B-1 into cities with stations, we're told it's only a coincidence and that staff is already scanning B-2 applications.

Since most channels are hotly contested from B-2 on, and since Commission is bypassing competing applications, it's expected to breeze through list from here on.

Power-height increases for existing stations are under discussion, with no decision yet. Any day, FCC should indicate whether it will process them now.

Two of this week's vhf grants went to Tucson, Ariz. -- Channel 4 to KVOA, same ownership as Phoenix's KTAR; Channel 13 to KOPO, controlled by the cowboy actor Gene Autry and with interlocking ownership in Phoenix's KKOOL.

The other vhf grants were for: Santa Barbara, Cal., No. 3, group headed by Harry C. Butcher (KIST) and Colin M. Selph (ex-mgr. of KDB); Pueblo, Colo., No. 3, KDZA -- city's second grant, other to KCSJ-TV having been for No. 5; Lynchburg, Va., No. 13, WLWA (Edward A. & Phillip P. Allen); Green Bay, Wis., No. 2, WBAY (Norbert-time Fathers, religious order which also operates WHBY, Appleton, both commercial).

The uhf grants: Fort Smith, Ark., No. 22, KFSA -- owned by publisher Donald W. Reynolds, who has interest in recent CP for KRTV, Little Rock; Pensacola, Fla., No. 15, Charles W. Lamar Jr. & T.E. Gibbens, also interested in CP granted for Baton Rouge, La.; Williamsport, Pa., No. 36, WRAD and Williamsport Gazette and Bulletin; Waco, Tex., No. 34, Clyde Weatherby, auto dealer, owner of KCLW, Hamilton, Tex.

Another court appeal from freeze decision was filed this week -- WSAL, Logansport, Ind., taking Commission to D.C. Court of Appeals for failure to allocate Channel 10 to its city. It also petitioned FCC for reconsideration of the denial. Other appeals pending, still in preliminary stages (filing of record, etc.):

(1) WWSW's request that Channel 4 be allocated to Pittsburgh. Commission has put the channel into Irwin, Pa., 17 miles from Pittsburgh.
(2) WISC's effort to have the sole vhf channel in Madison, Wis. assigned to educational use so that commercial telecasters will all compete on uhf.
(3) KROW's appeal from decision wiping out pre-freeze San Francisco hearing. Two appeals became moot when FCC gave appellants what they wanted -- more vhf channels. Those appealing were KVOL, Lafayette, La., and WLOA, Braddock, Pa.

UHF WORKING WELL—COVERS 95% OF PORTLAND: Unrestrained enthusiasm for uhf and its potentialities runs all through RCA's report on its exhaustive field tests of first commercial uhf station -- KPTV, Portland, Ore., which began operations Sept. 18.

Report is significant in that it's first comprehensive survey of how uhf is covering Portland -- and as such is useful guide to what can be expected in other uhf cities. On basis of Portland tests, RCA engineers concluded that uhf stations can provide good service to nearly as large audiences -- in terms of percentage of total population served -- as vhf stations with same transmitter power.

Survey team was headed by engineer John P. Taylor, RCA engineering products advertising mgr., whose previous attitude toward uhf might best be described as skeptical. But in Portland report he says "the performance of KPTV has been such as to startle the industry," and adds, "Most of the experienced radio men investigating it in person have agreed that it is 'much better than expected.'"

We urge you to read the full report, printed by RCA as special edition of its Broadcast News, and illustrated with maps, graphs and aerial photos. It's available on request from RCA Engineering Products Dept., Camden, N.J.

RCA crew covered almost every street in Portland and roads for 40 miles in every direction, in field truck with continuously operating TV receiver and field
intensity meter. Engineers pored over maps, talked to broadcasters, distributors, dealers, servicemen. These are highlights of impressive data they gathered:

"KPTV is delivering Class A coverage (74 dbu) to about 20 miles in all directions where there is population, and Class B coverage to 30 or more miles in the directions where there is favorable terrain."

Station can furnish "good" pictures to 95% of the 383,700 people living within Portland city limits and to 88% of the 739,400 in 4-county trading area, with its present transmitter (1 kw) and antenna height (about 1000-ft. above average terrain). A vhf station of same power at same location would probably reach 94% of trading area's population with good signal.

Gaps in coverage area were "dead spots" behind hills and knolls; but survey team found that in nearly all of these locations some signal could be detected -- leading to conclusion that higher transmitter power would cut down unserved area.

Engineers found that signal level of 2 mv/m (66 dbu) was just enough to eliminate snow in test pattern; this level was considered "good picture" for purposes of survey, and is quite close to FCC's requirement of 64 dbu (1.6 mv/m) for Class B coverage. It compares with "good picture" level of about .5 mv/m on vhf receivers -- giving good idea of relative sensitivity of uhf and vhf sets.

Receiving antennas aren't giving as much trouble as anticipated, the report notes. Taylor found that "required antenna installations are no more complex than vhf and are easily handled by servicemen with even slight experience." Lack of good uhf receivers and difficulties with makeshift conversions caused some trouble at first -- but these should clear up in "matter of weeks" as deliveries increase.

As guide to telecasters and manufacturers in judging potentialities of uhf, Taylor draws these conclusions from Portland study:

1. Coverage -- "Portland is a larger city than most uhf-only cities. Therefore, if KPTV does a good job of covering the Portland area it would seem safe to conclude that [uhf signal] will satisfactorily cover any of the others which have equally favorable terrain."

2. Power -- Portland tests indicate 1-kw transmitter "should be sufficient as a starter for nearly all other areas providing that a reasonably high antenna is provided." Increase to 10-kw should greatly reduce size of close-in dead spots.

HIGH HOPES FOR UPCOMING UHF STATIONS: There's still lots more wishful thinking than certainty in reports from uhf grantees promising early starting dates. While the chances are good that 75 to 100 new stations, vhf & uhf, will take the air between now and end of 1953, we repeat our caution to take with grain of salt most promised on-the-air dates -- albeit they're usually given in good faith.

Four of the 108 post-freeze grantees, only one of them uhf, are already on air, and a few others will start before this year ends, as previously reported. But simple fact is that, while vhf transmitters can be had, uhf equipment won't be as speedily available as most think -- to say nothing of winter construction slowdowns.

This week's reports in our continuing survey of new-station plans (which was last recapitulated in our Special Report of Nov. 1, with added data in Vol. 8:45) are mainly from uhf grantees. There's one, however, from KTTS-TV, Springfield, Mo. (Channel 10) which says RCA equipment has been ordered, AM facilities are being enlarged for 40x40-ft. TV studio, starting date is "this spring, probably April."

From uhf grantees, we have these reports: Jacob A. Newborn, Gadsden, Ala. (Channel 21), begins building in 45-60 days, aims for April start. KITO-TV, San Bernardino, Cal. (Channel 18), equipment not yet ordered or construction started, but figures to get on air "one year from date". WFTV, Duluth, Minn. (Channel 38), local dealer ad quotes grantees as saying he's assured delivery of transmitter by Feb. 1, expects to start by March 1, will use FM tower of WEBC. WHHH-TV, Warren, O. (Channel 67), land purchased but not equipment, has no starting plans yet. WNOW-TV, York, Pa. (Channel 49) has ordered 5-kw DuMont equipment, expects to get on air "in spring of 1955". WKST-TV, New Castle, Pa. (Channel 45) now says "sometime during February". White Television Co., Wichita Falls, Tex. (Channel 22) says equipment
is ordered, tower is on hand, construction starts at once, air time is April 1953.

Action on Denver’s Channel 20 grant (call letters: KIRV) has been delayed by death of president Irving Jacobs, one-third owner. Widow has taken over, plans to go ahead. Other Denver uhf, Empire Coil’s KDEN, is being delayed by site trouble.

IKE’S BROTHER STRONG FOR EDUCATIONAL TV: The election elated some educational TV proponents for simple & important reason that the President-elect’s younger brother Dr. Milton S. Eisenhower is not only a staunch booster for educational TV but a nationally prominent educator and an experienced “communicator” as well.

Whether or not he exercises direct "influence" on new Administration, Dr. Eisenhower is thrust automatically into a strong position. He’s president of Penn State College and outgoing president of Assn. of Land-Grant Colleges & Universities. There are 69 land-grant schools, most of which are largest schools in their states.

Dr. Eisenhower has held remarkable series of jobs, ranging from city editor of Abilene Daily Reflector to vice consul in Edinburgh, Scotland; information director of Agriculture Dept.; director of War Relocation Authority; associate director of OWI, and membership on many important national and international commissions.

In address this week at Washington convention of land-grant schools, Dr. Eisenhower significantly singled out TV among all recent educational developments:

"We know that new instruments of education are at hand, such as television, which may very well be the greatest single aid to both resident instruction and adult education devised in this century."

* * * *

We interviewed Dr. Eisenhower, found him solidly optimistic about educators' prospects for putting reserved channels to use. Asked why he thought educators' TV experience will differ from their weak radio history, he said:

"There are two reasons: (1) Educators have learned their lesson. They were shortsighted in the early days of radio. (2) The audio-visual effect is 10 times more effective than audio alone for the 'how to do it' sort of thing, such as demonstrating soil conservation techniques. In presentation of ideas, the visual isn't so important, though it frequently helps considerably in holding attention."

In financing TV projects, schools will have “both successes and failures, as in any other undertaking,” he said. He reported that many institutions have had good luck to date, said he’s getting cooperation of Pennsyl—

In addressing TV projects, schools will have “both successes and failures, as in any other undertaking,” he said. He reported that many institutions have had good luck to date, said he’s getting cooperation of Pennsyl—

He's opposed to sponsorship of educational programs. "I was against it when I handled the Farm & Home Hour,” he said. "However, I think that educational stations should be able to carry sponsored programs of great importance that they can't afford—such as the elections and UN sessions. Also, I understand that we'd be permitted to accept help from a company for, say, a remote pickup, and mention that the facilities were furnished 'through the courtesy of' the company, but that we couldn't advertise their products."

How long should channels be reserved? "Well," he said, "you know that it takes legislatures a good deal of time to act. However, I understand that the FCC will extend the time if the school is making progress toward taking up the channel."

Manufacturers have shown willingness to help, Dr. Eisenhower said, by offering equipment at a discount. "After all, they get their men from us, and they don't want them trained with obsolete equipment."

FCC chairman Paul Walker also spoke at the convention, again warned educators to make concrete plans for using channels or risk losing them after next June 2
when FCC will consider commercial applicants' requests to free them. In addition, he urged that statewide networks should be goal of all groups, that they should ask for more channels if they don't have enough now -- "if you are not already too late."

Dr. Eisenhower said that Pennsylvania plans such network, needs one more channel to cover the entire state with satisfactory signal.

Comm. Walker's "June 2" warning, a recurring theme in his many speeches, is sore point with Comm. Henneck. In her talks, she insists that no time limit should be put on reservations. Reflecting her position, speakers told New York educators at TV session in Schenectady this week that channels should be reserved "in perpetuity," and group passed resolution to that effect.

**Theresa FCC Vacancies Soon to Occur as Result of Gen. Eisenhower's Election (Vol. 8:45) -- who will be chosen to fill them? Nobody really knows, but there's plenty of gossip and conjecture and there will be no lack of candidates. Rounding up such information and setuptools as came to hand this week, including what fellow newsmen are saying, we give you this dope for whatever it's worth:

Among candidates for the first 2 Republican vacancies on the Commission, one of which will be the chairmanship, will be Lewis Allen Weiss, ex-president of Don Lee Network, one-time chairman of Mutual, recently an NPA executive, a friend of Vice President Nixon and a longtime GOP worker in California.

Another likely candidate is Harold V. Bozelle, ex-Kansas editor and retired president of General Telephone Co., an early Eisenhower enthusiast who took leading part in fund-raising campaign for the Eisenhower museum in Abilene, Kan.

Thad H. Brown Jr., whose late father served as a radio commissioner and was once lieutenant governor of Ohio, is quite certain to be pushed by his politically important mother. He's now TV director of NARTB. His mother is Republican national committeewoman for District of Columbia. She remarried, is wife of Howard Coffin, former GOP Congressman from Michigan and former gen. mgr. of Socony-Vacuum, Detroit. Young Thad is an attorney, Princeton graduate, quite wealthy, definitely available.

Comm. Rosel Hyde, Idaho Republican and a career man who came up through FCC's legal ranks, is getting strong backing for the chairmanship. He stands high with the mountain states Congressional delegations, is extremely well liked by his colleagues and staff and is highly regarded by the industry.

There's always possibility that a Republican worker like Edward T. Ingle, TV-radio chief of Republican National Committee, might be chosen. He's an Ohioan, was contemporary at U of Michigan with Gov. Tom Dewey; it's recalled President Roosevelt made Democratic publicity chairman Paul Porter FCC chairman after 1944 campaign.

On Capitol Hill, Sen. Tobey (R-N.H.), who succeeds to chairmanship of Senate Interstate Commerce Committee, can be expected to prod Commission and industry vigorously. His House counterpart, Rep. Wolverton (R-N.J.), has already spoken out against "alphabetical autocrats" operating "independently of Congress" and says they will be summoned to "justify their existence."

It's generally believed that FCC's civil service jobs will go unmoledsted—that no ripple legislation is indicated. But some top appointive jobs are quite likely to change hands, including Benedict Cottone's as general counsel and Thomas J. Slovie's as secretary.

As related on p. 5, Gen. Eisenhower's brother Milton, the president of Penn State College, knows the radio score fairly well, can be expected to help size up the industry and its people pretty clearly. It develops, too, that brother Earl, a GE engineer who lives in Charleroi, Pa., holds interests in 2 small radio stations—WESA, Charleroi (10%) and WLIO, E. Liverpool, O. (20%)—for whatever that may betoken.

Two returning Congressmen we overlooked last week in listing those with radio holdings are Rep. Frazier Reams (Ind.-Ohio), who owns WTOL, Toledo, and Rep. Richard W. Huffman (R-III.), owner of WHFC, Chicago.

**Personal Notes:** Haraden Pratt, telecommunications adviser to President Truman, was White House caller Nov. 13, giving rise to rumors he was resigning; he says he has not resigned, had called to make one of his periodical progress reports. . . John J. Lamigan, ABC-TV sales v.p., resigns to join NBC-TV as mgr. of TV-AM eastern sales; Ed Hitz moves to Chicago to be NBC-TV central div. sales mgr., replacing Eugene Hoge, resigned. . . Layman W. Cameron has resigned as mgr. of XELL-TV, Matamoros (Brownsville, Tex.) . . . Roy Hofheinz, operator of KTRH, Houston, and other stations, and onetime president of old FM Assn., elected mayor of Houston . . . Jerry Leichter now editor & publisher of Ross Reports on Television, 551 Fifth Ave., N. Y., succeeding Wallace Ross, now with MCA . . . James K. Martindale, ex-Dancer, Fitzgerald & Sample, Wm. Esty Co. and Kenyon & Eckhardt, joins N. Y. office of Hutchins Adv. as v.p. in charge of Philco account . . . F. Winslow Stetson Jr., ex-v.p., Foote, Cone & Belding and supervisor on General Foods account, joins Sherman & Marquette as v.p. . . Kenneth Baldwin, ex-NBC, named supervisor of production, Marathon TV Newsreels Inc. . . Herbert W. Hobler, ex-NBC-TV sales, joins CBS-TV network sales . . . Robert Reuschel, ex-TV-timebuyer, McCann-Erickson, has joined new WHUM-TV, Reading, Pa., as national sales mgr. . . Haan J. Tyler, ex-gen. mgr. of old KFI-TV, Los Angeles (now KJH-TV), named west coast sales director, Guild Films Inc. . . John C. Peffer, gen. operations mgr. of WTAR & WFTAR-TV, Norfolk, was married Nov. 7 to Suzanne Arnoux, daughter of Campbell Arnoux, president of WTAR Corp.

George Shropshire, ex-mgr. of George B. Storer's WGBS, Miami, now residing in Havana representing Storer interests controlling Televisión de Caribe, S.A., holding CP for Channel 11 (Vol. 8:44). RCA equipment is reported to have arrived, tower order given to American Steel of Cuba, studio arrangements being made with Teatro Blanquita, newest theatre in Havana. Storer is associated with M. D. Autran, radio veteran who recently won court order for Channel 11.


"Report on Portland," pamphlet describing uhf receiving antenna performance in nation's first "uhf city" is available from Ward Products Div., Gabriel Co., 1523 E. 45th St., Cleveland.
Telecasting Notes: More sponsors for Ford Foundation's Omnibus, in addition to Willys-Overland, should be forthcoming readily after "gee whiz" reviews that followed show's premiere Nov. 9 on CBS-TV. "Bravo" and "revolutionary" were terms used by New York Times' Jack Gould in hailing show, typical of most critics; New York Herald Tribune's John Crosby found first of 90-min. weekly shows (Sun. 4:30-6 p.m. EST) "magnificent [though] not especially native American or breathtakingly original." Sole exception among laudatory reviewers was Variety's George Rosen, who described it as "a distinct letdown." As we saw it, highlight of 5-segment experimental show, which may prove as revolutionary in its field as NBC-TV's Today, was Lili Palmer's performance in Maxwell Anderson's play, This is Anne Bogart ... Biggest junket in TV-radio history was one this week end to Nov. 15 dedication of CBS' magnificent new "Television City" in Hollywood (Pereira & Luckman, architects)—with chairman Palay, president Stanton and CBS-TV president Jack Van Volkenburg heading big list of CBS brass, admen, affiliates, newsmen, etc., going out via special chartered planes ... CBS-TV was host to 53 top women's and fashion editors Nov. 10 on tour of huge Hollywood plant; they were in town for annual conclave ... Network's radio affiliates advisory board met in Hollywood Nov. 14 for one-day session before joining "Television City" parties ... Coronation of Queen Elizabeth will be televised next June—powers-that-be, yielding to public clamor, reversing original ruling that cameras would have to stop just inside Westminster Abbey and that TV would later be given an "edited" newsreel of the religious phases ... Special TV spots featuring Henry Fonda being supplied by Advertising Council for Crusade for Freedom drive Nov. 11-Dec. 15 to raise $4,000,000 for Radio Free Europe and Radio Free Asia, headed by Henry Ford II ... Bausch & Lomb's first award to TV-radio programs and to writers on scientific subjects, shaped like binoculars, went this week to NBC-TV's Chicago-originated Mr. Wizard ... How much each currently sponsored network TV program costs, exclusive of time charges, is tabulated in Dec. 12 Variety—a very useful compendium ... Famed old Summit Hotel atop Mt. Penn overlooking Reading, Pa., now known as Tower Hotel, will be home of new WHUM-TV, due on air in Dec.; it affords excellent line-of-sight to 1036-ft. tower, 23 mi. from Reading, due to be completed week of Nov. 21 ... Explosion in circuit breaker caused flash fire at WHEN. Syracuse, at 1:20 p.m. Nov. 12, was quickly extinguished by staff which got station back on air with emergency equipment. 

Testing service to determine effectiveness of commercials and reactions of audiences to sales approaches before they go on air was offered by NBC this week to its TV & radio advertisers; network will offer at cost its New York studio facilities for rehearsal and shooting of rough commercials, which will be kinescopied and later played back to audiences selected by Schwerin Research Corp. to check effectiveness. NBC also released results of Schwerin survey of some 200 commercials which have appeared on NBC-TV in 48-p. illustrated report titled How to Increase the Effectiveness of Television Commercials. Survey showed that the best-remembered commercials (1) correlate audio & video by pointing to special features of product; (2) demonstrate product by actual use; (3) employ simplicity and brevity; (4) use appealing demonstrator, such as child; (5) keep settings authentic.

Goodbye to another educationally-owned radio station—one of AM's real pioneers, founded before was radio regulation: WCAT, Rapid City, S. D., operated non-commercially by South Dakota State School of Mines, 100 watts part time on 1230 ke. It is giving up ghost because of outmoded equipment and lack of funds.

Station Accounts: "More eating out" by the American public will be promoted by National Restaurant Assn. in TV-radio-newspaper drive designed to offset decline in restaurant dinner volume attributed in part to staying-at-home to watch TV; president J. Fred Vollmer told N. Y. newsmen this week that promotion will be aimed at increasing sales of restaurant-prepared meals for home consumption, stressing their convenience ... Purity Bakeries (Tastee Bread) has signed with United Artists TV for new series of half-hour films titled Cowboy G-Man, starring Russell Hayden and Jackie Coogan, produced by Telemount Pictures Inc., and Mutual Television Productions Inc., to be placed Feb. 1 in 15 markets, thereafter in at least 9 other new TV markets, thru Young & Rubicam, N. Y. ... Mennen Co. (baby products) sponsoring new show titled Oh, Baby! on WABD, New York. Fri. 7:30-7:35 p.m., thru Grey Adv. ... Gadgets and how they work, where available, etc., provide subject matter for Gadgets Gallery, new twice weekly afternoon program on WOR-TV, New York, sponsored by Long Island carpet firm and a furniture store ... Jewelry Academy, retail jewelers' association headed by Sidney M. Brownstein, N. Y., plans TV-radio spots as part of $500,000 campaign for Christmas trade ... Among other advertisers reported using or preparing to use TV: Aluminum Fabricating Co. (Slason aluminum doors & windows), thru Marsteller, Gebhardt & Reed, Pittsburgh; Jordan Refrigerator Co. (commercial & domestic freezers), thru Gresh & Kramer, Philadelphia; Colonial Airlines, thru Hilton & Riggio, N. Y.; Waring Products Corp. (Waring Blender), thru Hicks & Greist, N. Y.; Revco Inc. (Chill Chest food freezer), thru Beeson-Reichert Inc., Toledo.

Network Accounts: Packard Motor Car Co. will sponsor CBS-TV and radio coverage of President-elect Eisenhower's inauguration Tue., Jan. 20, General Motors having previously announced sponsorship on NBC-TV (Vol. 8:43). Sponsorships will embrace processions from White House to Capitol beginning at 11:30 a.m., parade back to White House reviewing stand at 1 p.m. There will be no sponsorship of noon to 1 p.m. period during which President will be sworn in and deliver his inaugural address. Packard will also sponsor inaugural ball from 11-thru-midnight. Ursuline reports are that CBS is packaging total TV-radio charge to Packard at around $250,000, so that same amount or more is likely to be paid NBC ... Besides new Today sponsors on NBC-TV, weekdays 7-9 p.m., reported last week (Vol. 8:45), these were added this week: Curtis Circulation Co., thru BBD; Eastco Inc. (proprietary), thru Ruthrauff & Ryan; Dictograph Products Inc., thru Buchanan & Co.; Pond's Extract Co. (skin creams), thru J. W. Thompson & Sawyer's Inc. (personal cameras), thru Carvel, Nelson & Powell ... Carter Products Inc. (Little Liver Pills), Dec. 21 starts Drew Pearson on Dumont, Wed. 7:30-7:45, thru Ted Bates & Co. ... Kellogg Co. (cereal) starting Jan. 2 will sponsor 1:45-2 Fri. segment of Garry Moore Show on CBS-TV, Mon.-thru-Fri. 1:30-2, thru Leo Burnett Co. ... Allis-Chalmers Mfg. Co. (farm equipment) for 5th year sponsors International Livestock Exposition in Chicago on NBC-TV Dec. 2, Tue. 8-11 p.m., thru Bert S. Gittens Adv. ... General Electric may shortly offer Bing Crosby on CBS-TV, possibly once monthly in period occupied by Fred Waring Show, Sun. 9-9:30 p.m.

Joy Elmer Morgan, editor of the Journal of the National Education Assn., who wagered better but unsuccessful fight against advertising by radio in late '20s and early '30s, demanding gov't. ownership, sees TV breeding a "mentality of trivia and crime" and charged its impact on children was "terrible, terrific and unknown." He spoke Nov. 14 at Baptist Brotherhood Council in Washington.
Trade Personalities: Admiral Edward L. Cochrane, USN ret., dean of MIT engineering school, onetime chairman of Maritime Board, elected to board of Raytheon ... Maj. Gen. Edmund H. Leavey, USA ret., who handled operational and administrative jobs in engineering during active Army service which ended recently, elected IT&T v.p. R. E. Blash, chairman of Webster-Chicago, has resumed presidency of company following resignation of Donald MacGregor, who retired to Zenith as v.p. ... R. K. Gilbert, ex-Philo, appointed operation mgr. of Chicago plants of Standard Cell Products, assisting production v.p. Stanley Andrews ... W. B. Creech promoted to mgr. of marketing, Westinghouse electric appliance div., under v.p. J. H. Ashbaugh; P. Y. Danley named mgr. of Springfield products ... E. C. Buruma promoted by RCA Service Co., Camden, to be gen. sales mgr. for Telepromter service, which RCA recently signed to handle (Vol. 8:41) ... John Ottman, ex-adv. mgr. of Stewart-Warner, named Admiral TV-radio sales promotion mgr. ... Edward A. Stevens elected v.p., International Resistance Co. ... Edward M. Sheridan, ex-RCA new products div., named industrial sales mgr., Earl Kirk promoted to distributor sales mgr., in sales expansion program of I.D.E.A. Inc., Indianapolis booster and uhf converter manufacturer ... James Brent now adv. mgr., Mercury TV & Radio Corp. ... Daniel Price, handling Long Island area, succeeds Henry Easterly as Magnavox N. Y. district mgr., Easterly named to handle Philadelphia area ... Morton F. Blakeslee, ex-Arvin and RCA, joins CBS-Columbia as eastern sales mgr. ... Gerry Goetten, DuMont asst. regional sales mgr. in Chicago, has resigned ... Bert P. Cain, ex-ARA Distributing Co., appointed Crosley zone mgr. for TV-radio sales in St. Louis area.

Booster to serve Williamson, W. Va. is proposed in experimental application filed this week by WSAZ-TV, Huntington. Since Williamson already has community antenna system, booster proposal has ominous ring to system operators. Station proposes to erect antenna on ridge near Williamson, 50 miles from WSAZ-TV, feed signal down hill to 1-watt transmitter with directional antenna. It's estimated Channel 3 signal will serve 7-10,000 people in 5,575 sq. mi. area, and station asserts no interference with its own or other station signals will result. Cost of project is stated as $2600, Taco equipment will be employed, consulting engineer is William L. Foss. Three other booster or satellite operations are operating or proposed: Sylvania is licensee of two stations in Emporium, Pa.; WSM-TV, Nashville, is testing booster in Lawrenceburg, Tex.; Howard-Yale Inc. has application pending for satellite to feed subscription-TV scrambled signal to Palm Springs, Calif. (see TV Factbook 15, p. 37).


Henry C. Forbes, 52, onetime chief engineer of old Colonial Radio Corp., Buffalo (now Sylvania), who with Earl Wagner in 1943 founded Forbes & Wagner, Silver Creek, N.Y., electronic design consultants and manufacturers of components, died in Buffalo Nov. 8.

Manufacturers aren't overlooking big new uhf market in thickly populated eastern Pennsylvania, scheduled to come to life next month with debut of York's WSBA-TV (Dec. 1), Reading's WHUM-TV ("before Dec. 10") and possibly Wilkes-Barre's WBRE-TV (Dec. 15-Jan. 15) and Bethlehem grantees WEST (which has experimental uhf station now).

WHUM-TV, showcase for GE's pilot 12-kuv uhf transmitter (Vol. 8:30), predicts it will start off with audience of about 100,000 sets, including those hooked up to community antennas. Humboldt Greig, gen. mgr., who includes in prospective service area such cities as Allentown, Bethlehem, Easton, Lancaster, Harrisburg & York, says area distributors have already received commitments from 7 manufacturers that they will have 33,300 uhf-uhf receivers and 15,500 converters in area by Christmas: Arvin, Crosley, DuMont, Hallicrafters, Motorola, Raytheon, Westinghouse. He reports one manufacturer has already sold 5000 uhf-uhf sets in area, another (not included in the 7) has more than 15,000 converters there now.

Another early uhf market will be Atlantic City, where Fred Weber's WPFG-TV is slated to go on air Dec. 15 with test pattern, Dec. 20 with programs. After meeting in Chicago with Motorola v.p.'s Robert W. Galvin & Edward H. Taylor of Atlantic, Atlantic v.p. Frank Kears, Weber said arrangements had been made for delivery of more than 2500 uhf "Super Strata-Tuners" made by Motorola for installation in existing Motorola sets. Arvin, which specializes in uhf-uhf receivers, said this week it will discontinue production of uhf-only sets by next spring if conditions warrant." Harlan Foulke, v.p., announced output of all-channel sets has been stepped up from 35% to 50% of total production because of high demand. By January, he added, uhf-uhf sets will account for 80% of production, by February 90%.

Stromberg-Carlson, in trade ads this week, stressed simplicity of its own approach to uhf strip conversion. Ads noted that recent Stromberg sets can be converted without removing chassis from cabinet ("a screwdriver is your tool kit") and that each set takes up to 6 uhf strips.

Devoted completely to transistors, November Proceedings of the IRE contains 51 articles, occupies 526 pages—biggest issue in journal's history. Though transistor is popularly regarded as a substitute for vacuum tubes, newly elected IRE president Dr. J. V. McRae, v.p. of Bell Labs, where new device originated, says this; "There will undoubtedly be many cases in which transistors will be able, by replacing vacuum tubes, to reduce the cost and increase the convenience or effectiveness of existing services. But the benefits will be greater if transistors can penetrate into portions of our present services where vacuum tubes are not yet widely used. It will be still better if some new area of electronics can so capitalize on transistors as to be able to expand significantly."

Included in issue are discussion of new "unipolar" transistor which can amplify voltage as well as current and a technique for increasing frequencies up to tenfold through use of "tetrode" transistors. Coinciding with publication of the special issue, RCA is holding its first public demonstration of transistor uses at Princeton labs Nov. 17.

New IRE awards, to be presented March 25 during annual convention at Waldorf-Astoria: (1) Newly established Founders Award, commemorating Institute's founders, to Brig. Gen. David Sarnoff, RCA chairman. (2) Harry Diamond Memorial Award, for outstanding contributor to the art in govt. service, to Dr. Robert M. Page, Naval Research Lab. (3) Broderer J. Thompson Memorial Prize, for best paper by author under 50 years old, to Richard C. Booton Jr., MIT. (4) Editor's Award, for literary excellence, to Edward O. Johnson and William M. Webster Jr., both of RCA Labs.
BUSINESS SEES 'SQUARE DEAL' OUTLOOK: All things won't come to all men during the new Administration in Washington -- but there's no mistaking the lifted spirits that Gen. Eisenhower's election engendered among the business community in general and the TV-radio-electronics fraternity in particular.

Business is good in TV-radio, currently, and of course defense production is at high peak -- making total electronics field one of the age's industrial giants. But uneasiness has long been felt, stemming not merely from controls & taxes but from the sometimes incomprehensibly antagonistic attitude of the bureaucrats towards business, especially successful business. Case of the FCC's various forays of recent memory, notably its color crusade and the TV freeze, is very much to point.

Things will be different now -- at least that's the hope and expectation, with new faces on the Washington scene and with current business quite good.

"Cordial relations will exist between Govt. and business," writes New York Herald Tribune financial writer Thomas F. Conroy, "instead of the mutual distrust which generally marked the last two decades." Business, he states, now expects a "square deal" instead of a "new deal" or a "fair deal".

First quarter 1953 should afford real clues as to direction the economy is headed; but meanwhile, we have such reports as these from top business observers:

Gains in Christmas trade are expected to develop normally -- up to 10%, says survey by Standard Factors Corp., New York, that covered TV-radio-appliance stores, among other retailers. And the National Assn. of Purchasing Agents, looking at picture as a whole, adds that there's nothing in the present industrial picture that would lead to scare buying and there's no complaint about excessive inventories.

Dun & Bradstreet, surveying 1322 executives of large manufacturing, wholesaling & retailing businesses around the country, found that 59% expect to increase their dollar sales in first quarter, 32% expect no change, only 9% expect decline.

Durable goods manufacturers dominated those who said they expect increases. Fully 97% look to profitable operations after taxes, 34% of these expecting greater profits than before. General view was that selling prices have about stabilized.

That's the over-all business picture, as reported; to this might be added what United Business Service lists as consequences to be expected from Eisenhower's sweeping victory and a Republican-controlled Congress: (1) More efficiency, less waste in Govt. (2) Lower taxes -- eventually. (3) Vastly improved investor and business confidence. (4) Reluctance on part of Federal Govt. to stick its "long nose into private business except in time of trouble."

Somewhere between 5,500,000 & 6,000,000 sets -- and mostly sold -- is still the TV production prospect for this year. Week ended Nov. 7, the 45th of RTMA's statistical year, saw 196,164 TVs produced (14,556 private label) -- down somewhat from preceding week's record 205,957. Total for year to date is thus about 4,805,000.

Factory inventories are still low, though they went up slightly as of Nov. 7 -- to 89,215 from 80,108 the week preceding.

Radio output for week was 205,136 (73,557 private label), just about same as week before. Radio inventories were 168,878, down in week from 189,833. Week's radio output comprised 94,238 home sets, 29,620 portables, 40,342 clock, 40,936 auto.

Note: Chicago dispatch to Wall Street Journal, reporting manufacturers as "jubilant" about current TV business, includes cautionary comment by an unnamed manufacturer, described only as a "conservative producer," that's worth repeating: "I'm afraid the industry as a whole will go hog-wild and then find itself suddenly, one day, in the same inventory glut that undermined it a year ago."
Topics & Trends of TV Trade: Every State in the Union, even though some haven’t any TV stations yet and their towns are still remote from signals, took some part of the 3,573,980 TV sets sold to dealers during first 9 months of this year (39 weeks ending Sept. 26), according to RTMA’s cumulative state-by-state and county-by-county report just released. This compares with 3,371,624 shipped during same 1951 months. It also compares with total 9-month production of 3,670,591 TV units during period, and stands with factory inventories of 172,631 as of Sept. 26 (Vol: S:40) and distributor inventories of 582,576 same date. The RTMA state-by-state figures (county-by-county tables available from RTMA on request):

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<th>State</th>
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Note: Similar figures covering the 4,599,083 radios sold to dealers during same period (during which production was 6,889,537 units), ending Sept. 26 with factory inventories of 244,631 and distributor inventories of 783,294 were also compiled by RTMA.


RTMA board considers whether to back educational TV stations at Nov. 21 meeting in Chicago’s Palmer House, after Emerson’s Ben Abrams, who has donated $10,000 cash to the first 10 such stations to go on the air, gets together with his special educational committee Nov. 20. Other committee meetings in Chicago: Nov. 19, parts, industrial relations, public relations & adv., sales managers, Nov. 20, parts, executive, budget, executive, tube, minimum wage, amplifier executive, membership promotion, organization, finance. In New York’s Roosevelt Hotel on Nov. 19 there will be meetings of microwave and land mobile communication committees; at Waldorf-Astoria same day export committee meets; Nov. 20, technical products executive.

Raytheon premiered its film How to Interpret What You See in UHF, produced as part of its training service program, at meeting Nov. 13 in Rockford, Ill.

Make TV ads believable, is cry of Philadelphia’s Better Business Bureau, which drew up code of stricter advertising standards with cooperation of group of local dealers. Fourteen large-volume dealers have agreed to abide by standards. Mort Farr, Upper Darby, Pa. retailer and retiring NARDA president, presiding at meeting last week, said code provided advertiser should have sufficient stock of advertised merchandise on hand to meet “reasonable” public response; “no money down” statements should not be used in ads if charges are made for warranty, installation or service; imperfect sets should be advertised as such. Newspapers have also agreed to abide by new regulations, which participating dealers will pay $50 a year to BBB to enforce. BBB’s current drive to clean up Philadelphia servicing resulted in one local company president, Allen D. Bernstein (Alan’s Radio & TV Center) being held for the grand jury in $1500 bond on charges of conspiracy and obtaining money by false pretenses after 20 consumers testified they were overcharged or their sets were returned in non-working order.

Sylvania undersold radio tubes to Philco by 7¢ to less than its own distributors because it was forced to foot the bill for advertising and popularizing company’s radio service sign. Controller Walter R. Selbert presented this justification at Federal Trade Commission hearing Nov. 13 on FCP complaint of Dec. 1949 (Vol: 6:2: 8:25:44). The hearing was adjourned to Jan. 19, when Philco attorney Henry Weaver will present his company’s case.

Crusade for ethics in repair of TV receivers was joined in Philadelphia this week by group of servicemen themselves, who formed new organization, Television Servicing Dealers Assn., to draw up set of “fair treatment” rules in effort to police their own trade.

Picture tube tester and rejuvenator developed by Revacto Co., Louisville, being rented to TV repair shops; refrigerator-sized unit is said to diagnose and in some cases restore tube to full power in 15 minutes for $9.55 fee paid by consumer.

Philco says it will accent appliances at Boca Raton, Fla. distributors convention Jan. 4-6, after which its brass will leave for west coast convention at Ambassador Hotel, Los Angeles, Jan. 11-12.

Settlement of price discrimination cases under Robin-son-Patman Act by voluntary trade conferences rather than by exclusive use of formal complaints will be subject of closed meeting of Federal Trade Commission Nov. 18.

Fair trade practices conference, originally scheduled for public hearing week of Dec. 15 (Vol: 8:44), has been postponed to latter part of January by Federal Trade Commission in deference to retailers’ busy Christmas season.

Admiral planning campaign next year to promote 2-set couplings, handled by its accessory div., enabling consumer to run 2 TV sets from one outdoor antenna.

General Instrument Corp. had sales of about $3,000,000 in October, record volume, reports chairman Abraham Blumenkranzt, who predicts sales for fiscal year ending next Feb. 28 will approach record $39,000,000. Defense order backlog, he reported, is $30,000,000, civilian orders above $4,000,000. Company reported loss of $983,557 on sales of $18,827,974 for fiscal year ended Feb. 29, 1952 (Vol: 8:24).

TV is credited with financial revival of Hollywood’s 8-stage General Service Studios by co-owners George & James Nasser, in announcing plan to file petition for discharge of bankruptcy Dec. 11. Company has been in bankruptcy for 2½ years, now anticipates small profit for current fiscal year, thanks to earnings of nearly $200,000 from release of 4 pictures to TV.
Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Sept. 11-Oct. 10: Bruce A. Coffin sold 700 CBS "A," holds 13,383 "A," 17,300 "B"; Lloyd H. Coffin sold 900 CBS "A," holds 13,388 "A," 16,186 "B"; Stanley F. Patton bought 100 DuMont, holds 210; H. S. Morgan received 650 GE distributed from estate, holds 3650; R. W. Durst gave 1500 Hallicrafters as gift, holds 50,200 personally, with wife and through trust for son; Wm. J. Halligan gave 1250 Hallicrafters as gift, holds 107,550 personally, with wife and through trusts; Paul V. Galvin gave 85 Motorola as gift, holds 322,592 personally and through trust; Kenneth C. Meiksen sold 4000 National Union, holds 23,000; Harold W. Butler gave 70 Philco as gift, holds 11,055; Charles M. Odorizzi bought 300 RCA, holds 1000; Wm. H. Raye bought 300 Raytheon, holds 300.

Philco increased sales to record high of $247,383,000 in first 9 months of 1952 from $228,431,000 in same 1951 period—although earnings were down to $6,073,000 ($1.64 a share) from $9,635,000 ($2.19) last year, due largely to higher operating costs and increase in taxes from $7,293,000 to $8,241,000. For 3 months ended Sept. 30, sales also set new quarterly record, reaching $32,227,000, up from $37,486,000 corresponding 1951 period. Third quarter earnings after taxes of $2,151,000 were $1,784,000 (48c a share) vs. $2,222,000 (60c) third quarter last year, when company received tax credit of $812,000 and refund of excess profits taxes on 1945 income. Sales potential continues to exceed output, says president Wm. Balderston, noting new Philadelphia plant to increase TV capacity by 50% will begin operations early next year. Total 1951 sales were $305,329,670, earnings $12,168,046, or $3.35 per share on 3,525,372 shares outstanding (Vol. 8:11).

Hallicrafters' sales for year ended Aug. 31 set new high of $42,001,025, a 10% increase over preceding year's $35,383,716, but net earnings dropped to $375,460 (46c a share) from $678,468 (53c) due to completion of fixed-price pre-Korea govt. contracts, according to president William J. Halligan. Profit outlook for first quarter of new fiscal year is considerably brighter, he said, predicting company's net earnings for current quarter will equal earnings for all of fiscal 1952. He estimated first quarter sales at $13,500,000 vs. $10,000,000 for same quarter last year. Govt. order backlog is remaining constant at about $21,000,000.

Motorola's sales increased more than $5,000,000 to $106,967,680 in 9 months ended Sept. 30 from $100,194,572 in same 1952 period, but net income dropped to $4,079,262 ($2.75) a share from $5,327,442 ($2.75). During all of 1951, company earned $7,299,102 ($8.29) on sales of $135,284,086 (Vol. 8:12). Third quarter 1952 profit was $949,558 (49c) on $37,174,029 sales vs. $1,570,579 (81c) on $25,744,728 for third quarter 1951.

Dividends: Television-Electronics Fund, 12c from investment income plus 25c from realized capital gains, payable Nov. 29 to stockholders of record Nov. 18; Sprague Electric, 40c and 2-for-1 stock dividend Dec. 15 to holders Nov. 20; I-T-E Circuit Breaker, 50c Dec. 1 to holders Nov. 19, plus 5c common stock dividend Dec. 15 to holders Dec. 19; United Paramount, 25c Dec. 19 to holders Nov. 28.

Valuable asset to uhf designers has been DuMont's experimental station KN2EXDR, New York, in operation since Sept. 24, 1951. Station operates with 5-kw ERP on 708-714 mc, 9:00 a.m.-4:30 p.m., Mon.-thru-Fri. It was originally set up to provide readily available NTSC color signal, as well as uhf transmissions, when FCC prohibited color transmissions on commercial stations during regular programming hours. Station has transmitted more than 1000 hours of color in addition to black-and-white.

Electronics Reports: Steel outlook for first quarter 1953 is "still not too good," in words of one NPA official—but there's considerably more optimism over steel supply now than there was 2 weeks ago, before announcement that electronics industry would be eligible for extra allotments of 8000 tons of steel (Vol. 8:44-45).

Even with this steel dividend—and another potential one Dec. 10 when supply again will be measured against demand—NPA electronics officials freely predict TV set shortages in first quarter as result of scarcity of steel vs. high consumer demand. But steel pinch should be short-lived, with plenty available by second quarter when disastrous effects of steel strike will have been overcome.

It's known that some of the larger TV-radio and component manufacturers are now feeling materials squeeze. Several are known to be using conversion steel because their regular steel allocations are far from sufficient. They're allowed to buy up to 500 tons of the much higher priced conversion steel to supplement their allotments—and some have already bought up to the limit, despite the relatively large increase in production costs entailed by use of this type of steel. The extra allotment of first-quarter steel will be distributed on basis of supplemental applications from manufacturers.

* * *

General Electronics & Receiver Section is new name for RTMA engineering dept.'s enlarged receiver section. L. M. Clement, Crosley, is chairman of section's executive committee. R. J. Biele, GE, continues as vice chairman and is in charge of activities of receiver committees, and 2 new vice chairmen will be appointed to supervise work of general electronics and general committees. New committees will be set up in section to cover such fields as electronic computers, magnetic amplifiers, nuclear instrumentation, etc.

Bendix Radio has begun production of electron tubes for aircraft, radar and other specialized purposes at its new 4800-sq. ft. plant, Eaton, N. J. plant. New plant is part of company's Red Bank division, under gen. mgr. Edward F. Kolar, which constitutes New Jersey shore area's largest industrial facility.

Westinghouse tube div. now in production of TV picture and other types of tubes at 365,000-sq. ft. plant in Elmira and 145,000-sq. ft. plant in Bath, N. Y., headed by v.p. E. W. Ritter.

International Resistance Co. buys 66.4 acres of J. A. Baldwin property at Asheville, N. C., is building $200,000 plant with 35,000-sq. ft. to be ready by spring and to employ up to 500.

"Subcontracting for Small Plants" titles new leaflet now available from Small Defense Plants Administration, Washington, and regional offices.

* * *

Chockful of TV, July-Aug. issue of RCA's Broadcast News carries articles on shift to high power by WSAZ-TV, Huntington; methods of estimating uhf coverage; details of Empire State Bldg. multiple antenna; first post-fence station (KFEL-TV, Denver); engineering data required by FCC; 1002-ft. tower of WSBS-TV, Atlanta.

U. S. Machine Corp., Lebanon, Pa., manufacturer of oil, gas and coal heaters marketed under Winkler brand name, may be merged with Stewart-Warner Corp., Chicago, by means of exchange of stock. Boards of both companies have approved deal, and U. S. Machine Corp. stockholders are to vote on it Nov. 25.

Electro-Voice Inc. has bought out Radio Mfg. Engineers Inc., Peoria, Ill., maker of "ham" receivers, converters, accessories.
Opposition to football TV "controls" of National Collegiate Athletic Assn. reached season's peak this week after NCAA denied DuMont's request to televise 6 games locally in addition to NBC-TV's "game-of-the-week" (Vol. 8:45). NCAA accused DuMont of trying to "break down" its TV program after failing to bid for it. DuMont replied that it didn't bid because "we are opposed to monopoly" and accused NCAA of "conducting a monopolistic boycotting operation." For first time, U of Michigan athletic director Fritz Crisler joined U of Pennsylvania and Notre Dame in opposing NCAA's TV plan. He suggested instead that each of NCAA's 8 districts televise one game each Saturday, confining coverage to district boundaries. Penn athletic director Fran Murray proposed still another system in his Nov. 9 TV debate with Hall on NBC-TV's American Forum of the Air. Murray's plan: (1) Permit each college to make its own TV arrangements. (2) Put one-third of gross TV receipts into TV trust fund. (3) Distribute funds among NCAA members who can show they suffered financial loss as result of live telecasts of other college games. (4) Use any remaining funds for post-graduate scholarships for deserving football varsity letter men.

New rules for lighting and marking of high antenna towers were proposed this week. Notice of proposed rule making (FCC 52-1460, Doc. 10344) contains recommendations of unofficial industry-govt. group which studied high tower aviation problems for 4 months (Vol. 8:35-40). Part 17 of FCC rules now contains no specifications for towers over 500 ft.; proposed rules modify somewhat the specifications for towers 500 ft. and less, and establish specifications for towers up to 1500 ft., but don't apply to towers already authorized. Included in proposal is new method of marking guy wires of towers over 500 ft. through use of spherical markers 1-ft. in diameter every 120 ft. on each outer guy wire. At night, these markers would be illuminated by lights every 120 ft. or by floodlights on ground. Deadline for filing comments on proposal is Dec. 15, for replies to comments Dec. 30.

Add channel shifts: WKRC-TV, Cincinnati, has moved from Channel 11 to 12, and WDTV, Pittsburgh, goes from Channel 3 to 2 on Nov. 23. Both retain present powers pending shifts of others. Only 2 which shifted previously, of 30 required to do so, are WSAY-TV, Huntington (No. 5 to 3), and WJAC-TV, Johnstown (No. 13 to 6). For list of all required to change, see p. 81, TV Factbook 15.

Detroit's uhf Channel No. 62 and Los Angeles' No. 34 got first applicants this week—Jack Knight (Detroit Free Press) applying for first, attorney-manufacturer Lawrence A. Harvey for other. Also seeking big-city uhf allocations are UHF Television Co., group of Texas oilmen, seeking No. 23 in Tulsa; WMIL, Milwaukee, No. 31; and Ozark Television Corp., St. Louis, seeking No. 14 assigned to town of Festus, Mo., 25 mi. south of St. Louis. Latter application includes among principals film producer Carl G. McIntire and gen. counsel Raymond W. Karst of Economic Stabilization Agency, an ex-Congressman from Missouri. There were also 3 vhf applications this week for: Lafayette, La., Channel 10, by Morgan Murphy interests (Lafayette Advertiser); Enid, Okla., Streets Electronics Inc., No. 5; Jackson, Miss., Delta Sales Corp., Channel 3. Total TV applications now on file: 764, of which 306 are for uhf. [For details about foregoing applications, see TV Addenda 15-2 herewith; for listing of all post-freeze applications, grants, hearings ordered, etc., see TV Factbook No. 15 with Addenda to date.]

Movie producer Samuel Goldwyn is apparently convert to idea of pay-as-you-see TV, actually sees TV coming to rescue of movies whose boxoffice this year is running about 5% below last year's $55,000,000 a week. In Hollywood this week, he predicted half the nation's 23,199 theatres (Jan. 1 count) will fold up within 5 years, those remaining open being devoted to high-grade "prestige pictures." Pay-as-you-see TV, he said, will be "the big salvation of movies and TV" and "will make it possible for a motion picture producer to take in more money through this sort of exhibition in one night than he could formerly make in a year's theatre run." There was plug in it, of course: "My new picture, Production No. 85, will be available for either TV or theatres. I make pictures for the people. If, when the picture is finished, pay-as-you-see TV is a reality, as I think it may be, that's where my picture will be seen."

Theatre TV's first venture in entertainment field will come Dec. 11 when Nathan L. Halpem's Theatre Network TV Inc. and Metropolitan Opera will present complete 3-hour performance of Carmen coast-to-coast via closed-circuit theatre TV direct from stage of the Met in New York. Performance is being staged as benefit for Opera Assn., under which arrangement unions represented in theatre gave their consent to telecast. It's understood some 30 theatres have already signed up for opera, to be presented at "popular prices" without added film attractions. Experimental telecast will be eyed by theatremen and telecasters all over country, as well as Metropolitan Opera officials, as test of pulling power of entertainment and "culture" on theatre TV screens, which heretofore have been used only for prizefights.

Strike against makers of filmed TV commercials was unanimously approved Nov. 11 by Hollywood membership of Screen Actors Guild. New York membership votes on Nov. 16, after which Guild's executive committee will set date for walkout. While vote applies only to New York film commercial producers and members of American Assn. of Advertising Agencies, 6 other performers' guilds have pledged support and strike is expected to halt production of TV commercials on nationwide basis.

Seventh Day Adventist general council, deploring "seductive and debasing material being projected into the home by way of the TV screen," has voted to establish a Legion of Honor among its young people to guide them in selecting programs.

Resumption of theatre-TV hearing has been postponed by FCC from Jan. 12 to Jan. 26 "because of the difficulty experienced by out-of-town witnesses in obtaining Washington hotel accommodations during the inaugural period."
8½ YEARS AVERAGE 'WEAROUT AGE' OF TVS? Nobody really knows yet, for no definitive study has been made -- but we've been talking with some of the industry's top statistical people, who should know better than most, and they reckon the life span of a TV receiver is 8½ years. They mean from factory to junk-heap, call it the "wearout and scrapping rate." For picture tubes, they calculate 5½ years.

If that's so, it means virtually all of the more than 20,000,000 TV sets made since 1946, when post-war production began, are still in use -- which will evoke plenty of argument. It's also a fact that there are few, if any, 8½-year-old sets as yet, for there were very few (perhaps 8000) made before the war.

The statistical pundits frankly say they're merely "guesstimating" on basis of fragmentary data gained in mere 6 years of TV production, selling & servicing -- but think they're right in forecasting an eventual 12% annual replacement market.

If we can accept their calculations, it would also mean TV sets "wear out" more slowly than radios (generally accepted life-span: 7 years), and compare with 13½ years for autos, 12-13 years for refrigerators.

RTMA statisticians figure 20,600,000 as cumulative total of TV sets produced to end of this year, and 30,000,000 sets-in-use within 2-3 years. If latter becomes total at end of first 8½ years of mass production, it could mean replacement market of 3,600,000 a year out of probable 5,000,000 annual sales.

Picture tube replacements will always be at faster rate -- 18% per year, the statistical boys estimate. Whereas this year's total tube output will be 7,300,000 (vs. about 5,600,000 sets), next year's is expected to be 8,300,000. In life of CR tubes, it's noteworthy that wear comes mostly from "shock" to gun and phosphors due to turning set on & off, rather than from continuous hours of use.

Note: Average factory price of a TV set has held at just about $200 over last 6 years -- so that factory sales by end of this year will be $4.12 billion. And at retail, counting in markups, antennas, installation, servicing, etc., you can double this figure -- so that public's investment has been $8½ billion.

Also significant -- the "paper" held by banks and finance companies on TVs is regard, we're informed, as "the very best." Whatever the reason, payments are said to be more reliable than on autos, furniture, refrigerators, stoves, etc. It's estimated that about 60% of all TV sets are sold on installment basis, at average debt of $280 each, and that $750,000,000 of such paper is currently outstanding.

THE NEW STATIONS—WHAT THEY MEAN IN SETS: There's potential of well over 2,000,000 new TV homes already in the new markets opening up as result of the 122 CPs granted to date in 87 cities -- and the number of grants & new markets is going up each week.

Analyzing Census Bureau data on households within metropolitan areas to be served by the new stations, we come up with substantially higher figure than RTMA's
task force did when, early this year, it predicted demand for TVs would be between
750,000 and 1,600,000 by July 1, 1953 (Vol. 8:6).

RTMA figures, of course, go only to mid-year, whereas we calculate to end of
next year, by which time nearly all these markets should be opened up. Conservatism
of our calculations is also manifest from fact most of the new stations will cover
vastly more than their immediate metropolitan areas.

Results of our analysis also exceed the boldest predictions of most receiver
manufacturers. Here's what we found in poring over the Census Bureau figures:

(1) 42 of the new-station cities are 60 miles or more from nearest existing
TV transmitter. Within their metropolitan areas are 2,277,561 households, or what
Census calls separate dwelling units. It's safe to assume less than 25% of such
households now own TV sets, so we can figure on potential market of 1,700,000 homes.
The areas in this group:

Mobile, Montgomery, Tucson, Fort Smith, Little Rock, Fresno, Santa Barbara,
Colorado Springs, Denver, Pueblo, Pensacola, Tampa-St. Petersburg, Decatur, Peoria,
Rockford, Sioux City, Manhattan (Kan.), Baton Rouge, Duluth-Superior, Jackson (Miss.),
Springfield (Mo.), Asheville, Raleigh, Lima, Portland, Williamsport, Charleston,
Columbia, Sioux Falls, Chattanooga, Waco, Amarillo, Austin, El Paso, Lubbock, Roa-
noke, Spokane, Lynchburg, Wichita Falls, Henderson (Ky.), Honolulu, San Juan.

(2) 15 of the new-station cities are 40-60 miles from any other TV trans-
mmitter. Within their metropolitan areas are 741,794 households. Figure saturation
of 50% -- and your market potential is 370,000. Cities in this group:

Springfield, Holyoke, Flint, Saginaw, St. Joseph, Lincoln, Atlantic City, San
Bernardino, Youngstown, Scranton, Gadsden, Elmira, Warren, Wilkes-Barre, Galveston.

(3) 21 of the new-station cities are within 40 miles of existing TV trans-
mmitter. They contain 1,070,615 households. Give them 75% saturation, and you still
have 265,000. In this group are:

Bridgeport, New Britain, Waterbury, Fort Lauderdale, Ashland, Battle Creek,
Frederick, Fall River, New Bedford, East Lansing, Asbury Park, Akron, Massillon,
Bethlehem, Harrisburg, New Castle, Reading, York, Jackson (Mich.), Belleville
(Ill.), Ann Arbor.

(4) 9 of the new grants are in cities with existing TV stations, and so are
not included in our market totals. They are: New York, Albany, Binghamton, Buf-
falo, Rochester, Syracuse, Houston, Greensboro, Johnstown.

Our "saturation" gueستimates are open to argument, of course--and the new-
station grants and new-station towns are changing week by week. There's question of
overlap, too; for purposes of this admittedly cursory "survey", we've followed Cen-
sus Bureau procedure in including overlapped towns with larger neighbor. For exam-
ple, Warren, O. is included in metropolitan area of Youngstown; Ashland, Ky. is
overlapped by Huntington, W.Va.; Belleville, Ill. by St. Louis -- to mention a few.

Census Bureau defines a "standard metropolitan area" as the central city and
all surrounding communities which comprise a single economic unit, which frequently
takes in an entire county. A household includes "all of the persons who occupy a
house, apartment, or other group of rooms, or room that constitutes a dwelling unit."

HONOLULU'S QUICK STARTER; AUSTIN READY: Some grantees are literally "racing" to get
on the air -- with vhf stations coming along fairly fast and uhf restrained only by
slowness of equipment deliveries.

You can add 2 more vhf to your log of "stations in operation" -- Honolulu's
KONA (Channel 11), which began test patterns Nov. 18, and Austin's KTBC-TV (Channel
7), which debuts Thanksgiving Day with Humble Oil-sponsored telecast of Texas-Texas
A&M football game and will carry Army-Navy game Saturday from NBC-TV.

KONA grantee Radio Honolulu Ltd., new to radio and backed by big local in-
terests, is thus 5th post-freeze station to go on air (4 of them vhf). It got CP
just one month ago, stole march on KGMB-TV (Channel 9) by flying in 20,000 lbs. of
GE equipment and 5 engineers to get quicker start. It's using KPOA tower.

KGMB-TV is still due to start operating Dec. 1 (Vol. 8:40), so that for all
practical purposes the Honolulu market is now wide open.
KTBC-TV also performed prodigies in getting on air ahead of Dec. 1 target, using temporary 2-kw RCA transmitter & 500-ft. tower atop nearby 922-ft. Mt. Larsen. Camden engineers Richard Phares and John Thayer were reported to have performed a miracle in raising completely-assembled 87-ft. antenna, weighing about 8500 lbs. in matter of hours after delivery. Station is getting service from all 4 networks. It's owned by Mrs. Lyndon Johnson, wife of the Texas Senator.

Next uhf to go on the air, apparently, will be WSBA-TV, York, Pa., on Channel 43. It was readying to hoist new antenna this week end (Nov. 22), the first one having been smashed in accident (Vol. 8:44). It still awaits transmitter, due any day now. And it also looks like WSLS-TV, Roanoke, Va. (Channel 10) can get going by Dec. 1 or 2; it's almost ready for tests, reports mgr. Jim Moore.

Note: Tijuana's XETV (Channel 6), its call letters changed from XEAC-TV, has now set starting date as Dec. 6, giving San Diego area some direct and quite unwelcome competition (Vol. 8:34). It's a Federal installation, almost completed. Controlling Azcarraga-O'Farrill interests (of Mexico City) have appointed Alexander Nervo as gen. mgr.; he's from Mexico City office of J. Walter Thompson Co.

[For status reports on other upcoming new stations, see story, p. 6.]

14 CPs GRANTED, 2 IN CITIES NOW SERVED: First inroads into one-station "monopolies" came this week when FCC granted CPs for uhf in Greensboro, N.C. and Johnstown, Pa. They were among 14 authorized, most in any week since initial batch of 18 got approval last July 11 (Vol. 8:28). That makes 122 post-freeze grants, 5 already on air.

FCC broke in B-2 priority list to make Greensboro and Johnstown grants, moving to 151st city in Group B. The B-2 list of 30 cities comprises those with stations operating and uhf-only left for assignment. Commission should move rapidly through the 30, since only dozen or so applications are uncontested.

Grants presage critical showdown for uhf stations which face job of persuading vhf set owners to convert. But task will be much easier than in cities with multiplicity of existing vhf outlets, where all networks already have affiliates.

Another "first" is expected in month or so when Commission begins granting power-height increases for existing stations. FCC will probably issue notice governing these Group D applications in about a week.

Priority in processing Group D, as laid down in Temporary Processing Procedure, provides that one-station markets come first, in order of population. Thus, first 10 will be: St. Louis, Pittsburgh, Buffalo, Milwaukee, Houston, New Orleans, Seattle, Kansas City, Indianapolis, Memphis.

Of the 108 pre-freeze stations, 30 are required to shift channels and are permitted to raise powers and heights at same time. Reason FCC is willing to process those of other 78 who wish to make changes is that their handling should be simple: it will divert little staff manpower from new-station applications. Furthermore, Commission feels right chesty about its speed in stamping out new CPs -- it's keeping way ahead of transmitter manufacturers' ability to produce, in uhf anyway.

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Four of week's grants were vhf: Colorado Springs, Colo., No. 13, KRDO; Sioux City, Ia., No. 9, Cowles publishing interests, which own KRNT, Des Moines and WNAO, Yankton, and are seeking TV in Des Moines & Minneapolis; Sioux Falls, S.D., No. 11, KELO; Galveston, Tex., No. 11, Gulf Television Corp., headed by coffee distributor Paul E. Taft and including actor James Stewart (9%).

Six of uhf grantees are AM operators: Henderson, Ky., No. 50, WSON; Jackson, Mich., No. 48, WIBM; Battle Creek, Mich., No. 58, WBCK (second in city); Flint, Mich., No. 16, WTAC (second); Greensboro, N.C., No. 57, WCUG; Lima, Ohio, No. 73, WLOK.

The 4 non-AM uhf grantees: Belleville, Ill., No. 54, Signal Hill Telecasting Corp., comprising employees of St. Louis TV-radio stations and local businessmen; Decatur, Ill., No. 17, Prairie Television Co., whose president and 88% stockholder is W.L. Shellabarger, of local milling family; Galveston, Tex., No. 41, Rudman Television Co., 100% owned by oil operator M.B. Rudman who has also applied for Bismarck & Minot, N.D., holds 50% of application for Billings, Mont.; Johnstown, Pa., No. 56, Rivoli Realty Co., including theatre owners Walter M. Thomas & Margaret E. Gartland.
Fifth existing station to shift channel is WMCT, Memphis; it was due to move
from Channel 4 to 5 this week end, hiking power to 60 kw. It was complicated deal
involving modifications of AM & FM stations as well.

Others will be shifting one by one, but some are so interdependent, because
of co-channel and adjacent-channel spacings, that they may have to shift en masse.
Ohio-Indiana-Kentucky area epitomizes this situation.

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Hearings aren't making as much speed as they did at first, but there's feel-
ing new deposition and stipulation rules (Vol. 8:42) will do much to prevent most
egregious delays. Commission cut more deadwood from its rules this week by elimi-
inating need for notarizing service of papers on parties in various proceedings.
FCC will shortly announce streamlining of its TV, AM & FM rules -- a "blue pencil"
job eliminating more obsolete material.

Commission is still working its way through petitions to change the end-of-
freeze decision, thinks it's beginning to see the end. This week, it denied WNOE's
petition to add another vhf channel to New Orleans and turned down WHIS's efforts to
get West Virginia rezoned so as to permit addition of Channel 6 to Bluefield.

Major such petition remaining is Zenith's challenge of WBKB's right to move
from Channel 4 to 2 in Chicago, as ordered by FCC. Decision is expected any day.

TRANSISTOR'S POTENTIAL SHOWN BY RCA: "The whole electronics business will be remade
-- and on a broader scale." That's the meaning of transistors, in words of Dr. E.W.
Engstrom, RCA Labs v.p. who at same time warned that this revolution isn't here yet.
Occasion was junket of newsmen to Princeton Nov. 17 (being followed by some
500 RCA patent licensees) for briefing on development of transistors, the tiny de-
vice which can do many things that vacuum tubes can do and many they cannot.

We've popped our eyes at transistor's potential before (Vol. 7:39; 8:9) and
RCA opened them even wider this week. Transistors, you'll recall, are basically
tiny slivers of the element germanium touched by 2 or more wires, encased in a chunk
of plastic size of thumbnail.

Principal advantages over tubes are: low power requirement, small size, lack
of heat, reliability, resistance to physical shock. This should mean eventual lower
cost of receivers & other instruments because of fewer, smaller & cheaper components
and simplified production.

RCA showed 10 kinds of transistors, 4 of which are now available to other
laboratories at $14-$25. Fifteen electronic instruments employing transistors were
demonstrated, some of them truly fantastic.

A completely portable TV set -- battery-operated, measuring 12x13x7-in. and
weighing 27 lbs., using 36 transistors and no tubes except 5-in. picture tube --
captured reporters' imagination most of all. Dr. Engstrom was quick to point out
that set isn't intended as commercial unit; that the sole purpose was to demonstrate
transistor's potential. He said drain on batteries would be excessive, with CR tube
taking half the current. A commercial portable isn't inconceivable, he said, but
its emergence depends primarily on public demand.

More immediately practical, among devices shown, was auto radio with 11
transistors, operating directly from 6-volt battery by eliminating high-voltage
power supply. This implies great advantages in cost and performance.

Partial substitution for tubes seems most valuable employment of transistors
when they're commercially available. In sync circuit of TV set, they effect drastic
reduction in size and weight. Same goes for industrial TV units, computers, etc.
Also shown were: (1) Spring-driven battery phonograph with performance near that of
conventional units. (2) All-transistor AM and FM radics. (3) Wireless microphones
and phono jacks. (4) Transformerless power amplifiers.

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Big problem is mass production of uniform units. Peculiarly, though trans-
sistors appear much simpler than tubes, it has been extremely difficult to turn out
units of equal performance. But no one questions industry's ability to lick the
problems in time and spew forth transistors by the hundreds of millions.
Germanium is relatively scarce element, but each transistor uses so little that there's plenty. Chief sources are coal ashes and as by-product of zinc smelting. Other elements with similar characteristics, such as silicon, are being studied, may prove just as useful.

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Everyone's speculating just how transistors will "remake" electronics industry. Certainly, with transistors, printed circuits and other new components and techniques, the day of automatic production lines is almost upon us. Motorola has already shown what printed circuits can do (Vol. 8:33). This is bound to mean lower costs ultimately. And it sounds a clear note of warning to the small operators who don't command great capital it takes to tool and retool for automatic production.

Transistors also presage cutting of the "umbilical cord" -- the power cord that chains most of today's instruments to the wall outlet. That's because of their low power requirements. This should give battery industry tremendous boost.

It begins to sound like early days of radio to industry's pioneers -- what with crystals and catwhiskers, battery sets and spring-driven phonographs.

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**Personal Notes:**

Charles Thieriot, gen. mgr. of KRON-TV, San Francisco, named asst. publisher of *San Francisco Chronicle*, which owns station; he continues in charge of station ... A. A. Schechter, ex-NBC, has formed own public relations firm, A. A. Schechter Associates, 250 Park Ave., N. Y. ... T. Arthur Evans, secy. of Canadian Assn. of Broadcasters, resigns to become executive secy., Society for Advancement of Canadian Music ... Paul N. Goode named acting mgr. of new Channel 22 station (KWTW) in Wichita Falls, due on air in April; Wm. D. Buford, development engineer ... Seymour F. Johnson, Santa Barbara engineer, elected engineering v.p. and board member of Santa Barbara Bestg. & TV Corp., granted Channel 3 this week; Lloyd M. Jones, ex-KTTV & old KFI-TV, appointed chief engineer, and Ray Ruby, chief engineer of KIST, named asst. to Jones ... Ivan Reiner, ex-program mgr., WNB; now with WOR-TV as production mgr., succeeding Harvey Marlowe, resigned ... Buford, ex-KFWE, Hollywood, named asst. mgr. & program director of Honolulu's upcoming TV station KONA, whose gen. mgr. is George H. Bowles; Vic Rowland, ex-ABC, named publicity chief ... Maurice Gresham, ex-KLAC-TV, Los Angeles, becomes sales mgr. of Peerless TV Films, succeeding George Shupert, resigned ... Jack O'Mara, ex-Pacific Coast mgr. for C. E. Hooper Inc., ex-KECA & KNX, joins KTTV, Los Angeles, as merchandising-promotion director ... Terry Turner, ex-RKO exploitation chief, joins staff of General Teleradio Inc. (WOR-TV, Mutual, et al.) to "direct his efforts towards accelerating attendance in motion picture theatres, with heavy aid of radio and TV" ... James Valentine, of International Standard Electric Co. (IT&T), has returned from Buenos Aires where he set up Argentina Govt.'s LR-3-TV ... Richard W. Golden, ex-Lester Lewis Assoc. and Theatre TV Network, named mgr. of sales development, NBC spot sales ... James G. Cominos, v.p. of Needham, Louis & Brooby, Chicago, named TV-radio director ... Wallie Dunlop named director of TV operations of new WICC-TV; Bridgeport, due on air about Jan. 1 ... Neil D. Cline promoted to asst. director of WHAS & WHAS-TV, Louisville, under v.p. Victor A. Sholls; Al Gillen named TV sales mgr. John Fouts radio sales mgr. ... FCC Comr. Henrock due in Oakland, Cal. Nov. 27, will be interviewed on educational TV on KROW.

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**Network Accounts:**

Greyhound Bus Lines is second sponsor to buy segment of Ford Foundation's *Omnibus* on CBS-TV, Sun. 4:30-6 p.m., starting Jan. 4, thru Beaumont & Hohman ... Gemex Co. (expansion watchbands) buys *Stork Club* on CBS-TV, starting Jan. 3, alt. Sat. 7-7:30 p.m., thru BBDO ... Electric Companies of America sponsors *You Are There* on CBS-TV, starting Feb. 1, Sun. 6-6:30 p.m., thru N. W. Ayer ... Philip Morris reports starting *My Little Margie* on CBS-TV Jan. 1, Thu. 10-10:30 p.m., thru Biow ... Pillsbury-Ballard Div. of Pillsbury Mills Inc. (Ovenready biscuits) starting Dec. 1 & Dec. 2, buys Mon. 1:45-2 p.m. & Tue. 1:45-2 p.m. segments of *Garry Moore Show* on CBS-TV thru Leo Burnett; C. H. Masland & Sons (rugs & carpets) buys Mon. 1:30-1:45 p.m. segment, starting Jan. 26 thru Anderson & Cairns ... Smith, Kline & French Laboratories to sponsor *March of Medicine* on NBC-TV, Dec. 2, Tue. 9:30-10 p.m. & Dec. 4, Thu. 10-10:30 p.m., thru Benjamin Eshleman Co. ... Atlantic Refining Co. & Miller Brewing Co. will share sponsorship of Detroit-Green Bay pro football game on DuMont, Thanksgiving Day, starting at noon; Atlantic agency is N. W. Ayer. Miller's is Mathisson & Associates ... Packard Motor Car Corp. buys *Rebound* on DuMont, alt. Fri. 8:30-9 p.m., thru Maxon Inc. ... Swank Inc. (men's jewelry) buys *Steve Randall*, on DuMont, starting Nov. 28, Fri. 8-8:30 p.m., thru Bert Goldsmith Inc. ... American Tobacco Co. (Lucky Strike) starts *Private Secretary* on CBS-TV Feb. 1, Sun. 7:30-8 p.m., thru BBDO ... American Childe Co. (Clorets) will sponsor *Date with Judy*, returning Jan. 3 to ABC-TV, Sat. 7:30-8 p.m., thru Dancer-Fitzgerald-Sample ... Fred W. Amend Co. (Chuckles candy) starts *Hail the Champ* on ABC-TV Dec. 3, Sat. 11:30-noon, thru Henri, Hurst & McDonald.

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Radio-Television Correspondents Assn., Washington, plans to resume annual dinners honoring President of the United States, has tentatively fixed Feb. 7 date for next.

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EW-STATION STARTS should accelerate during De-
cember, particularly more uhf—judging from re-
ports we’re getting in our continuing survey of progress of CP holders. Besides the 5 Nov.-Dec. starters reported on p. 2, there’s still assurance from principals that new uhf stations WJUM-TV, Reading, Pa. (Channel 61) and WFPG-TV, Atlantic City (Channel 46) will start during December, as previously reported.

Roanoke’s WSLS-TV (Channel 10) opens up that market shortly to uhf, but it’s also significant that that area will be first new market where uhf & uhf will get started almost at same time. WROW-TV (Channel 27) reported this week it’s now putting foundations for 240-ft. Blaw-Knox tower atop Mill Mt., which rises some 1100-ft. above the town, and that RCA equipment has been promised in time for Jan. 15 debut.

From WBRE-TV, Wilkes-Barre, Pa. (Channel 23) comes definite reassurance that it will be on the air “by Jan. 1.” And Harrisburg’s WHP-TV (Channel 55) tells us RCA 24-pan antenna is being built to go on 160-ft. tower atop 1310-ft. Blue Mt., 6 mi. north of city, and station has been promised transmitter for Dec. 15-30 delivery; that April start is certain, but it hopes to beat that time.

Spokane’s 2 uhf grantees are both trying to beat Jan. 1, but making no promises. El Paso’s KTSM-TV (Chan-
nel 9) will have tower up by Dec. 1, has studios all ready, is strenuously promoting TV set sales, promises to be on the air “before Jan. 1—by Christmas for sure.” It’s a race there with KROD-TV (Channel 4). And Amarillo’s KGNC-TV (Channel 2) this week promises March start.

Other reports received this week included one from Santa Barbara, Cal., where Channel 3 grantee (Harry Butcher-Colin Selph group) says 10-kev RCA transmitter has been ordered with 6-bay antenna, and May 1 is tentative date.

Continuing the battle against football TV restrictions of National Collegiate Athletic Assn. (Vol. 8: 49), Dr. Allen DuMont labeled NCAA “a trade association” which practices restraint of trade “inappropriately disguised by an academic cap and gown” in Nov. 17 talk to New York Football Writers Assn. NCAA’s TV director Asa Bushnell protested at same meeting that NCAA isn’t “an isolated agency” but an association of 372 colleges, of which 185 voted for “controls,” only 15 against. TV’s impact on football gate receipts was decried this week by small colleges, whose National Assn. of Intercollegiate Athletics met at Kansas City and named committee to study football TV. On other hand, Notre Dame, long-time pro-
pONENT of unrestricted TV, announced it will continue opposition to TV limitations by sending athletic director Ed Krause and executive v.p. Rev. Edmund Joyce to New York meeting Nov. 30 of NCAA’s TV committee in at-
tempt to “open up” football TV. To growing list of oppo-
nents of NCAA program you can add U of Illinois athletic director Doug Mills, who proposes: (1) Divide country into sections. (2) Televis e 2 big games weekly within each sec-
ton. (3) Black out major population centers from which games draw their attendance, which would still assure all area fans of at least one game on TV. (4) Divide TV receipts among participating schools.

More than 27,500,000 auto radios are in use, or 25% of total 110,000,000 radio sets, reports Broadcast Adver-
sising Bureau, noting also that: “Radio is growing at a more rapid speed than any other medium. There are now more radios than there are people over 17 years old, or more than there are beds or clocks.”

Business is brisk in radio, too: Mutual reports gross billings of $16,838,917 first 10 months of 1952, up 15.2% from the $14,920,655 for like 1951 period—with political revenues helping a lot.

KMJ-TV, Fresno, Cal. (Channel 24) reports RCA 1-kev transmitter is to be delivered March 1, and starting date is May 1 from 3300-ft. antenna site on a mountain 28½ mi. east of city.

KFEQ-TV, St. Joseph, Mo. (Channel 2) reports RCA transmitter and antenna and Lehigh tower have been or-
dered. Building starts at once, and on-the-air date is “possibly in April.”

WATR-TV, Waterbury, Conn. (Channel 53) should be-

KCCJ-TV, Pueblo, Colo. (Channel 5), still aiming for March 1 target date, reports it has purchased WCBS-TV’s stand-by layout in Chrysler Bldg., New York, including RCA transmitter with all associated equipment—used by network until new Empire State Bldg. stand-by was in-
stalled.

Norbertine Fathers’ WBYA-TV, Green Bay, Wis. (Channel 2), authorized last week, reports RCA equip-
ment ordered, no construction plans yet but aim to get on air “early in March 1953.” Weed & Co. will be national sales rep.

This week’s grantee KELO in Sioux Falls, S. D. (see p. 3) already has 5-kev RCA transmitter and antenna on order for Channel 1 operation, has told local distributors and dealers it could get on air in 60-90 days, weather per-
mitting. But weather is extremely bad right now, so it’s talking about March debut.

Federal’s first uhf installation, the 12-kev WICC-TV, Bridgeport (Channel 43) looks like it will go on by end of year, has undertaken big promotional drive with that in view. And we’re informed that Federal’s 1-kev for WETV, Raleigh, N. C. (Channel 28) should get on the air by next February.

Comr. Robert Bartley’s first good look at color TV, both RCA and CBS kinds, came this week—and he said: “Both of them look better than black-&-white.” He spoke Nov. 17 to meeting of Armed Forces Communications Assn. on subject of “The Plugged Nickel.” He referred to the mere 4,077 cents per capita per year with which Commission must regulate communications. To illustrate FCC’s tight budget, he said that Common Carrier Bur-
eau had 140 employees in 1954, only 160 today. Bartley’s next talk comes Dec. 8, before educational group at U of Texas, Austin. IV will also observe daytime lighting tests con-
ducted by WFAA-TV, Dallas, which seeks approval of 1747-ft. tower (Vol. 8: 45).

Experimental TV applicants Howard-Yale Inc., Palm Springs, Cal., and WTIP, Charleston, W. Va., were told by FCC this week that hearings are required on their proposals. First, proposing booster to feed Los Angeles TV signals to Palm Springs, scrambled for pay-as-you-look service, was told it raised problems of co-channel inter-
ference, particularly with Mexican allocations, and that proposal has dubious technical value to FCC. WTIP was told that its plans for experimentation with Channel 49 didn’t seem to offer any contribution to the art and that grant on Channel 49 may prejudice competitive situation between WTIP and WKNA—both of which have commercial applications for the channel.

Extremely significant to TV and film industries are current negotiations in which a leading distributor of feature films for TV seeks to purchase control of big RKO Pictures Corp. Matty Fox, head of Motion Pictures for TV, confirmed that he is negotiating with group headed by Ralph Stolkin who recently purchased control of RKO from Howard Hughes for $7,345,740 (Vol. 8: 38-40, 42). Fox declined to comment on whether RKO would release its backlog of films to TV if purchase goes through.
PRODUCTION PACE & MATERIALS OUTLOOK: When top producers Admiral, Philco & RCA are back making TV sets at rate of 1,000,000 or so per year -- as they now seem to be, and probably are -- you know that the boom production-selling days of 1950 are by way of being repeated. And when they do well, rest of industry seems to do well.

Not that they've disclosed their output figures, of course; those are very guarded secrets. But they aren't hard to guess on the basis of past performance and dribbles of information from various sources. Not least of these are the weekly RTMA figures, which as of Nov. 14 (end of 46th week of year) show total production of TVs has just turned the 5,000,000-mark, radios just over 8,115,000.

Industry sales managers calculated this year's total output at anywhere from 5,700,000 to 8,000,000 -- for an average of 6,400,000 -- in poll taken at their Chicago meeting this week. With 6 more weeks to go, with holiday interruptions, it looks like final figure close to 6,000,000 as against 5,385,000 last year.

The cry is now for more components, particularly picture tubes, cabinets and tuners (notably uhf). From industry sources you get different sizeups of the current situation -- though all set makers agree business is healthy and look to comfortable business rest of this year and well into next. Some think the new markets will be chief determinant how next year's production and sales go.

One major manufacturer said he could make and sell many more TVs than now, except for NPA materials limitations. He thought slowdown might come before January because of changeovers to new models. It's much too early to tell how first quarter will go, certainly much too early to forecast summer trade, he told us.

The kinescope shortage is described as "tremendous" but tubemakers are rushing to meet it. Console demand is better than cabinet supply, with combination cabinets particularly short due to dry-up of that item during spring recession.

Steel shortage in TV-radio manufacture is real, says NPA officials, but the industry, looking forward to lifting of controls, thinks outlook is good. NPA has many requests from TV-radio manufacturers for extra "hardship" allotments, but says "we've absolutely reached the bottom of the barrel, at least for the time being." Some set makers, of course, may be "talking poor" to build up cases when shortage really hits them -- if it does. Shortages of components are undoubtedly much more acute than steel, which could get worse before it gets better.

Steel allotments for first quarter 1953 are lower than for this quarter. Some TV-radio manufacturers are using higher-priced conversion steel up to limit of 500 tons per quarter. To help those willing to use this more costly steel, NPA is considering raising the quarterly limit.

Beyond first quarter 1953, nobody sees any significant materials shortages.

"We don't need to produce 200,000 sets a week to do a good business," said one manufacturer. Yet that seems to be rate of production right now. RTMA tally for week ended Nov. 14 went up to 202,309 (10,291 private label) from 198,164 week preceding and compares with two-year record of 205,957 the week before that.

Factory inventories rose to 103,850, second week they went back upgrade -- the week preceding having been 89,215 and week before that record low of 80,108.

Radio output went up to 214,228 (61,094 private) from 205,136 week before. Radio inventories rose to 179,748 from 168,878. Radios produced during week ended Nov. 14 were 95,475 home sets, 39,524 portables, 40,309 clock, 38,938 auto.


Next educational TV application (only 18 submitted thus far, 9 granted) is due to be filed shortly by Milwaukee Adult Education & Vocational School Board for Channel 10—but only because Circuit Judge William F. Shaughnessy on Oct. 29 lifted temporary restraining order which would have barred any educational application from Wisconsin. Lower court had granted injunction in suit by Edwin Zedler, president of Affiliated Taxpayers Assn. of Milwaukee, who contended educational TV stations were unconstitutional and no public funds should support them. On appeal, Judge Shaughnessy temporarily banned state or municipal support of application pending hearing, but allowed board to file after spokesman said “it costs only $1 to apply.” Other educational TV developments: (1) Group of Philadelphians formed Delaware Valley Educational Television Corp., planned to float bond issue to finance construction of station, with operating costs to be covered by $100,000 annual donations by civic leaders. (2) Texas educators will meet Dec. 8-9 in Austin to discuss use of 18 reserved channels.

Thailand (Siam) has ordered Marconi equipment for southeast Asia’s first TV station, to be erected for Thai Govt. at Chulalongkorn University, Bangkok.
Financial & Trade Notes: Pacific Mercury Television Mfg. Corp., part owned by Sears Roebuck (Vol. 2:25-26) and producer of Sears' Silvertone brand for western states at plant in Van Nuyes, Cal., was disclosed in Federal court in Newark this week to have made an offer to take over Tele-tone and subsidiaries, now in bankruptcy. Offer includes loan of $100,000 for payments to creditors and acquittal of certain other obligations. Also making offer to acquire Tele-tone is California Eastern Airways Inc. Pacific Mercury reports that for 6 months ended Sept. 30 it did gross business of $6,313,276, earned net profit of $184,761 after $184,511 taxes. First half of preceding fiscal year, sales were $1,601,662 with loss of $126,215. President Joseph Benaron says Pacific Mercury is currently turning out 8,000 TVs per month, plans new and expanded factory.

Note: Hearing in Tele-tone's reorganization proceedings, at which foregoing offers will be considered, is scheduled before Federal Judge Hartshorne in Newark, Nov. 24 at 10 a.m. Creditors have been informed that if no plan is acceptable to them, counsel for trustee in bankruptcy will move for liquidation of Tele-tone, whose liabilities last April 21 were shown as $4,272,238 and assets $1,821,182.

* * *

Standard Oil plans to sell $5,000,000 worth of debentures and 3 principal stockholders will offer 250,000 shares of common stock in mid-December. Statement filed with SEC covers proposed sale of 5% convertible subordinated debenture issue, due Dec. 1, 1967, as well as the common stock, both to be offered to public through F. Eberstadt & Co. Stock would have gross value of more than $4,200,000 at current market price. The 3 unnamed shareholders still would own more than 50% of firm's outstanding common, even after the sale. Standard Oil's sales for first 9 months of 1952 totaled $43,869,180, exceeding by several million dollars company's sales for entire year 1951. In first 9 months of 1951, sales were $27,013,071. Profits for the 1952 period were $1,963,945 ($1.34 a share) vs. $1,164,967 (79c) for 1951 period.

Davega Stores Corp. reports net loss of $601, or 11c each on 265,500 shares of common stock outstanding after providing for preferred dividends, on sales of $12,260,573 during 6 months ended Sept. 30. In same period, profit was $12,713 (net loss of 6c per common share after preferred dividends) on sales of $13,074,000.

Webster-Chicago reports net loss of $607,118 on sales of $11,795,000 for 9 months ended Sept. 30 compared to net profit of $368,722 (82c a share) corresponding period. For all 1951, net profit was $467,635 ($1.01) on sales of $17,971,466.

American Phenolic Corp. reports net loss of $922,053 net income ($2.30 a share) on sales of $27,196,025 for 9 months ended Sept. 30 vs. $631,356 ($1.57) on sales of $18,045,760 in 1951 period.

Globe-Union Inc. shows net profit of $1,122,062 ($1.66 a share) for 9 months ended Sept. 30 vs. $1,105,967 ($1.65) same period 1951.

* * *


Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Oct. 15 & Nov. 14: Admiral, 9792 Oct. 15 to 8087 Nov. 14; Arco, 5808 to 7090; GE, 12,469 to 11,348; General Precision, 5100 to 5500; Magnavox, 6505 to 6358; Motorola, 19,832 to 17,879; Philco, 7123 to 7097; RCA, 24,755 to 23,025; Zenith, 10,905 to 11,241.

Electronics Reports: Far from being "overloaded" with military orders, electronics industry is prepared to "under-take a very substantial additional amount of production" as well as more research and development contracts. This point was stressed by Richard W. Cotton, who heads NPA Electronics Div. and DPA Electronics Production Board, in Nov. 13 address to Armed Forces Communications Assn. of Boston, in which he touched on practically every phase of military electronics. Other highlights of speech:

"Current production of the electronics industry is at an annual going rate in excess of $4 billion. Defense production accounts for almost $2.5 billion of this total. This compares with a total of $3 billion for defense and civilian purposes in 1951. The production last month of more than $200,000,000 of military electronic equipment is a major achievement in view of the fact that 95% of the major items in that delivery figure were new designs developed since the outbreak of the Korean war."

Outside the atomic energy program, Cotton pointed out, electronics represents largest single money item in research and development. He ventured "guess" that military electronics budget for fiscal 1953 will be about the same as this year's $2.5 billion. Dollarwise, military electronics procurement constitutes about 10% of total hard goods outlay. Referring to charges that electronics shortages delayed guided missile program, he said:

"It is unfortunate that the original missile research and development contracts were given to aircraft manufacturers without mandatory provision that the electronic portion of the work be subcontracted [to] established electronic manufacturers. Had this been done, missile electronics would have been developed along lines which would have permitted use of components that are within the working limits of the electronics industry to produce." Holding that skilled manpower is key to successful development and use of complex electronic equipment, he warned: "In all-out war we would experience great difficulty in operating [the equipment] at full efficiency and even greater difficulty in servicing and maintaining it."

He offered this twofold solution: (1) Reduce complexity of the equipment; (2) Increase length of enlistment or offer bigger inducements for electronic technicians to re-enlist in Armed Forces.

* * *

Electronics industry's post-Korean expansion approved by govt. under rapid tax write-off program totaled $296,000,000 by Oct. 31, divided among 657 individual projects. This is close to 75% of DPA's tentative goal of $396,000,000 for the industry by end of 1953. Some $25,000,000 has gone to small business to date, out of $64,-000,000 earmarked for smaller concerns. Breakdown of electronics industry's tax amortization certificates: end equipment, 250 projects, involving total expenditure of $155,000,000; tubes, 135 projects, $94,000,000; components, 231 projects, $29,000,000; miscellaneous, 41 at $18,000,000.

Three-step steel decontrol plan was proposed to NPA Nov. 20 by steel products advisory committee. It provides: (1) "Open-end" CMP in first quarter 1953, permitting consumers to buy steel without priority after all priority customers are taken care of. (2) End all steel allocations for civilian goods in second quarter, retaining CMP for military and atomic orders only. (3) End all CMP allotments, inventory and warehouse controls at midyear. Steel industry's proposal is similar to NPA's own decontrol planning, except that NPA proposes to end civilian goods allotments at midyear instead of second quarter.

To help increase reliability of military equipment, RTMA engineering dept. has set up electronic applications committee under Crosley's Louis M. Clement to serve as clearing house for information on methods of improving reliability in design, manufacture and installation of electronic equipment.
Telecasting Notes: TV rate increases are coming along more slowly nowadays, despite ever-increasing saturation. New network rate cards, embracing newly added stations, mainly post-freeze, will soon be out—notably the CBS-TV schedule due Dec. 1 . . . NBC's WNBT, New York, on Nov. 15 hikes Class A base rates from $3750 to $4250 per hour, one-min. from $775 to $875 . . . WMFY-TV, Greensboro, went up Nov. 1 from $450 to $500 & $80 to $100 . . . WTAR-TV, Norfolk, on Jan. 1 goes from $525 to $600 & $100 to $115 . . . WWJ-TV, Detroit, opened new 20,000,000 studios with closed-circuit "tours" piped to meetings of advertising executives in New York and Detroit, as well as telecast of Nov. 17 dedication by mayor and governor; 2-story, 20,000-sq. ft. building has provision for 2 additional floors and largest studio (4000 sq. ft.) has built-in 25-ft. revolving stage . . . Community service project set up by NBC for New York, called WNBT-WNBC Music Foundation, will provide record players and records for hospitals, community centers, etc., soliciting funds from listeners & viewers; Jackie Robinson, the Dodgers star, has title of director of community activities . . . RKO-Pathé, RKO's TV film subsidiary, about to go into production, may also dip into big firm's library . . . Republic Pictures reported readying release of 100 more feature films to TV thru subsidiary, Hollywood TV Service . . . United TV Programs (formed by Standard Radio's Gerald King and Milton Blink) bidding for Snader catalog of Korda features and shorts, that firm being involved in litigation between principals . . . More stations mean lower prices for films, said Guild Films president Reuben Kaufman Nov. 25 in announcing reduction in film program rentals up to 20%, retroactive to Oct. 15 . . . Do TV sportscasters talk too much? No, not usually, writes sportscaster Mel Allen in letter in Nov. 16 New York Times, explaining action outside camera range frequently affects result of game and thus merits description as much as events all viewers can observe for themselves . . . Robert M. Weitman, UPT v.p. slated to head up ABC programming when merger is approved, named executive producer & chairman of talent committee handling Cerebral Palsy Telethon, to run 18½ hours from 8 p.m. Dec. 6 on WJZ-TV.

TV home ownership figures as of May 15, 1952 have been compiled by A. C. Nielsen & Co., research firm, 2101 Howard St., Chicago, and will be released after they have been reconciled with NBC's monthly sets-in-use figures and RTMA county-by-county shipment-to-dealer figures. National total will be published within few weeks, after which breakdowns by so-called "NCS Areas" will be made available to Nielsen subscribers. The NCS Areas figures cover all of the 3072 counties in the U.S., combined into some 1500 groupings that include all TV market areas. They're work of 200 fulltime men traveling continuously over 2000 counties, and Nielsen has names of several hundred thousand homes selected by area sampling methods. Service is outgrowth of firm's radio ownership surveys.

Canada will now accept TV applications from private interests, as announced this week in speech from throne at opening of Parliament. This means abandonment of policy of govt. monopoly, though it was indicated no applications for Toronto or Montreal, where CBC operates only outlets, will be accepted. Facts that U. S. is authorizing so many TV stations near border, that even CBC's CBLT in Toronto feels competition of Buffalo and Rochester stations, are regarded as having helped break down ban.

TV-radio "morals" probe by Harris Subcommittee of House Interstate & Foreign Commerce Committee will wind up Dec. 3 & 4 with hearings in Washington. Scheduled to be heard are representatives of FCC, not yet designated, Frederic R. Gamble, president of American Assn. of Advertising Agencies, and "anyone who wants to be heard."

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Eleven UHF and 7 vhf applications made up unusual batch, with some unusual principals, filed with FCC this week to bring total now pending to 765 (308 of them uhf). Most significant of week's applications were one ufh for Kansas City (Channel No. 25) and one for St. Louis (No. 30) by Empire Coil Co., which operates the vhf WXEL, Cleveland, and recently launched first commercial ufh KPTV, Portland, Ore. (Vol. 8:38). They're first for those channels in those one-station (vhf) cities, indicating owner Herbert Mayer's great faith in future of ufh. He also holds CP for ufh KDEN, Denver (No. 26).

Another interesting ufh application is that for No. 34 in Los Angeles, filed by group including theatrical Frank Fouce, equipment maker Peter Mole (who also is president of SMPTF), and Mexican TV-radio tycoon Emilio Azcarraga (holding 20% of stock, the limit permitted an alien). And Notre Dame University has set up corporation that filed for commercial outlet on No. 46.

Other ufh applications are for Modesto, Cal., No. 14, filed by Ralph M. Brown, part owner of KBOX; Minden, La., No. 30, and Tyler, Tex., No. 19, by Jacob A. Newborn Jr., granted CP recently for Gadsden, Ala. (Vol. 8:46); Louisville, No. 41, by Robert Rounsaville, owner of WLOU and other stations; St. Louis, No. 42, by WIL; Rochester, N. Y., No. 27, by WRNY; Portland, O., No. 30, by Edward H. Lamb interests, operating WTVN, Columbus, and WICU, Erie, holding CP for WMAC-TV, Massillon, O.

The vhf applications are for Orlando, Fla., No. 12, filed by WLOF; Jefferson City, Mo., No. 13, by group headed by Missouri's Gov. Forrest Smith; Billings, Mont., No. 2, by oilmen M. B. Rudman & Albert Hayuth, former already holding CP for Galveston; Corpus Christi, Tex., No. 10, by KSIX; Salena, Ore., No. 3, by group of Oregon broadcasters, including engineer Harold C. Singleton; Amarillo, Tex., No. 7, by KLYN; Bellingham, Wash., No. 12, by group headed by Jessica L. Longston, broadcaster & publisher.

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

Portland's Channel 6, which had 3 applicants, may wind up with only one—the Oregonian's KGW (Newhouse newspapers)—as result of these developments this week: (1) Examiner Elizabeth Smith ruled against petition by KOIN to amend application after sale to some 30 employees of 43.5% interest formerly held by Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin (Vol. 8:45). She held that petition represented "substantial change" in application which would be prejudicial to competing applicants, and that no "good cause" had been shown. KOIN is expected to appeal decision to full commission Nov. 24, request oral argument. (2) KXL (Ed Craney), the other applicant for Channel 6, petitioned Commission to dismiss its application because of increased construction costs. Craney has interest in Spokane's Channel 4 KXXL-TV.

"Pool arrangement" whereby President-elect Eisenhower's tour to Korea will be covered by only one newsreel cameraman, one photographer and one reporter evoked protests from NARTB president Harold Fellows and CBS president Frank Stanton. Both called this discrimination against TV-radio. Stanton said: "There can no longer be any doubt that the country as a whole relies more heavily on radio and TV for news and major events than on any other medium."

Speaker Sam Rayburn's ban on TV and newsreels from House end of Capitol is expected to be lifted as one of first acts of GOP Speaker Martin's regime. He disagreed at time of ruling last session. Rep. Martin said he will leave to committees to decide whether they should permit cameras.
ROANOKE, HONOLULU & COLORADO SPRINGS: Looks like the vhf grantees, though they're a minority of only 35 out of the 131 post-freeze CPs issued to date, will continue to go into operation at faster clip than uhf -- and for some time to come.

Despite promises of quick starts, fact is that uhf equipment simply isn't being delivered as rapidly as expected. Delay seems to be indicated for most if not all uhf grantees, though several still insist they'll start in December (see p. 6).

Seventh station to take the air (6th vhf) will probably be Roanoke's WSLS-TV (Channel 10), reported ready to turn on power Dec. 1 or within day or two thereafter and planning program service (including network off microwave) without delay.

Honolulu's KGMB-TV (Channel 9) likewise was still aiming for Dec. 1 as this was being written, but faced possible short delay because of non-delivery of an approved monitor, though unit had been shipped from Camden.

Next one thereafter could be Channel 11 grantee in Colorado Springs, Colo., which had DuMont transmitter already on hand when it got grant this week (see TV Addenda 15-T), 150-ft. self-supporting tower ready to put up. It's asking FCC for STA to begin interim operation, which could begin within matter of weeks.

Telecasting from famed Cheyenne Mt., which looms 3000 ft. above Colorado Springs, this station (call letters not yet selected) will throw good signal into Pueblo, only 28 mi. away, could very well be seen in Denver, about 66 mi.

Both Roanoke and Honolulu outlets are using temporary RCA equipment in haste to get on air -- Roanoke's WSLS-TV operating with 6-bay antenna mounted on 40-ft. pole that gives it 77-ft. height above ground but 1894 ft. above average terrain.

KGMB-TV is city's second vhf within month -- Channel 11 KONA having signed on Nov. 22 but signed off Nov. 25 due to interference with KPOA, whose AM tower it was using. FCC quickly granted STA for temporary site change to top of Alexander Young Hotel, using 40-ft. antenna at height of 152 ft. above ground. FCC was told it would resume telecasts Nov. 30, GE crew headed by engineer Charles Smith being on hand to make quick switch. New Mt. Tantalus plant will be ready in about 6 months.

From Spokane's KXLY-TV (Channel 4) came first definite word this week on its starting date. Manager Ed Craney states it should be ready to go by Christmas Day, operating from 6018-ft. Mt. Spokane. Spokane Chronicle's KHQ-TV (Channel 6) is racing the competition, so market should be wide open by Jan. 1.

El Paso's KTSM-TV (Channel 9) has told local press that Jan. 1 is debut date but it still hopes to get going before Christmas (Vol. 8:47). Rival builder KROD-TV (Channel 4), owned by newspaper publisher Dorrance Roderick, hasn't yet announced starting time but is promoting heavily. City's third grantee, KEPO-TV (Channel 13), has yet to build road to its mountain site, hasn't yet started on studios.

[For status reports on other upcoming new stations, see story, p. 6.]

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—SO YOU CAN ADD ANOTHER $1 BILLION! We erred rather badly last week in reporting that 20,600,000 will be the all-time cumulative total of TV set production at end of 1952 and calculating therefrom that aggregate at retail was about $8% billion.

The figure should have been 23,000,000 which, at average retail sale of $400, would make the aggregate public investment in TV reception $9.2 billion since post-war emergence of the industry in 1946. And that's quite apart from the investment in some 120 telecasting plants at average of about $500,000 each.

The 20,600,000 figure represents best estimates of sets-in-use as of end of this year. The 23,000,000 figure is an official RTMA estimate, based on known production since end of war and on expected 1952 production of 6,000,000 sets.

Deduct the 20,600,000 from the 23,000,000 and you have 2,400,000 to account for trade pipelines (normally about 1,500,000), exports (quite small), junked sets (an unknown factor). You can get all kinds of arguments on obsolescence -- whether the 8% year "wearout" figure (Vol. 8:47) is realistic; whether so large a proportion of receivers as indicated by above figures are still in actual use.

Note: We're told average factory cost of $180 per set is more realistic than the $200 we used, but with excise tax added the $200 figure stands up. Doubling factory price to arrive at $400 at retail is quite conservative, taking into account wholesaler-dealer markups, cost of antennas, installations, etc., and servicing. The retail figure probably should be somewhat higher, though average is held down by distress selling and price cutting. Any way you figure it, though, the TV trade is now definitely Big Business.

FCC TO GRANT HIKES FOR 'OLD' STATIONS: Those power-height increases for pre-freeze stations will be authorized even faster than we anticipated (Vol. 8:46-47). FCC has announced that it will begin processing applications for increases on Dec. 1 and released list showing sequence in which cities will be considered. [For full list, see table headed "Group D Processing Priorities" in TV Addenda 15-T herewith.]

Since 30 pre-freeze stations are required to shift channels and permitted to achieve increases at same time, 78 stations are affected. Of the 78, about 50 have already filed applications for modifications.

Many stations are ready to effect increases in matter of days or weeks after they get FCC permission. During freeze, Commission allowed stations to move to mountain sites or use higher towers as long as power was reduced to keep coverage same. Later in freeze, stations were permitted to turn their transmitters up to full power (generally 5-kw output) and use higher-gain antennas -- up to 50 kw ERP.

Some stations got all set for high power during freeze by installing antennas and transmission lines capable of handling increases. Some even took delivery of amplifiers, merely await CPs to hook them up. Many more have ordered gear.

Manufacturers won't be able to take care of everyone as fast as they'd like. Though they've been making amplifiers for some time, rate of production hasn't produced big backlog. Some makers now quote 6 months or more for delivery. Fact is, manufacturers are already snowed under by demand for new-station equipment, simply don't have enough space, equipment and manpower to handle everything at once.

FCC doesn't know how fast it will grant increases, but they should come at good clip. Comr. Rosel Hyde, acting chairman in Comr. Walker's absence, says that processing these "Group D" applications won't slow down new-station grants at all.

You'll be hearing plenty about new powers and heights as stations promote the daylights out of increased coverage. Only exception to such fanfare that we know of is WBEN-TV, Buffalo, which this week moved to 1057-ft. tower at Colden, N.Y. about 20 mi. away, and souped power to 50 kw -- without previous announcement. In the spontaneous outburst of public praise and condemnation that followed, there may be good lesson for others planning extensive changes.

Buffalo distributor writes: "Ellicottville (38 mi., hilly terrain) jumped from 40 to 2600 microvolts. Olean (72 mi.) like local reception, had usable picture on built-in antenna. Wellsville (70 mi.) terrific increase all over town. On the debit side, they seem to have diminished signal in parts of Buffalo."
Later in the week, he added: "The station and we underestimated the local ruckus when city viewers got snow, ghosts, fuzz and no audio. Too many just getting by on makeshift antennas which were left in the mud." Buffalo News, which owns station, explained in ad that reason no advance notice was given was that station didn't know exactly when change would come, couldn't anticipate all problems.

Principal reason for complaint, apparently, is that many antennas weren't oriented to new site. Also, people who received plenty of signal with built-ins near old site now need more efficient antennas.

* * * *

Two prime examples of moves initiated during freeze are Salt Lake City's KSL-TV & KDYL-TV. FCC granted former permission to go to 9405-ft. Coon Peak, latter to 8864-ft. Mt. Vision, but with power reduced to 4-5 watts so that coverage would remain theoretically same. However, moves have just been accomplished and stations are operating with 18.3 kw & 30 kw, respectively. Stations cover much of Utah, reach into Nevada, Idaho, Colorado & Wyoming.

9 CPs GRANTED—4 UHF GO TO CITIES WITH TV: More uhf grants in vhf-served cities -- in Philadelphia, Louisville, Dayton, Kalamazoo -- were included in the 9 CPs (3 vhf, 6 uhf) awarded this week, all going to AM operators. FCC now considers itself so far ahead of industry's ability to construct, with 131 CPs outstanding, that it has decided to process Group D applications for power-height increases (see above).

The 3 vhf grantees: Mobile, Ala., WALA, No. 10; Colorado Springs, Colo., No. 11, KVOR & KGK; San Angelo, Tex., KTXL, No. 8.

The uhf CPs went to: Louisville, Ky., WKLO, No. 21; Kalamazoo, Mich., WGFG, No. 36; Poughkeepsie, N.Y., WEOK, No. 21; Dayton, O., WONE, No. 22; Philadelphia, WIP, No. 29; Oshkosh, Wis., WOSH, No. 48.

Colorado Springs grant, to TV Colorado Inc., is a very slight indication of FCC's thinking about 2 AM operators joining in single TV station. There's no overlap in coverage of KVOR, Colorado Springs, and KGK, Pueblo (each owning 50% of TV grant) and FCC obviously didn't believe there's any competition between the two to be reduced by fact they share a TV station. Therefore, grant isn't really predictive of FCC action on a case such as joint application of WBML & WNEX, Macon, Ga., where both AMs are in same city (Vol. 8:37).

But grant did provide precedent on another matter -- construction before CP is granted. Applicant had built transmitter building and poured footings for tower atop Cheyenne Mt. FCC decided that Sec. 319 of Communications Act forbids such construction, and authorized CP with condition grantee not use building or footings.

TV Colorado won't contest decision, will rush construction of Quonset hut next to present $22,000 building, place new footings right beside old. Whole matter of "pre-CP construction" has never been clear-cut, and many attorneys claim that FCC is being too literal in enforcing an outmoded and senseless section of the Act.

* * * *

Most important ruling to date regarding evidence on coverage and "population count" in hearings may come next week in 3-way Flint Channel 12 hearing before examiner Benito Gaguine. WFDF proposes site north of city, while Detroit's WJR and W.S. Butterfield Theatres have sites between Flint and Detroit, will be able to serve both. WFDF seeks to show that it will bring service to people the other applicants won't reach, while opponents point to greater population they'll serve. Case brings to head admissibility of evidence on subject (Vol. 8:41).

INDUSTRY FIGURES FOR EISENHOWER JOBS: Two from the TV-radio-electronics businesses are already identified with President-elect Eisenhower's forthcoming Administration -- and it's quite likely there will be more.

Mrs. Oveta Culp Hobby, wartime director of the WAC, who becomes Federal Security Administrator and will sit with the cabinet, is not only executive v.p. of the Houston Post but also runs its highly successful stations KPRC & KPBC-TV.

RCA board chairman David Sarnoff heads 11-man non-political commission given job of finding ways to save manpower and money in the defense establishment (which
accounts for some 85% of the Federal budget) without diminishing its combat effectiveness. High-level task goes into every aspect of Army, Navy & Air Force activity.

From a source close to the top, we have word that a businessman may head FCC, where 2 posts will be open (Vol. 8:45). It's doubtful whether either appointment has been given much consideration yet -- but it's significant that the thinking is to give it business leadership for first time.

Only name we've heard mentioned, besides those reported in Vol. 8:45-46, is that of Theodore F. Streibert, ex-president of WOR & WOR-TV. He recently resigned from General Teleradio, the General Tire subsidiary which purchased those stations and assumed control also of Mutual Broadcasting System.

Streibert is 53, was chairman of Mutual, is a director of Ward Baking Co., was assistant dean of his alma mater Harvard Business School, has had a lot of experience in the motion picture as well as the TV-radio fields.

Mrs. Hobby and her husband, former governor of Texas, have taken active part in TV-radio operations -- especially TV -- and know the problems well. They bought old KLEE-TV in 1950 for $740,000 (Vol. 6:13), and it is regarded as one of country's best telecasting properties. It's the only one yet in booming Houston. Mrs. Hobby, 47, is a lawyer, editor & bank director, headed National Democrats for Eisenhower.

Another top-level Eisenhower administrator, the new Secretary of Agriculture Ezra Taft Benson, also presumably knows TV-radio problems fairly well. He's one of the apostles of the Mormon Church, which owns and operates KSL & KSL-TV in Salt Lake City -- also reputed to be top-hole properties.

And the fact that Texas Senator Lyndon Johnson's wife owns KTBC and new KTBC-TV in Austin (Vol. 8:47) should augur sympathetic understanding of industry problems by the probable next minority leader of the U. S. Senate. 

Gen. Sarnoff actually was picked for the defense survey about month ago by Secretary of Defense Robert A. Lovett -- but question whether he would carry it forward had to be resolved by Gen. Eisenhower. He approved in no uncertain terms this week, issuing strong statement after Nov. 24 conference with Gen. Sarnoff.


Job will take year or more, with big Pentagon staff, and Gen. Sarnoff has taken apartment in Washington, where he will spend several days weekly.

Note: Among newspaper-radio executives closest to Eisenhower, whose recommendations should carry weight, are Roy Roberts, Kansas City Star (WDAF & WDAF-TV) and the brothers John & Gardner Cowles, publishing Look Magazine and newspapers in Minneapolis & Des Moines, along with KRNT, Des Moines, and WNAX, Yankton, S. D. The Cowles missed out on early TV, but hold grant for Sioux City, Ia. (Vol. 8:47).

Two court appeals on FCC's allocation plan moved another step this week. WLAN, Lancaster, Pa., asked District of Columbia Court to enjoin WGAL-TV from moving from Channel 4 to 8 and operating temporarily on new channel pending outcome of forthcoming competitive hearing between the two stations. Court hears argument on motion Dec. 4. Amended appeal of WWSW, Pittsburgh, which seeks assignment of Channel 4 to Pittsburgh rather than Irwin, Pa., where FCC is putting it, was answered by FCC this week. WWSW had asked court to waive requirement that huge record compiled during allocations hearing be filed. Commission is agreeable to waiver, as long as WWSW doesn't contend allocation plan isn't supported by record.

Spurious emissions of TV transmitters would be limited to 60 db below visual power for frequencies at least 3 mc from edge of channel under new rule proposed by FCC this week (Notice 52-1542). Commission said manufacturers agreed 60 db suppression could be obtained through use of harmonic filters. Comments on proposal are due Jan. 12, replies Jan. 26.
DISPUTE over allocation of time on coaxial-microwave circuits among the 4 networks—quiescent since 1950—has flared up again, and may wind up once more in lap of FCC. ABC-TV has served notice that it no longer wants time allocations determined in conferences between the 4 networks and AT&T, but would rather make them the responsibility of AT&T alone.

Because there aren't sufficient intercity circuits to enable all 4 networks to provide full service to all TV areas, division of facilities among the nets has been determined for last 2 years by complicated formula devised by networks and AT&T with assist from FCC (Vol. 6:50). Heart of time allocation formula is quarterly conference between networks and AT&T.

When networks agreed to formula, 2 hearings were pending before AT&T: (1) on allocation of intercity networking facilities, and (2) on proposal to limit number of hours any station in 1, 2 or 3-station market could take from single network (Vol. 6:40, 42, 45-48). These hearings were shelved indefinitely—but technically they're still pending and could blossom out at any time into full-scale investigation of time distribution on networking circuits.

FCC isn't expected to reopen case on its own initiative, but request from ABC or AT&T could start wheels in motion.

ABC, looking forward to important place among networks, once Commission approves merger with United Paramount Theatres, says present circuit allocations procedure favors bigger networks, stifling competition and preventing smaller nets from growing. It raises these specific objections:

(1) In case of conflict between 2 or more networks over facilities, the network which can clear most stations gets nod; ABC feels network which is allotted least time on circuit should have inside track. (2) New station must have been on air 30 days prior to start of quarter before its preferences in network programming are considered in circuit allocations; ABC wants new stations considered if they're scheduled to begin telecasting within 45 days after beginning of quarter.

Withdrawal of ABC from networking agreement apparently leaves next move up to AT&T. ABC wants AT&T, as a common carrier, to make assignments itself and take full responsibility for them, so network can appeal to FCC if it's dissatisfied. If impasse can't be resolved soon on private basis, AT&T is liable to ask FCC to step in. Network assignments for first quarter 1953 are still hanging in balance.

Potential substitute for coaxial cables and microwave relays—variation of Signal Corps' "G-String" wire transmission development of 3 years ago (Vol. 6:10)—was revealed in London dispatch to New York Times Nov. 27. Although details are draped in security silence, interview with Prof. Harold M. Barlow, head of engineering dept. of University College, London, revealed: Half dozen leading scientists and electrical engineers have developed "finger-thick copper tube" which can carry regular electric-lighting current in its copper body, uhf waves along its outside surface and wide-band microwave through the center—all simultaneously. Signal Corps' Dr. Georg Goubau, who developed "G-String," has been working in same field at Coles Signal Laboratory, Ft. Monmouth, where spokesmen said wave guide experts "are running a close parallel with developments in England." One Signal Corps lab official called results "amazing," but refused to elaborate for "security reasons."

Glaucus G. Merrill, granted CP this week for new 1-kw daytime AM station on 1270 kc in Keyser, W. Va., is a cousin of FCC Comr. Eugene Merrill, who abstained from voting on the grant.

Station Accounts: Unlike Portland's KPTV, which started Sept. 18 and boasts it's already operating in the black (Vol. 8:44), neither of Denver's stations claims to have turned the profit corner yet—despite Rocky Mountain Electrical League's count of 78,198 sets-in-use in area as of Nov. 1. But both KFEL-TV and KBTV say they're coming along fine, especially profiting from recent political time sales ... KBTV's gen. mgr. Joe Herold, in fact, reported: "our operations will be safely in the black within the first 3 months"—meaning by early January inasmuch as it started operations last Oct. 2 (Vol. 8:40-41) ...

First starter KFEL-TV, which began July 18, reports list of 71 national spot users as of Nov. 7, the business coming from both coasts as well as midwest and south. Among its accounts: Cardinet Candy Co., thru Elliott, Daly & Sherman, S. F.; Continental Trailways (bus line), thru Lannan & Sanders, Dallas; Dr. Sparlings Labs (beverage), thru F. J. Miller, Hollywood; Floball Pen Co., thru BBDO, Los Angeles; Gooch Food Products, thru Potts, Calkins & Holden, Kansas City; Grocery Products Co., thru Noble-Dury & Assoc., Nashville; Hexol Inc., thru L. C. Cole, San Francisco; Hi-Lo Antenna Corp., thru Sander Rodkin, Chicago; Hutchinson Chemical Co., thru Roberts, McAvinue & Semme, Chicago; Nutrena (livestock & poultry foods), thru Bruce B. Brewer, Kansas City; Old Homestead Bread, thru W. E. Long, Chicago; Perk Dog Food, thru Simonds & Simonds, Chicago; Paxton & Gallagher (Butter-Nut Coffee), thru Buchanan-Thomas, Omaha; Prepared Products Inc. (seasoned flour), thru Dan B. Miner, Los Angeles; Ravarino Freschi Inc. (macaroni products), thru Batz, Hodgson, Newhouse, St. Louis ... Sign of the times in area with maximum TV stations and plenty of competition: WPIX, New York independent, out with volume sales plan giving sponsors who buy $500 or more worth of spots per week for 4 successive weeks, additional announcements or participations in certain programs having rate-card value of as much more—or the equivalent of $1000 per week worth for $500 ... Participating sponsors on WOR-TV's Merry Mailman, weekdays 6-6:30 p.m., Sat. 2-3 p.m., now include Red Line Commercial Co. (Bovril), thru Hilton & Riggo; General Foods, Pertussin,Ralston Purina, Durkee-Mower Co. (Marshmallow Fluff), MacLevy Talent Studios ... Among other advertisers reported using or preparing to use TV: General Equipment Sales Co. (Sani-Serv soft ice cream freezers), thru Ruben Adv., Indianapolis; Mautz Paint & Varnish Co., thru Arthur Towell Inc., Madison, Wis.; Metaloid Co. (stove mats & hose hangers), thru Ralph Bing Adv., Cleveland; Kirsch Beverages Inc. (No-Cal beverage), thru Grey Adv., N. Y.; Williamson Candy Co. (Oh Henry candy bar), thru Aubrey, Finlay, Marley & Hodgson, Chicago; Picture Craft (oil painting kits), thru Filmore, Co., Chicago; American Character Doll Co. (I Love Lucy doll), thru Sterling Adv., N. Y.; Lewis Howe Co. (Tuna), thru Dancer-Fitzgerald-Sample, N. Y.

Ford Foundation's smash hit Omnibus, on CBS-TV Sun. 4:30-6 p.m. (Vol. 8:46) got third sponsor this week—Remington Rand's electric shaver div. buying 4 weeks starting Nov. 30, thru Leeford Adv. Other sponsors: Willys-Overland and Greyhound Bus Lines.

Willys-Overland to sponsor presidential inauguration Jan. 20 on ABC & ABC-TV, thru Ewell & Thurber. Packard previously announced sponsorship on CBS & CBS-TV, General Motors on NBC & NBC-TV (Vol. 8:46).

Pabst drops simulcasts of Wed. night boxing in favor of CBS-TV only; costs given as reason for quitting CBS radio.

Quigley Publications (Motion Picture Herald) out with its 1952-53 Motion Picture & Television Almanac, 1010 pages of directories & data.
DELAYS IN UHF STARTS are indicated by fact that RCA, holding most orders for early deliveries, hasn't yet shipped any more transmitters than the one that went to KPTV, Portland, Ore. What's more, it doesn't know exactly when its first half-dozen priority orders can be met. Some mysterious "bug" may have developed on the Camden production line; in any event, RCA isn't saying anything about delivery times, is even turning a stony face to the blandishments of its customers, several of whom have literally besieged it in recent days. "We don't know," is the best reply you get from Camden.

Whether the log-jam—if such it be—can be loosened during December, is anybody's guess. In any case, WSBA-TV, York, Pa. (Channel 43), which looked like it would be next uhf to take the air, now talks hopefully of starting test patterns second week in December; Atlantic City's WFFG-TV (Channel 46) insists nobody will beat it to the gun, still aims for announced Dec. 20 start. Like WSBA-TV, WFFG-TV will use existing FM tower; latter canceled its FM this week.

Station operators are ready in several other cases—able to turn on power within a few days after transmitters arrive. Also high on RCA's priority list are WERE-TV, Wilkes-Barre (Channel 28); WSBT-TV, South Bend (Channel 34); WKBV-TV & WFMI-TV, Youngstown (Channels 27 & 73); with WJTV, Jackson, Miss. (Channel 25) also all set to go.

GE's 12-kw "showcase," Reading's WHUM-TV (Channel 61), completed its 1000-ft. tower this week, but the reports from that city are that it will have to perform prodigies to get test patterns going by promised Dec. 10 date and that prudent field testing of GE's first uhf transmitter renders it unlikely that commercial programming can begin before Jan. 1. Manager Humboldt Greig still says he hopes for Dec. 10 or 15 start, is banking on GE promise that it can install transmitter within matter of 3 days after delivery from Syracuse.

In our continuing survey of upcoming new stations, the promises from vhf grantees would seem to carry stronger ring of assurance than from uhf. This week's batch of reports from vhf CP holders includes:

Sioux City, Ia. Channel 9 outlet granted last week to Cowles interests (Vol. 8: 47), has ordered 5-kw GE transmitter, has contracted with C. H. Fisher & Son, Portland, for immediate erection of tower, won't promise starting date but will get going "just as soon as possible." The report is from manager Robert E. Tinchler, of Cowles' WNAX, Yankton, S. D. Katz Agency will be rep, as it is for WNAX. Cowles asked for call letters WNAX-TV, which Commission refused to grant.

KELO-TV, Sioux Falls, S. D. (Channel 11), according to that city's daily Argus-Leader, has been promised RCA transmitter shipment "at once" and has also ordered Fisher tower. It will be 500 ft., surmounted by 12-bay antenna 78-ft. high. President Joe Floyd is quoted as stating it will take 3-4½ months to get going, meaning March or April.

Expanded college football TV program in 1953 was urged by RTMA sports committee in Nov. 30 annual report calling on National Collegiate Athletic Assn. to permit more individual TV decisions by colleges. Noting that nation's entire sports industry will have record 1952 income of more than $1.7 billion, committee stated that televised sports will help develop larger gates than ever before and suggested that organized baseball use some of its $5,000,000 in TV receipts for thorough attendance study instead of "opinion guessing." Notre Dame continued its own opposition to NCAA's TV restrictions when its executive v.p.

KRDO-TV, Colorado Springs (Channel 13) has AM tower that can also serve TV, has had contingent RCA order since last April, figures it can get started by March or April, reports manager Joseph H. Rohrer. National sales rep will be Joseph Hershey McGilvray.

WLWA-TV, Lynchburg, Va. (Channel 13) has ordered DuMont equipment, is shooting for Feb. 1 start, should have good chance to make it.

Tucson, Ariz., grantees KVOA-TV (Channel 4) and KOPO-TV (Channel 13) have told local trade they aim to get on air quickly; city population 45,454, county population 141,216, make it one of smallest centers yet to get as many as 2 uhf grants. KOPO-TV's Walter Stiles reports DuMont equipment has been ordered, target date is Feb. 1, for Joe named as rep.

Among the prospective uhf operators, WAFT-TV, Baton Rouge, La. (Channel 26) is assuring local trade it expects to start around Jan. 1. This week, it was disclosed that the owners of WDSU & WDSU-TV, New Orleans (Edgar Stern Jr., Robert Swezy, et al) have purchased 250 of the 2902 outstanding shares (about 8½%) in Baton Rouge grantee corporation.

WSON-TV, Henderson, Ky. (Channel 50), across Ohio River from Evansville, Ind., according to manager Hecht Lackey, has ordered RCA equipment, has been promised April 1 delivery of transmitter, so hopes to start May 1. WSON radio plant is being expanded for TV. Robert Meeker is rep.

WNBH-TV, New Bedford, Mass. (Channel 28) reports plans for coverage tests first, using 500-ft. PM tower near Taunton, Mass., before going further or promising dates; 1-kw RCA transmitter, antenna and pickup equipment has been ordered for February delivery, according to publisher Basil Brewer, of the New Bedford Standard-Times.

KIRV, Denver (Channel 20) now looks to next Sept. 1 as possible starting time, says v.p. Sam S. Sigman, brother-in-law of the late Irving Jacobs, who died recently. Mr. Sigman, head of K&l Packing Co., writes his company is still looking over equipment bids, has own building which will house studios.

WSBT-TV, South Bend, Ind. (Channel 34), due to get one of first RCA uhf transmitters, reports it "hopes" to get on air about Dec. 15—depending on RCA transmitter delivery. It had first reported plans to get on air next June (Vol. 8: 36).

WJTV, Jackson, Miss. (Channel 25), also waiting for RCA delivery, with studio & transmitter building now complete and tower on hand, is working for Dec. 20 start, and is to be represented by Katz.

WISE-TV, Asheville, N. C. (Channel 57) reports RCA transmitter and console ordered, road building to transmitter site begun. Tentative starting time, next April, writes president Harold D. Thomas, who operates AMs WISE & WEAM, Arlington, Va. with interests in WAYS, Charlotte; WCOC, Greensboro; WSSB, Durham.

Rev. Edmund Joyce said on DuMont's Keep Posted program Nov. 25 that colleges should be free to manage their own affairs, that "once control is started, it always tends to expand." U of Alabama athletic director Jeff Coleman replied that schools accept TV restrictions as NCAA members, but can resign from NCAA if they wish. TV rumblings in organized baseball will reach climax at Phoenix meetings next week. St. Louis Browns' owner Bill Veeck and Cardinals owner Fred Saigh threaten to fight all baseball telecasts unless visiting team can share TV receipts with home team.
FCC's BROADCAST BUREAU stuck to its guns in Paramount case this week by filing exceptions and requesting oral argument on examiner Leo Resnick's initial decision (Vol. 8:46). Though this will cause some delay, while parties to case answer Bureau's exceptions and argument is held before Commission, betting still remains that by Dec. 15-20 Commission will uphold Resnick recommendations, approve ABC-UPT merger and find that Paramount Pictures doesn't control DuMont.

Meanwhile, Paramount Pictures v. p. Paul Raibourn is reported "intimating" Paramount will consider formation of a fifth TV network if Resnick's decision becomes final—since it will be able to acquire 4 stations in addition to its KTLA, Los Angeles. Acquisition of those 4 stations is still far from consummation and Paramount Pictures is still big stockholder in DuMont, however. Nov. 26 Variety says Raibourn "hints" that Paramount may not only produce TV films but release some of its old features to the proposed network.

Broadcast Bureau's exceptions for most part urge adoption of Broadcast Bureau's proposed findings (Vol. 8:37, 40). On merger issue, Bureau stresses: (1) Risks to public interest outweigh benefits of combining motion picture chain and TV-radio network. (2) Stockholders owning 54% of Paramount Pictures Corp. would also own 33% of merged company (ABC & UPT) and overlapping ownership in 2 Los Angeles TV stations. (3) Merged company's charter authorizes it to act as business agent for foreign bodies in violation of Sec. 309 of Communications Act.

Personal Notes: J. Alphonse Quimet, asst. gen. mgr. of Canadian Broadcasting Corp., becomes new gen. mgr. Dec. 1, succeeding Donald Manson, who retires; Ernest L. Bushnell, new program director, will be asst. gen. mgr. ... Wm. S. Paley, CBS chairman, recipient of Poor Richard Club's gold medal of achievement to be awarded at annual Philadelphia dinner Jan. 17 ... Charles S. Lewis, U.S. broadcasting chief in Germany last 7 years, founder of RIAS, Berlin, has resigned to return to this country to reenter private business ... Sam Worsham, ex-WOW-TV art director, now program-production mgr. of KBTU, Denver, which has also added Norman Larson, ex-Alexander Films, as continuity editor; and Robert Lebsco, ex-KFJJ, as studio engineer ... Wm. Neilson, ex-KING-TV, Seattle, to be program director of new KHQ-TV, Spokane ... Richard M. Mall, from Ohio State U speech faculty, named director of public affairs, WLWC, Columbus ... Brooke Taylor named creative programming mgr., WNBK & WTAM, Cleveland; Carlyle Freeborn and Lawson Deming stay as respective program operations supervisors of the NBC stations ... Robert L. Stone promoted to business mgr., ABC-TV network sales; Thomas P. Robinson appointed New York-New England regional mgr. of combined TV-radio station relations dept., headquartered in New York ... Robert Blake, ex-WOR, named publicity chief of WCBS, New York ... Frederick A. (Ted) Long resigns as Geyer TV-radio director ... Edward Sutherland, ex-NBC TV producer, named TV-radio production director, McCann-Erickson ... Wm. Crossdale joins N. W. Ayer, Philadelphia, as TV-radio timebuyer ... Payson Hall, controller of Meredith Publishing Co., Des Moines, named director of its TV-radio stations, with Howard Stainaker as asst.; reporting to him will be managers of WHEN, Syracuse; WOW & WOW-TV, Omaha; KPHO & KPHO-TV, Phoenix ... Ted Oberfelder, ABC director of owned radio stations, upped to v.p., promotes WJZ mgr. Wm. M. Mattern to national sales mgr. for o-&-m stations. Hartley L. Samuels to WJZ mgr., Michael A. Renault to WJZ sales mgr. ... John Wingate, ex-chief of WOR-TV news dept., joins WNBT, New York.

On control issue, Bureau argues: (1) No significant changes justify reversing 2 previous FCC rulings that Paramount controls DuMont. (2) Examiner overemphasizes Paramount's lack of day-to-day activity in DuMont, practically ignores Paramount's legal rights and powers to exercise control. (3) Such interpretation of "control" gives the word highly restricted scope not contemplated by Congress or Commission. (4) Such interpretation will permit any company to control unlimited number of stations.

Broadcast Bureau again urges that Commission: (1) Deny license renewal applications of DuMont, Paramount TV Productions Inc., Balaban & Katz and WSMB Inc. because it's claimed that examiner's findings are "inter-mixture of facts" not "adequately describing [anti-trust] conduct of Paramount Pictures Inc." (2) Find that transfers of control of TV and radio stations by Paramount were not involuntary, after old Paramount was split by consent decree, since Paramount knew about them for year and had plenty of time to file appropriate applications with FCC.

Within FCC, Broadcast Bureau's exceptions are regarded as pro forma, necessary to complete legal record—albeit counsel working on case have strong convictions. However, there seems to be definite majority on the Commission ready to vote approval of merger as only practicable means at hand for saving ABC from complete collapse, priming it with badly needed money and manpower, assuring its continuance as a competitive element in both TV & AM. FCC is expected to base action on public service grounds.

Landmark in development of TV drama as an art in its own right is NBC's contract this week with Pulitzer Prize playwright Robert E. Sherwood to write 9 TV plays over 5-year period. Pact gives Sherwood virtually complete freedom in choosing subject matter and content, expressly relieves him of requirement to confer with sponsors or agents. Plays will be offered for commercial sponsorship, will average one every 4 months—schedule envisioning production of all 9 in first 3 years of contract. NBC gets exclusive rights to plays for 5 years, with further options to continue rights for up to 5 more years. New York Times TV-radio editor Jack Gould, who got first break on story from author Sherwood Nov. 24, says contract provides biggest financial reward ever granted TV or radio writer, with minimum guarantee for the 9 plays "running to 6 figures."

Henry Souvaine, producer of Metropolitan Opera telecasts in 1948-50 and producer of Met's radio broadcasts, was named by Theatre Network TV as producer of Dec. 11 closed-circuit theatre telecast of Carmen from stage of Met (Vol. 8:46). Clark Jones, director of TV version of Hit Parade and other shows, will be director for the 3-hour performance. DuMont will provide cameras and technical crews, with cameras located in "Diamond Horseshoes" boxes and orchestra pit as well as outside auditorium for special intermission programming.

Cowboy star Genc Autry is buying KMPC, Hollywood, 50-kw day & 10-kw night on 710 kc, paying total of $80,000 to G. A. Richards estate, Frank Mullen and other stockholders. Autry will own 51%, is associated in purchase with station's mgr. Bob Reynolds, asst. mgr. Lloyd Sigmon, attorney Wesley Nutten Jr. and treasurer Orren Mattison. Jefferson Standard Life Insurance Co. is financing deal. Autry is chief owner of KOOL, Phoenix, KOFO, Tucson, and KNOG, Nogales, all Arizona—Tucson station having recently been granted CP for TV (Vol. 8:46) and Phoenix station's application for TV still pending.
EDUCATIONAL TV got shot in arm this week with formation of new public relations committee financed by Ford Foundation to push local civic interest and, even more important, help raise funds for hard-pressed educators. Also this week, a Ford Foundation official disclosed how it plans to spend $5,000,000 it has allocated for educational TV (Vol. 8:37).

New group is known as National Citizens Committee for Educational Television, is headed by Dr. Milton Eisenhower, brother of the President-elect and president of Pennsylvania State College, whose enthusiasm for educational TV we've previously reported (Vol. 8:46), with Eastman Kodak treasurer Marion B. Folsom as co-chairman. Executive director and workhorse of group is personable Robert Mullen, former ECA information director, onetime Life Magazine editorial writer and more recently publicity aide to Gen. Eisenhower during presidential campaign.

Committee will have 2 major functions: (1) To persuade businessmen, state legislators and other sources of financial backing to ante up for station construction and operation. (2) To drum up enough civic interest to get and keep stations on air.

Committee has work cut out for itself in both respects—for public apathy and hostility of some State Legislatures, which must appropriate funds in most cases, are combining to delay many educational applications. (Only 19 submitted, 9 granted thus far.) And educators are aware that next June 2 is date when FCC has stated it may consider making reserved channels available to commercial applicants if not yet applied for by educators.

Committee's formation had been in the works for quite a while. Fund for Adult Education, which administers Ford Foundation's widespread educational activities, got together with educators, industry and FCC officials months ago in idea of forming such a public relations committee, which might eventually give birth to local committees.

PATIENCE of NARTB president Harold Fellows snapped the other day—and he reared back and handed TV-radio's critics a dose of their own medicine in the kind of language much of industry has been waiting to hear. Speaking Nov. 24 to Tennessee Assn. of Broadcasters in Nashville, he ripped first into New York Times' political reporter James Reston, who had written:

"After all, the radio and TV industry is arguing for 'equal rights' with the press . . . They are saying that they should be free to cover Congressional hearings and White House press conferences by TV camera, and there is a lot to be said for this demand . . . But if they are to have 'equal facilities' then surely they should have 'equal obligations'—that is to say, they should, under any fair definition of 'equality,' provide adequate coverage of a Presidential campaign as part of their regular job, as the reporters do, and not as 'paid carriers' at $30,000 a half hour."

Fellows retorted: "That's James Reston of the New York Times—who doubtless has lifted and weighed his own newspaper, and even examined its textual content—but must never have studied its advertisements." In same vein, Fellows also sailed into Times' Jack Gould, Chicago News' Jack Mabley, Chicago Tribune's Larry Wolters, American Medical Assn., St. Louis Browns' Bill Veeck, Ford Foundation's Robert Saudek, House Speaker Sam Rayburn for various criticisms of the industry—and even lashed NBC's Ted Cott for predicting demise of 700 AM stations.

"Some day," Fellows said, "some anointed soul is going to get on his feet and say himself a piece about radio and TV. About how radio and TV have promoted the sale of defense bonds—collected blood for our boys overseas—promoted funds for polio, cancer, heart trouble and scores of other distressing human ills—supported the American Red Cross and the tuberculosis seal drive—"About how radio and TV cover wars and elections—about how radio and TV went all out in the greatest mass medium effort to deliver the vote that has ever been undertaken in America. Yes, and delivered it, too."

"That will be the day. And I wonder if he will get a line of copy in those treasured columns where the favorite pastime is driving a 10-ton truck back and forth over a medium that has done more for the welfare of the citizens of the United States than any other medium in the history of the nation?"

Canadian broadcasters & manufacturers, through CAB & CRTMA, appealing to highest levels of officialdom from latest plan of Govt. allowing private TV enterprises to apply only where no CBC stations will operate (Vol. 8:47). This automatically excludes them from Toronto & Montreal and presumably from Ottawa, Halifax, Winnipeg & Vancouver, where CBC has plans to build; it's a cause celebre in Canada, where broadcasters are pointing to contributions of private TV to U.S. economy as reasons why Canada should encourage private competitive telecasting.

New York's city-owned WNYC (non-commercial AM) is threatened with elimination by Comptroller Lazarus Joseph, who suggests city get out of radio business and save the $315,000 a year it costs to operate shoestring-budgeted station. Joseph's plan is opposed by Mayor Vincent Impelliteri; station's future may become political issue if Joseph runs against Impelliteri in next year's mayoralty race, as expected.

Mullen was later offered the job of executive director but begged off until after election; hence, the announcement of the committee this week.

Dr. Robert M. Hutchins, former Chicago U chancellor and now Ford Foundation's educational director, told special House investigating subcommittee Nov. 26 that the Foundation plans to spend $35,500,000 on station construction in 30 cities, with an additional $1,500,000 to go for proposed national educational film network headquartered in Chicago.

After his testimony, Dr. Hutchins told us conferences were being held among educators and Joint Committee for Educational TV in some 30 or so cities, including New York, Chicago, Los Angeles, San Francisco, St. Louis, Cleveland, Boston, Hartford, Atlanta. Neither JCET nor Fund for Adult Education officials were willing to divulge full list of cities, emphasizing that conferences were merely exploratory and that such cities may or may not get grants. At any rate, Ford Foundation now tentatively plans to issue first grants in January.

Other educational developments this week: (1) Milwaukee Board of Vocational & Adult Education filed application with FCC for Channel No. 10 (see Addenda 15-T). (2) Pennsylvania's Gov. Fine appointed 16-member committee to make recommendations for use of state's 4 reserved channels; Dr. Eisenhower and Harold Stassen, MSA director-designate, who resigns shortly from presidency of U of Pennsylvania, were among those named. (3) In Cincinnati, 9 universites formed the Allied Universities Television Council to originate series of 30-minute dramatic programs for use when educational stations get on air: Universities of Indiana, Kentucky, Ohio State, Louisville, Dayton, Cincinnati, Ohio, Xavier and Miami of Ohio. (4) In Washington, Henry G. Baker, gen. mgr., RCA Victor home instrument dept., presented 25 RCA 17-in. sets to schools supt. Hobart M. Corning for use in District of Columbia Schools in ceremony on WNBW.
RTMA LOSES PARTS BATTLE BUT MAY WIN WAR: Economic stabilizer Roger Putnam rejected RTMA appeal for reversal of OPS order recontrolling parts ceilings (Vol. 8:42-44) -- but entire question may soon be academic inasmuch as the early death of OPS, perhaps before its legal expiration date of April 30, is being freely predicted by Congressmen, columnists and others close to the agency.

Rejection of RTMA petition came in letter to executive v.p. James D. Secrest. The OPS recontrol order, Putnam wrote, "appears to me to have been proper, within the intent of Congress and consistent with economic stabilization policy." He added: "While I want to assure you that it is my firm belief that price controls should be used only where absolutely necessary, I do not, however, find it possible to act upon your request to set aside the OPS recontrol order."

RTMA announced it would appeal to the OPS review board, to be followed by petition to Emergency Court of Appeals if review board upholds its own agency. RTMA is merely going through formalities in appealing to OPS review board. None, least of all RTMA, expects OPS review board to reverse a ruling by Putnam, who is its boss. There's even some doubt it can legally do it. Obviously, RTMA is merely trying to comply with all legal OPS appeal requirements before taking the matter to court. By then, however, OPS and entire controls program may be dead.

NEW MODELS AS USUAL AFTER CHRISTMAS: One by one, the TV-radio manufacturers -- as keenly competitive a lot as any segment of American industry -- are letting their deep-dyed "secret" out of the bag. They're going to have new models soon, and in some cases full new lines. They've soft-pedaled the "news" for fear of disturbing Xmas trade; indeed, for obvious reasons, aren't anxious to talk much about it yet.

From mid-December onward, especially during Chicago's big furniture marts, Jan. 5-16, new items will be forthcoming on greater or lesser scale. They still talk of one-line-a-year -- but there's nothing to prevent simply "sweetening" that line from time to time, which is what many insist is all they're going to do.

Competition may also mean new pricing, but it's unlikely to be downward in light of current strong market that's expected to continue so well into the spring and that may even continue through the summer on basis of multiplicity of new stations and new markets expected to open through the year. Also, there's fact that materials restrictions continue at least through first quarter (Vol. 8:45,47).

Only dribs of information have leaked from Philco, RCA, Motorola, Zenith, Emerson, Westinghouse, Hallicrafters, Tele King -- but common theme is noted -- all verify that they will have new winter models, a few admit new lines. In fact, this week Stewart-Warner released story that it will show 8 new TV models to its distributors at Chicago's Conrad Hilton Hotel Dec. 19, followed by regional meetings.

It's not difficult to deduce that Philco's new sets will be unveiled at its big Boca Raton distributor convention, Jan. 3-5. RCA will bring its regional men together in Philadelphia before setting up usual regional distributor meetings, very likely in January. Motorola is foregoing big convention in favor of meetings in 11 different cities, Dec. 29 & 30. Westinghouse has announced meeting in Evanston's North Shore Hotel, Jan. 7. Most other major showings will be in Chicago, including probably the usual Admiral convention, as yet unannounced.

Top secret they're still guarding from one another, apparently, is how they will handle problems of uhf -- whether they will emphasize converters, go strong on uhf-uhf combinations, or make uhf-only receivers for uhf-only markets. Big outcropping of uhf stations during year, many in areas not now served by uhf or likely to be, presents problems not only of marketing but of servicing.
Not much doubt now about 1952 output of 5,600,000 TVs or more — possibly up to 6,000,000 — for 47th week (ending Nov. 21) showed 198,917 units produced (8612 private label) to bring year's total to that date to just over 5,200,000. Week ran slightly under preceding week's 202,509 but held to average of last 6 weeks. Factory inventories Nov. 21 dropped to 99,562 from 103,850 week before, comfortably low.

Radios held up well, week's output totaling 220,339 (64,060 private), highest week since April and comparing with 214,228 week before. Factory inventory held constant -- 178,117 vs. 179,748 preceding week. Week's radios were 91,424 home sets, 39,789 portables, 46,810 clock, 42,516 auto. Year's total is just over 8,355,000.

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Note: In our report last week on poll taken by sales managers, guessing total TV output at anywhere from 5,700,000 to 8,000,000 for average of 6,400,000, we erroneously stated that it was for 1952. It was for next year — 1953. Sorry.

Topics & Trends of TV Trade: New York Better Business Bureau sent special bulletin to trade and media this week urging that (1) no prices be mentioned in advertising TV service; (2) no offers of "free estimates" be used; (3) any guarantee mentioned in ad should be specific as to terms and time. Licensing of servicemen was opposed this week by TV committee of Chicago Electric Assn., despite action of City Council asking Illinois legislature for such authority (Vol. 8:44); committee reported only 99 servicing complaints had been made to Chicago Better Business Bureau during Sept.-Oct., big decline from previous months. Into Austin, Tex., where KTBC-TV (Channel 7) began operation Thanksgiving Day (Vol. 8:47), manufacturers had shipped 12,200 receivers as of Nov. 16, expected to total 20,000 by week's end. Honolulu's KONA (Channel 11) reports 1000 TV sets-in-use day of its opening Nov. 22, after testing from Nov. 18 (Vol. 8:47); it had to sign off Nov. 25 because of transmitter trouble, is due to resume Nov. 30, says city will have 5000 sets in use by Dec. 1, date of KGBM-TV debut on Channel 9, and 12,500-15,000 by Xmas. Spokane's KXLY-TV (Channel 4), due on air by Xmas Day, reports count of TVs by Inland Empire Electric League shows 3500 had passed through dealer hands and were installed as of Nov. 17. Baton Rouge's WAFB-TV (Channel 28), due on air around Jan. 1, has job of converting to uhf some 4500 TVs already in use within city limits, according to Gulf States Utilities Co.; existing sets tune to WDSU-TV, New Orleans (Channel 6). Arvin has made tieup with NBC's Thu. night Truth or Consequences show under which it gives away one 21-in. "all-channel" Fairmont console weekly. Sylvania sets up TV service school in Buffalo under E. W. Morrian, service mgr. Bendix TV-radio div. now making clock radios.

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Steady rise in TV set sales continues in Canada, according to latest report of Canadian RTMA, showing 23,931 units sold during October at retail value of $10,204,584. Sales for first 10 months of 1952 were 93,846, worth $42,221,474. Toronto-Hamilton led again in month's sales with 39.5%, Montreal 27.1%, Windsor 13.4%, Niagara Peninsula 11.5%. Factory inventory totaled 6491 as of Oct. 31. Cumulative sales of Canadian-manufactured TVs to that date were 172,278 valued at $79,735,499.

RTMA's 1952-53 membership list and trade directory, listing committees and pertinent data on all member companies, is off the pressers; it's 121 pages, was edited by information director Peter H. Cousins.


Trade Miscellany: Tele-tone hearing in Newark Federal court, to consider 2 offers to take over bankrupt firm (Vol. 8:47), postponed to 10 a.m., Dec. 1. Wilcox-Gay Corp. (Majestic & Garod) drops trademark infringement action against Majestic Industries Inc., Brooklyn, following consent decree signed in Federal district court Nov. 13. Sylvania filed triple damage suit against Bond Vacuum Stores Inc., Washington, D. C., in District of Columbia court to enjoin use of "Sylvania" trademark on electric sewing machines. Sarkes Tarzian Inc. signs patent agreement with IT&T covering manufacture of selenium rectifier stacks, terminating litigation. RCA has awarded $4,000,000 contract for additional facilities to double size of TV plant in Bloomington, Ind., scheduled for completion by next July. DuMont International Division (Ernest A. Marx, director) has moved into new quarters, Suite 2201, Empire State Bldg.; telephone Murray Hill 8-2600. Hytron has moved eastern sales office to 32 Green St., Newark, N. J., West Coast Electronic Mfrs. Assn. has set up scholarship fund for high school graduates wanting to study electronics at Cal Tech, Stanford, USC & UCLA. Quam-Nichols goes into new 60,000-sq. ft. plant at 216 E. Marquette Rd., Chicago, about July 1, increasing capacity some 50%.

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Entering community antenna equipment field "shortly," International Telemeter Corp., 2000 Stoner Ave., Los Angeles, operating own system in Palm Springs, Cal., says gear "will be far in advance of anything done in this field to date." Company is 50% owned by Paramount Pictures, was first set up to develop coinbox system of pay-as-you-look TV.
Trade Personalities: S. S. Battles, Admiral v.p. & gen. mgr. of its subsidiary Midwest Mfg. Co., Galesburg, Ill. (refrigerators & ranges), has resigned because of ill health, is succeeded by Lou Moos, plant supt. ... William P. Mackle, ex-Admiral New York appliance sales mgr. and one-time managing director, St. Louis Radio & Appliance Dealers Assn., named national sales mgr., Admiral range div. ... Rear Admiral Willis E. Cleaves, USN ret., one-time chief of naval communications who retired in 1946 and who was formerly a director of Collins Radio, appointed gen. sales mgr. of Bendix Radio (communications div.), Baltimore, in charge of all commercial & govt. sales; he succeeds Arnold Rosenberg, who resigned to join Kearfott Co. ... Dr. Robert Adler appointed associate director of research, Zenith Radio ... Bruce T. DuMont, a director and gen. supt. of Allen E. DuMont Laboratories, being honored Dec. 5 as "Man of the Year" of North Jersey Alumni Assn. of Peddie School ... Morris Mayers, just back from Korean service as Marine major, named special sales representative in N. Y. area for DuMont transmitter div., with headquarters in Empire State Bldg ... V. A. Elmblad named southwestern district mgr. and J. E. Fontaine gulf coast district mgr. of Graybar, succeeding southwestern mgr. G. T. Marchmont, retired after 44 years service ... M. W. Kunkel, ex-State Electric Supply Co., named Raytheon Pittsburgh district sales mgr ... Ronald K. Jurgen, ex-Electronics Magazine, named editor of Electronic Equipment, published by Sutton Publishing Co., N. Y. ... Thomas J. Dempsey, ex-Duane Jones Co., named adv-promotion mgr., Reeves Soundcraft ... Endicott Newhall new sales mgr., Sylvania electronic transformer div. ... G. L. Hartman, ex-Raytheon gen. sales mgr., now kitchen appliance sales mgr., Bendix home appliance div., Avco.

Open warfare over uhf has broken out in advertising pages of Fresno (Cal.) Bee. Full-page ad, over name of Zenith Radio Corp. and distributor B. J. DeJarnatt Wholesale Co., is captioned: "Again Zenith Says: Don't Be Fooled! Another RCA-Victor Television Ad Requires Factual Correction!" Text of ad disputes claims made by RCA in previous full-page advertisement. Zenith takes exception to statements in RCA ad which said: (1) RCA Bridgeport transmitter was "first uhf transmitter in the United States"; (2) RCA is "pioneer of TV"; (3) Public should wait until uhf station is on air before buying sets. Zenith's rebuttal: (1) Zenith's experimental uhf transmitter in Chicago went on air 2½ years before RCA's Bridgeport installation. (2) "Zenith has been unchallenged leader in uhf [since it] began engineering for uhf in 1945." (3) "The Zenith TV set you order today can be installed in your home already equipped with antenna and tuner strip to receive Fresno's new uhf station, KJMJ-TV, the day it goes on the air."


Electrical & Musical Industries Ltd. shows net income of $1,650,072 for year ended June 30, 1952 vs. $2,212,642 previous fiscal year.

Oliver Garland Ayer, 53, Hazeltine project engineer in New York, and one of first technicians in TV when employed at old Jenkins Laboratory in Passaic, died Nov. 23 in White Plains (N.Y.) Hospital. He was also a onetime Fada district mgr. in Philadelphia, Cleveland and Chicago.

Financial & Trade Notes: Television-Electronics Fund Inc., for fiscal year ended Oct. 31, reports gross sales of $12,970,041, up 133% from the $5,569,671 of preceding fiscal year (Vol. 7:48). Effect was to increase shares outstanding as of Oct. 31 to record high of 1,619,318 vs. 758,445 on Oct. 31, 1951. Company's net assets at market value were $21,970,301 as of Oct. 31, 1952, as compared to $9,692,619 for fiscal 1951, $5,560,022 for 1950, $2,780,796 for 1949, $274,983 for 1948.

Open-end investment trust listed following holdings in its portfolio as of Oct. 31 (new holdings acquired in 1952 fiscal year in italics):

- Common & preferred stocks—Admiral 25,600 shares, Aerovox 10,000, Aircraft Radio 9000, American Bosch 16,000 common & 1300 preferred, ABC 13,500, American Phenollic 13,000, AT&T 6000, Beckman Instruments 5500, Bendix 9500, George W. Borg Corp. 6650, Burroughs Adding Machine 10,000, Cleveland Graphite Bronze Co. 6100, CBS "A" 12,000, Consolidated Engineering 12,000, Consolidated Vultee 10,000, Cornell-Dubilier 8000, Corning Glass 6000, Cutler-Hammer 3500, DuMont "A" 5000, Eastman Kodak 16,000, Emerson 20,000, Erie Resistor 8000, Fairchild Camera 2000, General Controls Co. 5000, GE 13,500, General Instrument 20000, General Railway Signal 7000, Haloid 3500, Hammond Instrument 10,000, Hazeltine 15,000, IBM 2100, International Resistance 20,500, IT&T 17,000, La Pointe-Plascomold 7000, Mallory 5000, Minneapolis-Honeywell 8000, Motorola 19,800, Muter 4000, National Cash Register 12,600, Northrop Aircraft 16,500, 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 preferred, Remington Rand 12,000, Robertshaw-Fulton Controls 10,000, Servomechanisms 5000, Speer Carbon 7000, Sperry 5500, Sprague Electric 4000, Sylvania 21,200, Thompson Products 8000, Tradelbr 2000, Tung-Sol 10,000, United-Carr Fastener 9000, United Specialties 3200, Vitro Mfg. 3000, Walt Disney Productions 5000, Webster-Chicago 9400, Western Union "A" 11,000, Westinghouse Air Brake 18,000, Westinghouse 22,000, Zenith 3800.

Affiliated Companies—Clark Controller 11,000 common & 1000 preferred, Conrare 9000, Federal Enterprises Securities 10,000, Indiana Steel Products 14,000, Television Associates 2400, Telecomputing Corp. 5000, Weston Electrical Instruments 10,000. Market value of govt. securities: $799,750.

The investment company has eliminated holdings in following firms since end of fiscal 1951—3000 shares of Fansteel, 6000 Eureka Williams, 1000 L-T-E Circuit Breaker preferred, 4000 Kellogg Switchboard.

Twentieth Century-Fox Film Corp. and subsidiaries (including Wesco Theatres Corp. and Roxy Theatre) report consolidated net income of $3,845,946 ($1.39 a share) for first 9 months of 1952. Income includes special credit of $1,077,755 arising from change in accounting procedures. Earnings in same 1951 period were $2,147,628 (69%).

RKO Pictures Corp. and subsidiaries report net loss of $4,777,776 for 9 months ended Sept. 27, compared with loss of $1,455,041 first 9 months of 1951. For 3 months to Sept. 27, loss was $1,064,922 vs. profit of $588,816 in same 1951 period.

DuMont Laboratories, in resuming 25¢ dividend on common stock at meeting this week, payable Dec. 23, reports estimated volume of $24,000,000 for last 12 weeks of year, with earnings after taxes in excess of $1,100,000.

Columbia Pictures' net profit for fiscal year ended June 30 was $302,872 (80¢ a share) vs. $1,497,814 ($1.86) for preceding year.

Muntz TV Inc., with 1,115,363 shares outstanding, has been approved for listing on N. Y. Curb Exchange.
Applications for new TV stations continue to pour into FCC files—14 more being filed this week, 7 vhf & 7 uhf, to bring grand total now pending to 773 (309 uhf). They come from big cities and small towns, with AM operators and stockholders and theatre interests well represented. This week’s vhf applications came from:

Jefferson City, Mo., Channel No. 13, sought by Durwood theatre interests, also applicants for Wichita; Reno, Nev., No. 4, by mining equipment dealers J. E. Riley & H. H. Luce; Fargo, N. D., No. 13, by olman M. B. Rudman, who holds CP for Galveston and is applicant for Bismarck & Minot, N. D.; Beaumont, Tex., No. 4, by Jefferson Amusement Co., half owned by United Paramount; San Angelo, Tex., No. 3, by KGKL; Tyler, Tex., No. 7, by KTBB; Milwaukee, by Board of Vocational & Adult Education, seeking educational channel No. 10.

Uhf applicants this week were for Orlando, Fla., Channel No. 18, by local electrical manufacturer James Dandlelake; Ottumwa, Ia., No. 15, by group headed by sales mgr. John R. Livingston, of WPFO, Peoria; Alexandria, La., No. 62, by Jacob A. Newborn Jr., TV grantee in Gadsden, Ala.; New Orleans, No. 32, by WJMB; Aiken, S. C., No. 54, by WAKN; Marion, Va., No. 50, by WMVE; Milwaukee, No. 25, by Harry & Elmer Balaban, holding CP for WTMJ, Rockford, Ill. (Channel 11).

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

Biggest closed-circuit theatre TV hookup yet for a commercial meeting is slated for Tues., Dec. 30, when Bendix home appliance div. of Avco Mfg. Corp. carries program from Chicago’s Garrick Theatre to audiences totaling about 100,000 distributors, dealers, salesmen and guests meeting in 40 other cities. Bendix is using this means of replacing its traditional dealer meeting, contracting with Teleconference Inc., New York, for the hookup requiring 10,000 miles of AT&T coaxial-micro-wave relays. Theatres of United Paramount, Warners, Loew’s, Fabian and other chains have been booked for the morning “convention.” Said United Paramount’s Robert H. O’Brien, welcoming project as another revenue source for theatres: “We have always felt that the real field for closed circuit TV is its use by industry, and we welcome this opportunity to test in every key market area and the public’s reaction to such a presentation.”

“Tremendous cost” of TV-radio in election campaigns will be studied closely by Congress, says Rep. Boggs (D-La.), chairman of House committee to investigate campaign expenditures, which opens hearings Dec. 1. Among witnesses scheduled are FCC chairman Paul Walker and NARTB govt. relations director Ralph Hardy. Rep. Boggs estimates 1952 campaign costs at $50-$100,000,000, blames “antiquated” election laws for “studied evasion,” and points out that widespread TV-radio use “suggests the need for an immediate reexamination of election laws.”

Signs of the new times: Sen. Joseph McCarthy (R-Wis.), who will head Govt. Operations Committee (formerly called Committee on Expenditures in the Executive Depts.) serves notice he’s going to investigate FCC for alleged “favoritism” in TV-radio grants. Rep. Velde (R-Ill.), ex-FBI agent who heads next House Committee on Un-American Activities, says he will permit some sessions to be televised—thus, in effect, lifting Speaker Rayburn’s ban.


**Telecasting Notes:** Interesting rate pattern is discernible among post-freeze stations on air or about to go on air. Survey of their rate cards (national) shows that Denver’s recent starters, KFEL-TV & KRGB, both the base rates of $250 per Class A hour, $50 per 1-min. Portland’s KPTV started at $250 & $50, Lubbock’s KDBU-TV at $200 & $20, Austin’s KTBC-TV at $250 & $50, Honolulu’s KONA at $225 & $45 . . . Roanoke’s WSLS-TV is starting with base rates of $250 & $50; Atlantic City’s WFPG-TV, $150 & $20; York’s WSBA-TV, $200 & $20; Reading’s WHUM-TV, $300 & $60; Wilkes-Barre’s WBBR- TV, $250 & $40; Spokane’s KXXL-TV, $200 & $20; El Paso’s KTSY-TV, $200 & $40; Bridgeport’s WICC-TV, $200 & $40; Jackson’s WJTV, $200 & $40 . . . KSL-TV, Salt Lake City, new rate card effective Jan. 1 raises A hour from $400 to $500, 1-min. from $80 to $100 . . . New starter KTBC-TV, Austin, Tex. (Vol. 8:47), began program service Thanksgiving Day with first week’s network commitments as follows: NBC 15½ hours, CBS 8½ hours, ABC 1 hour, DuMont 45 min. . . . Don Lee radio network and its o&-m stations (KHJ, KFRC, KGB) go to single rate as of Jan. 1—reducing from night rate of $2700 per hour to present $1500 day rate across the board . . . 10-story TV Center costing $3,500,000 to be built by Storer interests at Second Blvd. & Bethesda, in Detroit’s New Center area, comprising 30,625 sq. ft.; drawings now being prepared by Skidmore, Owings & Merrill, Chicago architects who designed New York’s Lever House. WJBJ-TV’s new 1057-ft. tower now going up on 9 Mile Rd. . . . California Studios said to be first Hollywood film lot going over entirely to TV; it was acquired this week by Jack Gross & Phil Krasne, operating as Gross-Krasne Inc., making Big Town for Lux and Cisco Kid for Ziv . . . Mansfield Enterprises formed by Wm. Weintraub ad agency as subsidiary to produce and syndicate TV films; already handles Kaiser-Frazer’s Night Editor and 5-min. series titled Strange Experiences . . . TV-radio invited by National Board of Fire Underwriters, 85 John St., New York City, to participate in 1952 gold medal awards to media giving outstanding service in fire safety and prevention; scrapbooks of exhibits must be submitted for judging by Feb. 16 . . . WHBF-TV, Rock Island, televises one Augustana College class a week 5:15-5:45 p.m. Mondays in Augustana TV Classroom, lecture and group discussion by students in actual classes conducted in studio . . . Strike against film commercials (Vol. 8:46) called for Dec. 1 by Screen Actors Guild with backing of 6 other union locals . . . New NARTB-TV members: KFEL-TV, Denver, KONA, Honolulu, and KDUB-TV, Lubbock, and the upcoming WEEU-TV, Reading; WWLP, Springfield, Mass.; WAKR-TV, Akron . . . Petry appointed rep for new XETV, Tijuana, Mexico (San Diego) . . . Rambeau appointed rep for new WATR-TV, Waterbury, Conn., due to start next spring.

**TV-radio** got representation in President-elect Eisenhower’s entourage to Korea, following protests last week when it was announced only one reporter, one newsreel man and one cameraman could go along (Vol. 8:47). TV-radio pool, deciding by flip of coin, will send NBC-TV cameraman Julius Zenier and MBS newscaster Everett Holles by arrangement with Eisenhower’s press secretary Jim Hagerty.

Spectrum chart in color, covering all FCC frequency allocations by bands, very handy for engineers and handle some to mount on wall, is being issued as supplement to January Tele-Tech, published by Caldwell-Clements Inc., 480 Lexington Ave., N. Y.

Jerry Fairbanks, Hollywood producer, has sold his interest in Television Zoomar Corp. to gen. mgr. Jack Pegler, now president, and inventor Dr. Frank Back, now v.p. . . . secy.-treas.
MORE VHFS GET STARTED AS UHFs LAG: Vhf continues to lead the new-station starters -- but break in uhf equipment log-jam is expected momentarily (see story, p. 3).

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

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

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

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

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

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

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

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

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

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

There's possibility uhf and vhf may get even start in Mobile, for WALA-TV
(Channel 10) is reputed to have temporary 2-kw RCA uhf transmitter on way and to be planning start Christmas week. STA has been asked for Dec. 20, but not yet issued.

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

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

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

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

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

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

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

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

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

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

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

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Engineering hasn't been major factor in hearings so far. In fact, the FCC sought to keep engineering questions out of hearings when it drafted end-of-freeze
decision. This week, however, engineering and coverage became substantial questions in Flint case. Examiner Benito Gaguine admitted WDFD's exhibits which seek to show that its site, north of Flint, will bring service to people who need it more than those to be served by competitive applicants WJR and Butterfield Theatres.

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

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

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

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

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

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

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

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

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

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

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

DuMONT: First 5-kw uhf to be shipped "first quarter 1953" — to unnamed CP-holder who will provide company's uhf "showcase". The 1-kw unit is due in April, isn't being pushed like 5-kw. Vhf transmitters, 5-kw, available but getting tighter;
25-kw and 50-kw Channel 2-6 amplifiers scheduled for mid-1953, 50-kw Channel 7-13 amplifiers sometime later.

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

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

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

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

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

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

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

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

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

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

Why are so few grantees applying for materials? One NPA official surmised that many don't even know they're supposed to apply in advance for steel, copper and aluminum needed in construction. Another pointed out that many are going on the air with temporary installations or using their FM towers for TV. And others -- especially uhf -- who have little hope of getting transmitters soon, aren't breaking their necks to get started on buildings and towers.
TV APPLICANTS WEIGHING COMMUNITY SYSTEMS: There are more ramifications to community antenna systems than meets the eye. To the TV station operator, each system is a sort of "closed-circuit satellite" extending his service area -- all to the good.

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

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

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

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

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

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

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

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

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

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

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

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

No one knows just how much political money was spent for TV-radio in 1952 campaign. New York Times estimates "well over $5,000,000," and adds that nationwide
networks alone cost Republicans $2,083,400, Democrats $1,428,400. It's doubtful if anyone will ever arrive at a completely accurate tally of all that was spent in behalf of all candidates for all offices over all TV & radio stations.

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

Just to give idea of TV's cost as campaign item, Chairman Walter Williams of Citizens for Eisenhower testified his committee spent $534,000 on TV-radio -- almost as much as all its other expenditures combined. Its 1½-hour all-network simulcast on election eve cost $267,000. Hermon D. Smith, who headed National Volunteers for Stevenson said TV-radio cost his group $421,000, or more than half its total outlay. His committee paid $120,000 for hour-long simulcast on all networks election eve.

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

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

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

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

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

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

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

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

Closed-circuit TV business conferences and sales meetings don't have to be held in movie theatres, of course. Programs of this type have been staged using
standard TV sets. Undoubtedly there will be more extensive use of this method, too, in the future. Next such use may well be by Philco, which reportedly has plans to introduce its new TV line to dealers via closed circuit.

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

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

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

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

RCA's uhf transmitters are still on the line at the Camden factory, and it will be surprising if any of its top-priority customers will get on the air this month, as they've announced. Best word from RCA is that its new 1-kw jobs may be delivered "within weeks," or as soon as factory and laboratory have ironed out kinks that have developed. One of its priority customers — WSB-T, South Bend, Ind.—now acknowledges commercial starting date will be "on or about Feb. 1."

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

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

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

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

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

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

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

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

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

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

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

Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the Television Digest Weekly Newsletters, plus the Final Television Allocation Report, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: $25 per volume.
Personal Notes: E. Stratford Smith, FCC attorney who specialized in TV network facilities among other duties, on Dec. 8 joins Washington law firm of Welch, Motl & Morgan; he was chief of services & facilities branch, telephone div., Common Carrier Bureau ... H. Gifford Irion, attorney in FCC's TV div., appointed 13th Commission examiner, last to be named for time being ... Fred Albertson, partner of Dow, Lohnes & Albertson, Washington radio attorneys, flew to Bogota, Colombia, on business Dec. 1; returns about Dec. 18 ... W. R. Krebs celebrated 25 years as publisher of Johnstown Tribune Dec. 7; its WJAC-TV was 3 years old last Sept. ... Harold Azine resigns as chief, TV branch, Civil Defense Administration, to devote full time to post of v.p., Richmond Television Corp., applying soon for station in Richmond, Va. ... Clarence G. Alexander, ex-DuMont & NBC-TV, recently associated with Edmund Chester at RHC-Cadena Azul, Havana, named gen. mgr. of Great Plains Television Properties Inc., headed by Herbert Scheffel, who also heads Telene Inc., N. Y.; TV firm holds CPs for new uhf stations KWTY, Sioux City, Ia.; KETV, Little Rock, Ark.; WFTV, Duluth, Minn. ... William J. Flynn, asst. treas., CBS Inc., appointed CBS-TV comptroller ... Joseph R. Matthews, ex-mgr., San Francisco office of Weed & Co., joins A. C. Nielsen Co. as western sales mgr. ... John Mitchell resigns as v.p. of United Artists TV to become v.p. & gen. sales mgr. of Screen Gems Inc., Columbia Pictures subsidiary; Ralph Cohn, gen. mgr., also elected v.p. ... Burke Boyce, onetime NBC executive, named headmaster of Storm King School, boys' prep school, at Cornwall-on-Hudson, N. Y. ... Ralph Nordella, ex-sales director, Foreign Language Quality Radio Network, named v.p. in charge of new business, Ray-Hirsch Co., N. Y. ad agency ... William Rega, ex-Tatham-Laird and WTVJ, Miami, named TV-radio director, McFarland, Aveyard & Co., Chicago ... George T. Shupert, ex-Paramount, recently v.p. of Peerless TV, named v.p. & gen. mgr. of United Artists TV, succeeding John Mitchell.

Providence (R. I.) applicant Television Associates of Rhode Island Inc., seeking uhf channel 16 and offering 686,666 shares of stock to public at $1 (Vol. 8:43), reports $12,000 in cash in bank, $100,000 pledged, 1000 stockholders after only 9 weeks of advertising. "The public is greatly interested," states v.p. David L. Stackhouse, "now that our application is definitely filed and all expenses paid to date." Pennant Productions Inc., 1040 N. Las Palmas Ave., Hollywood, floating public issue in California of 300,000 shares of capital stock at $1 to finance TV film series. Officers: E. R. Woodworth, president; H. W. Dixon Jr., v.p.; John Shanks, treas.; Harrison M. Dunham, secy. (ex-mgr., KTTV); Jack Murton, director.

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

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

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

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

Opinion Research Center, hired by NCAA to survey football TV, attacked Dr. Allen B. DuMont's assertions that there's no proof TV has "a lasting detrimental effect on the box office." It retorted: (1) TV was proved to be detrimental in last 3 seasons. (2) Colleges in non-TV areas had larger attendances than colleges in TV areas during 1951. (3) Commerce Dept. figures cited by Dr. DuMont as proof of increasing sports attendance may be wrong; Commerce Dept. is corresponding with NORC on possibility of starting new series of data. (4) Even Dr. DuMont's seldom cited study of football TV showed no harmful effect but says instead that any adverse effects are temporary. (5) Largest attendance losses are in older, heavily saturated TV areas where "novelty effect" should have worn off by now.

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

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

First use of transistor in a radio transmitter was announced this week by RCA. Experimental transmission was conducted by George M. Rose, manager of tube dept. development group, who built tiny "ham" transmitter around one point-contact transistor, operating it from his Mountain Lakes, N. J. home in normal amateur radio transmission. Station contacted 3 "ham" operators in New Jersey area, one more than 25 miles away. Tiny transistor transmitter 1460 kc used transmitter 6-volt oscillator was powered by 2216-volt hearing aid battery, utilized quartz crystal to control frequency. Tiny components could have been put in case the size of cigarette pack.
NETWORK WINDOWs: American Machine & Foundry Co. is fourth sponsor to buy segment of Ford Foundation’s Omnibus on CBS-TV, Sun. 4:30-6, starting Dec. 21, thru Fletcher D. Richards. Other sponsors: Willys-Overland, Greyhound Bus Lines, Remington Rand (electric shavers), with one more to be added . . . General Motors again buying full hour on CBS-TV, Fri. Jan. 16, 9-10 p.m., featuring its annual Motorama of 1953 at New York’s Waldorf-Astoria, with Arthur Godfrey . . . Motor Products Corp. (Deepfreeze appliance div.) buys Thu. 1:30-1:45 p.m. segment of Garry Moore Show on CBS-TV, starting Jan. 8, thru Roche, Williams & Cleary . . . Westinghouse sponsors DuMont’s newsmen on CBS-TV, starting Thurs. 10 on CBS-TV, 10:45-11 a.m., thru McCann-Erickson; . . . Chesterfield buys Stork Club from Jan. 10 on CBS-TV, alt. Sat. 7-7:30 p.m., thru Cunningham & Walsh . . . Cat’s Paw (soles & heels) moves Quiz Kids Jan. 17 on CBS-TV to alt. Sat. 10-10:30 p.m. from Sun. 4-4:30 p.m . . . Johnson & Johnson (Band-Aid) replaces Kellogg to share sponsorship with Del Monte and Pet Milk of All-Star Revue on NBC-TV, Sun. 8-9 p.m., starting Jan. 10, thru Young & Rubicam . . . Bayuk Cigars Inc. (Phillies) starts boxing bouts Jan. 24 on ABC-TV, Sat. 9 p.m. to closing, thru Ellington & Co.

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

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

Network-TV Radio Billings

October 1952 and January-October 1952

For September report see Television Digest, Vol. 8:43

NETWORK TV BILLINGS leaped to record $17,009,056 in October to bring cumulative for first 10 months of year to $143,098,954—big jump due not only to normal seasonal factors but to political time sales. The October figure compares with $14,422,166 in September and $14,457,619 in October 1951. The 10-month total is up from $99,842,623 in same 1951 period, without including July political conventions which were sponsored.

Radio billings also enjoyed rise—going to $15,240,881 in October from $12,853,561 in September and $14,945,105 in October 1951. Cumulative radio, however, is running behind 1951—totaling $132,008,325 for Jan.-Oct. period vs. $145,722,395 for same 1951 period.

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

**NETWORK TELEVISION**

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<tr>
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**NETWORK TELEVISION—January-October 1952**

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* Revised as of Dec. 3, 1952.

**TOTAL**

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* 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. The rates are not actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

**Kansas City-Oklahoma City**

Kansas City-Oklahoma City microwave is now in use for TV, AT&T announced Dec. 5. Up to now, single coaxial circuit from Jackson, Miss. to Dallas has permitted choice of only one network program to stations in Dallas, Ft. Worth, Houston, San Antonio, Austin, Oklahoma City, Tulsa. Opening of new microwave offers one additional circuit, initially, permitting Dallas' two stations to get different network programs simultaneously and allowing other stations in Texas and Oklahoma to choose between program offerings of two networks—instead of being limited to single program available.
Telecasting Notes: “Get space and still more space”— was prime advice of WBTV’s Ken Tredwell to prospective new-station builders during panel on “Facilities & Engineering” at Southeastern TV Conference sponsored by the Charlotte station, Dec. 3-4, attended by 95 persons. As rule-of-thumb he suggested that, whatever your building and studio plans may be originally, try “simply double it to play safe”... TV is falling down on news coverage, according to Paul W. White, onetime CBS news chief, now heading news dept. of KFMB & KFMB-TV, San Diego; speaking at Cleveland TV-radio newswriters’ convention, he said radio is doing better job because it has more experienced newsmen in strategic jobs, whereas TV is muffing opportunity by leaving selection of news pictures to “a director who may know pictures but doesn’t know news”... TV enterprise: Ed Murrow and camera staff going to Korea to shoot Christmas Day in Korea sequence for his Alcoa See It Now show; Ed Sullivan’s Toast of the Town going into Roxy Theatre Dec. 21 for first outside theatre pickup to carry Sonja Henie ice show, her TV debut... CBS-TV casting & talent scouting depts. have been integrated under new director Milo Frank... Big movie producing companies had combined to bid for Bishop Sheen on DuMont, but Admiral beat them to it, reports Billboard Magazine, which says MGM, Columbia Pictures, et al., are looking for new TV sponsorships—quite aside from their frequent uses of spot for individual pictures... To promote time sales on its 7-9 a.m. Today, NBC-TV has produced, 22-min. sound film with Dave Garroway and other members of cast expounding theme “You don’t need to be a millionaire to afford network TV”... Edward Petry & Co. has revised its May 1951 booklet, Sure Fire Sales Formula: Women Selling to Women, outlining value of TV programs appealing to women, with new data showing homemaking programs on New York TV stations totaled 393 hours between Jan.-June, 1952, second only to 590 hours for feature films... Sam Cuff, veteran TV-radio merchant, now doing series of studies of dept. store use of radio, may turn next to series for TV; he’s with Allied Stores, 401 Fifth Ave., N. Y. ... Denver’s KBTU acquires 30,000-sq. ft. building at 1080 Bannock St. for new home, to be occupied in about 90 days... More base rates of upcoming stations to add to those reported last week (Vol. 8:48): KROD-TV, El Paso, $250 per Class A hour, $80 per 5-min.; KONA, Honolulu, $225 per hour, $45 per 1-min.; WEEK-TV, Peoria, $300 per hour, $60 per 1-min.... KOB-TV, Albuquerque, has new Class A hour rate of $250, 5-min. $62.50... WOOD-TV, Grand Rapids, new rate card effective Dec. 1 raises base hour rate from $500 to $600, one-min. from $100 to $110.

CONGRESSIONAL HEARINGS on TV-radio programming “morns” wound up Dec. 5 with testimony by FCC chairman Walker—after long hiatus during which members of Harris subcommittee of House Interstate & Foreign Commerce Committee had time to sift mass of testimony offered since start of probe last June. From comments and questions of Congressmen at this week’s 3 days of hearings, it’s evident most of them have made up their minds that censorship legislation is not the answer. However, subcommittee members have heard so much testimony about alleged “lewd” TV shows and programs “copied from burlesque shows,” that their report is expected to be extremely critical of much current TV programming—with special attention to effects on children.

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

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

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

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

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

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

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

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

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

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

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

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

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ATTACKS ON FCC this week, for "delays" in TV processing, had Commission baffled. These were long article in Nov. 29 Wall St. Journal headed "800 Station Applications Are Yellowing in Files as the FCC Ponders" and Dec. 1 editorial in Washington News headed "The Great TV Holdup."

Both papers were very poorly informed. First said that "800 applications [are] stacked up in FCC's files." After reporting 230 TV stations on air or under construction, it states: "Sounds like an impressive number? Not compared with, say, 3147 authorized commercial radio stations. Nor with those 900 TV applications."

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

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

Since TV processing started July 1, FCC has not only granted 137 CPs—and at an accelerating rate—but it's conducting hearings on 46 applications as fast as applicants themselves permit, and it has lined up 188 more applications for hearings which would be going on now if there were enough examiners and staff to handle them. There are 775 applications pending, nor 900.

Commission has added 6 examiners to its old list of 7, has assigned all but one or two to TV. All departments of Commission have beenE Eisenhower's Industrial TV tourist, Minnesota, with Schmitter, supt. of Cleveland public schools; William Sener, telecommunications director, Allan Hancock Foundation, USC, Los Angeles; William E. Storton, asst. to president, Wayne U, Detroit; Telford Taylor, former FCC gen. counsel, now J CET counsel; George B. Wells, N. Y. attorney; Raymond Witteoff, St. Louis manufacturer; Dr. Edgar Fuller, J CET chairman; Ralph Steele, J CET executive director.

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

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

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

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

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

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

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

* * * * *

Thanksgiving week ending Nov. 28 put crimp into production, which slumped to 159,513 units (5954 private label) from 198,917 week before. But factory inventory at same time fell to 91,668 from 99,582.

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

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

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

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

These forecasts are made despite fact 24-in. rectangulars aren't yet being produced. Glass bulb makers are readying samples, and it's likely the size will also be available in metal cones. The 27-in. tube, now being made in both metal and
glass, seems destined to be strictly luxury item for year or so, though virtually every set maker will offer one at high end of line sometime next year.

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

These predictions came, with surprising unanimity, from cross-section of picture tube and glass bulb industries questioned in telephone survey. Some qualified their forecasts of coming popularity of 24-in. with stipulation that its price would have to be "right"; if it is, they said, 24-in. will easily outstrip the relatively costly (550-850) 27-in. next year.

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

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

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

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

* * * * *

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

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

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

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

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

GE's Dr. W. R. G. Baker sees picture tube sizes "stabilizing" at last -- with 17, 17, 24 & 27-in. rectangular tubes becoming "standard" on more or less permanent basis. Like other manufacturers, GE says 21-in. is overwhelming favorite now, output of 17-in. running about 20% of 21-in. Dr. Baker says 27-in. tubes are being turned out at 5% of the 21-in. rate and demand is so heavy "we can't meet scheduled requirements." GE hopes to start output of 24-in. glass rectangular early in 1953.
Topics & Trends of TV Trade: American Furniture Mart’s winter show at huge Chicago quarters Jan. 5-16 has 14 TV-radio-phono exhibitors signed up thus far: Admiral, Arvin, Bendix, CBS-Columbia, DuMont, Hallicrafters, Jackson, Motorola, Philco, RCA Victor, Raytheon, Sparton, Westinghouse, Zenith. Over at Merchandise Mart, permanent exhibitors include Avco (Crosley), Capehart-Farnsworth, GE, Magnavox, Telequip.

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

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

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

Trade Miscellany: Philadelphia Electric Assn. reports October TV sales in area (Bucks, Chester, Delaware, Montgomery, Philadelphia counties) totaled 25,335 vs. 23,770 in October 1951; cumulative for 10 months was 134,989 vs. 164,970. Tele King expands N. Y. plant by some 75,000 sq. ft. to provide for manufacture of room air conditioners, which it will market under own brand starting in Jan. Zenith Radio adding more than 300,000 sq. ft. of floor space to main Chicago plant at cost of $3,000,000, giving it total of 1,800,000 sq. ft. . . . Colen-Gruhn Co., 387 Fourth Ave., N. Y., offering “Gotham-Visionaire” models for areas of city on DC; sets operate AC or DC, table models selling for $300; open consoles for $450; consoles with half doors $270.


* * * * * * * * * * * * * * * * *


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

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

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

RCA is granted almost 3 months to comply with N. Y. grand jury subpoena of its records relating to patents, color and FM for Dept. of Justice’s projected sweeping anti-trust investigation of electronics industry. Feb. 21 deadline is contained in formal court order entered this week spelling out terms of compliance as ordered by N. Y. Federal Judge Weinfeld Oct. 24 in overruling RCA motion to quash or modify subpoena (Vol. 8:43). Court ruled RCA must present data “in reasonable quantities week by week” until Feb. 21. RCA has already turned over some of its records to the Govt., is still conferring with Justice Dept. officials on most convenient way to produce voluminous data demanded by subpoena, which it characterized as a “drag-let.” Meanwhile, industry and Govt. circles alike are wondering what stands the new Attorney General, Herbert Brownell, will take on anti-trust suits held over from Truman Administration. Nobody was willing yet to say how much work would be taken out of electronics investigation, which industry leaders have openly criticized as a politically-inspired “fishing expedition” resulting from FCC pique over their unwillingness to accept its color edict. Fact is that Brownell could restrain Govt. enthusiasm for case merely by transferring its prosecutors, Malcolm Hoffmann and Marcus Hollabaugh, to other posts.
**Financial & Trade Notes:** Boom in TV and radio tuner business is reflected in resumption of dividend payments by General Instrument Corp. after record sales of more than $8,250,000 for 3 months ended Nov. 30. Directors authorized 25¢ a share dividend for payment Dec. 22. Last dividend was 20¢ paid May 15, 1951. Chairman Abraham Blumenkrantz said company’s sales for year ending Feb. 28, 1953 will approach record $30,000,000. He attributed rise to large orders for General Instrument’s new line of TV tuners and uhf converters, as well as demand for automobile radio tuners and military equipment produced by company’s Sickles div. at Chicopee, Mass. Production at this plant, Mr. Blumenkrantz said, “has almost doubled since the start of the year.” Backlog of defense and civilian orders now totals about $13,000,000.

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

Tung-Sol reports net profit of $1,288,324 (2.49 a share on 495,663 common outstanding) on sales of $23,526,364 in the 39 weeks ended Sept. 27 vs. $1,524,628 ($3.16 on 476,006 shares) on $23,977,782 in same 1951 period.

General Precision Equipment Corp. and subsidiaries report third quarter net income of $529,321 (80¢ on 646,087 shares) vs. $142,048 (21¢ on 601,087 shares) in third quarter 1951.

Monogram Pictures Corp.’s third-quarter decline in profits was partly attributed to fact it has discontinued policy of releasing old films to TV. For 13 weeks ended Sept. 27, Monogram reported net income of $125,397 (16¢ on 773,218 shares) vs. $150,465 (19¢ on 760,718) for same 1951 period when company was licensing oldies for TV showing.

Paramount Pictures Corp. and subsidiaries report for first 9 months of 1952 net income of $4,663,000 ($1.99 a share), compared with $1,925,000 ($1.83) first 9 months of 1951. For third quarter 1952, Paramount showed net income of $1,878,000 (80¢) vs. $1,373,000 (60¢) in 1951 period.

Capitol Records Inc. reports net income of $439,721 (8¢ a share) on sales of $14,312,017 for year ended Sept. 30 compared to $477,738 (9¢) on $13,243,345 for year ended Sept. 30, 1951. President Glen E. Wallichs says September sales were second highest in company history.


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

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

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

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

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

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

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

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

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

As of November 1, 1952

<table>
<thead>
<tr>
<th>Area</th>
<th>No. Stations Sets</th>
<th>Interconnected Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ames (Des Moines)</td>
<td>1</td>
<td>98,400</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1</td>
<td>230,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>1</td>
<td>193,000</td>
</tr>
<tr>
<td>Birmingham</td>
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<td>135,000</td>
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<tr>
<td>Buffalo</td>
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</tr>
<tr>
<td>Charlotte</td>
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<tr>
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<tr>
<td>Cleveland</td>
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<tr>
<td>Davenport</td>
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<tr>
<td>Detroit</td>
<td>1(c)</td>
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</tr>
<tr>
<td>Erie</td>
<td>1</td>
<td>94,000</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>1(d)</td>
<td>188,000</td>
</tr>
<tr>
<td>Kalamazoo</td>
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<td>103,000</td>
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<td>Bloomington &amp; Kalamazoo</td>
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<td>Rochester</td>
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<td>San Francisco</td>
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<td>Savannah</td>
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<td>Seattle</td>
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<tr>
<td>Syracuse</td>
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<td>Toledo</td>
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<tr>
<td>Washington</td>
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<tr>
<td>Wilmington</td>
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<td>124,000</td>
</tr>
<tr>
<td>Total Non-Interconnected</td>
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<table>
<thead>
<tr>
<th>Area</th>
<th>No. Stations Sets</th>
<th>Interconnected Cities- (Cont'd)</th>
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</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>1</td>
<td>19,200</td>
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<tr>
<td>Brownsville (Matamoros, Mexico)</td>
<td>1(e)</td>
<td>11,100</td>
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<tr>
<td>Total Non-Interconnected</td>
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<td>30,000</td>
</tr>
<tr>
<td>Total Connected and Non-Interconnected</td>
<td>119,751,200</td>
<td></td>
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</tbody>
</table>

(a) Bloomington separately 205,000, Indianapolis separately 268,000.
(b) Does not include estimated 82,000 sets in Canadian area reached by Buffalo station.
(c) Does not include estimated 42,000 sets in Canadian area reached by Detroit stations.
(d) Grand Rapids separately 145,000, Kalamazoo separately 161,000.
(e) By estimate for Texas area. Estimated 2500 additional sets in Dallas area. Estmate by Detroit stations.
(f) Estimate for Kansas City area on basis of estimated 30,000 sets in Kansas City area.

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been counted only once.

**FESTUS**, Mo. (pop. 3199), located 30 miles down-river from St. Louis, produces application for uhf Channel 14 this week, filed by Donald M. & Elmer L. Donze, local broadcasters. It was one of week's 8 uhf applications and 3 vhf which brought total now pending to 775 (311 of them uhf).

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

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

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

[For details about foregoing applications, see TV Addenda 15-U hereafter; for listing of all post-freeze applications, grants, hearings, etc., see TV Factbook No. 15 with Addenda to date.]
ENVIED TV GRANTEE MOSTLY RADIO FOLK: What might be called the "new aristocracy" of the business of broadcasting has been created by TV -- with those lucky enough to get new-station grants enjoying an envied parvenu status.

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

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

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

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

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

* * * * *

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

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

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

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

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

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

Mobile's WALA-TV (Ch. 10) now promises limited operation with interim RCA equipment starting Dec. 26, and full power by next August. It will make an even
dozen post-freeze TV stations, assuming no more get started before then and including now-silent KONA, Honolulu, and WSLS-TV, Roanoke, both due to resume shortly.

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

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

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

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

Most RCA priority customers are now inclined to soft-pedal promises of early starting dates, as has GE's now-stymied WHUM-TV, Reading, which definitely won't be ready to go this month. There's less talk now of quick beginnings -- though GE's first 100-watt uhf customers WKAB-TV, Mobile (Ch. 49) and WEEK-TV, Peoria (Ch. 43), both with transmitters shipped, are still talking of starting before Jan. 1.

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

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

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

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

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

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

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

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How much precedent is set by Crosley grants is anyone's guess. The "overlap" is of Commission's own making, since Crosley stations were in existence when end-of-freeze decision boosted power limit to 100 kw on Channels 2-6.
A newcomer would probably have tough time getting similar grants. In a competitive hearing, his chances would obviously be extremely slim. Nevertheless, in "the old days," the Commission might have frozen Crosley at present powers. Comrs. Walker and Henmack dissented from Crosley grants, stating Commission is violating its "express rules and announced policy."

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

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

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

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

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

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

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

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

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

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

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

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

[For details about week's CPs, see TV Addenda 15-V herewith.]
FIRST THEATRE-TV "convention"—closed circuit sales meeting of Lees Carpets dealers in 18 theatres in 17 cities Dec. 8 (Vol 8:48)—was publicly acclaimed by Lees executives, distributors and dealers as outstanding success. Company unveiled new 1953 line and sales program before some 15,000 viewers. Only complaint voiced by viewers was that monochrome didn’t do justice to carpets displayed on screen. Variety’s reviewer, however, found session quite tiresome, warned that “businessmen had better learn something about showmanship” if they expect theatre-TV conventions to be success.

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

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

Although Lees and TNT have been secretive about costs of theatre-TV, Wall Street Journal speculated Dec. 9: “Based on rental charges of about $750 per theatre plus toll charge by AT&T of $1.15 per mile per hour for use of the cable, a round estimate of something over $30,000 can be made for the expense of the meeting. This would mean a cost of about $2 per person for Lees to get across its 1953 sales message.” Lees executive is quoted as crediting theatre-TV with effecting 60% saving over regional sales meetings.

Closed-circuit TV—but not the theatre kind—was used at 2 other conventions this week. In Lancaster, Pa., Armstrong Cork Co. unveiled 1953 lineolium patterns to distributors meeting Dec. 10 via CBS-system color TV equipment loaned by Smith, Kline & French pharmaceutical house, using 2½ miles of coaxial & microwave. Drug manufacturer has used the color equipment for telecasts of surgical operations. In Chicago, using TV equipment installed and operated by RCA, 500 leaders in graphic arts field at Lithographic Technical Foundation convention Dec. 10 saw close-up views of activities and facilities at Foundation’s laboratories 1½ miles away, while sitting in meeting room in Conrad Hilton Hotel. Philco will show new TV models to dealers Dec. 20 on closed-circuit show from Philadelphia to TV receivers in more than 50 cities.

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

Personal Notes: William II. Hylan, CBS-TV eastern sales mgr., named network sales v.p., succeeding v.p. Fred M. Thrower, who resigns Dec. 15 to devote more time to Audio-Video Products Corp., of which he is director and major stockholder ... Norman Blackburn, ex-NBC national program v.p. and west coast TV director, joins Geyer Adv., New York, as TV-radio v.p. ... Joseph M. Seifert, ex-ABC & DuMont, named executive director of Chicago Unlimited, set up to promote Chicago as TV-radio-film center, with offices in Lincoln Tower ... Willard H. Hauser, ex-chief engineer of WBZ & WBZ-TV, Boston, named asst. mgr. under W. C. Swartley; Robert G. Duffield, ex-mgr. of KDKA, named WBZ-TV film & traffic mgr. ... George Bregegg promoted to sales mgr., WDTV, Pittsburgh, with George Menard becoming operations mgr. ... Lester A. Dana shifted from radio to program director, WSPD-TV, Toledo, Robert Evans becoming TV account executive ... Lewis I. Schwartz, ex-WJAR-TV, Providence, recently with R. I. Democratic State Committee as TV-radio chief, joins WWLP, Springfield, Mass., due on air about Jan. 15, as program director ... James W. Robertson, ex-chief engineer of WDEJ, Roanoke, Va., and WMD, Frederick, Md., recently with Russell P. May Co., Washington consulting engineers, named chief engineer of new WROV-TV, Roanoke, due on air in early 1953 ... Earl Huff, ex-WBAP-TV, named asst. chief engineer, KTHC-TV, Austin, Tex. ... Norman Hawkins, ex-WLW-TV, Detroit, named local mgr. of new KXLY-TV, Spokane, due on air Dec. 25 ... Tom G. Slater, Rushrauf & Ryan v.p., takes charge of TV-radio, succeeding W. M. Tuttle, resigned ... Martin T. Kane Jr., ex-Rushrauf & Ryan, joins Hewitt, Ogilvy, Benson & Mather as TV-radio timebuyer ... Hal Davis, promotion-publicity v.p., Kenyon & Eckhardt, named chairman of TV-radio committee of $2,000,000 fund drive of Greater N. Y. Council, Boy Scouts of America ... Stewart P. Brown joins Anderson & Cairns, N. Y. agency, to handle TV-radio of MeAn shoes and Martinson coffee accounts ... Elliot C. Lovett, Washington radio attorney and past president of FCC Bar Assn., to practice under his individual name in same offices, the law firm of Hanson, Lovett & Dale being dissolved as of Jan. 1 ... K. S. Byerly, ex-WBTV, Charlotte, named Katz Agency’s mgr. in Atlanta, succeeding F. M. Bell, retiring after 30 years service.

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

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

Alois Havilla, 61, pioneer network and newsreel announcer, recently with WNJR, Newark, died Dec. 7 in Englewood (N. J.) Hospital after a long illness.
Telecasting Notes: DuMont Network's Tele-Centre, New York's old Central Opera House at 205 E. 67th St., was being occupied this week end by program, engineering, and film departments; 7-story building, costing $4,000,000 to acquire and renovate, contains 5 studios—one 101x172-ft., another 84x52, three others 75x40—and by mid-January all programs will originate from them, none from old Wanamaker studios. Central shop to pool trucking, carpentry, costuming, props & other auxiliary services for TV networks on N. Y.-originated shows is suggested by George Rosen in Dec. 10 Variety; he contends networks could thus save $3-4,000,000 annually, says false competitive pride is resulting in unnecessary expense, duplication of effort. Film or live—which has greater TV advantages? Film, says Nat Wolff, Young & Rubicam TV-radio v.p., who told Los Angeles Ad Club Dec. 5 it is high-quality, money-saving technique; but N. Y. Times' Jack Gould wrote Dec. 7 that live shows are far superior "technically and qualitatively," added: "To regard TV merely as a variation of the neighborhood motion picture house is to misunderstand the medium". Billboard Magazine's first TV Film Program Guide and Market Report, published in Dec. 13 edition, will be regular monthly feature henceforth—invaluable reference for TV program management. TV tryout of Rosalind Russell's feature film Never Wave at a WAC, pre-tested on CBS-TV Schlitz Playhouse last summer, is credited by independent producer Frederick Brissin with saving some $40,000 in production costs—enabling him to rewrite and revise from kinescopes, to say nothing of advance audience buildup afforded by telecast. Warner Bros. has ordered star Gordon Macrae off NBC-radio's Railroad Hour, which Benton & Bowles is adapting for TV, in line with contract forbidding even TV auditions. Film star Mary Sinclair, who went to Hollywood after "discovery" on TV, has asked for release from Paramount so as to return to TV in N. Y. Bishop Sheen's Admiral-sponsored TV show ruled off govt.-owned Canadian Broadcasting Corp.'s stations in Toronto & Montreal as "too controversial" following criticism by its Religious Advisory Council. Conti-sponsored Lilli Palmer show on WCBS-TV, New York, is purchased from NBC film syndicate Bing Crosby & Bob Hope have filmed 7 commercial spots to plug their next Paramount film, Road to Bali, none containing any scenes from the show. CBS bonus to employees on payroll for year or more will be week's pay; those hired first 3 weeks in year get half-week's salary up to $70; WTMM-TV, Milwaukie, new rate card effective Jan. 1 raises Class A hour rate from $800 to $960, one-min. stins $150 . . . WTVJ, Miami, has new rate card effective Jan. 1 raising Class A hour from $700 to $800, one-min. from $70 to $130 . . . WOI-TV, Ames, new rate card Jan. 1 raises Class A hour rate from $400 to $500, one-min. from $80 to $160 . . . KKTW, Colorado Springs, Colo., which went on air Dec. 8, has Class A hour rate of $150, one-min. $30 . . . CP holder WABF-TV, Baton Rouge, has $200 Class A hour rate, $40 one-min. . . . KMTV, Omaha, to be represented by Edward Petry Co., KPHO-TV, Phoenix, by Katz, in swap of national sales reps effective Jan. 1.

Warner Bros. Pictures Inc. this week announced plan to divest itself of its more than 200 theatres, as required by govt. consent decree. Company has concluded agreement with Fabian Enterprises Inc., headed by S. H. Fabian, who operates 54-house circuit, to form new company to take over Warners' theatre business next March for reported $60,000,000. New organization will have 20,000 stockholders, who will receive shares equal to their current holdings in Warner theatre stock. Warner Bros. stockholders will vote on plan Feb. 17. Harry, Albert and Jack Warner and their families own 35% of theatre company's stock.

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

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

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

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

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

Fan magazine TV Guide's gold medal "best" awards for 1952, based on reader votes: best actor, John Forsyth; actress, Maria Riva; comedian, Jackie Gleason; comedienne, Lucille Ball; sportscaster, Bill Stern; m.c., Ed Sullivan; dramatic show, Robert Montgomery Presents; mystery crime, Dragnet; western, Roy Rogers; children's, Howdy Doody; popular musical, Your Hit Parade; classical music, Voice of Firestone; news, The Vanishing South; quiz, What's My Line?: educational, Zoo Parade; homemaking, Josephine's Way with a Cook Stove; interview, Mike & Duff: movie, The Early Show; most glamorous girl on TV, Roxanne Rosedale; commercial, Arthur Godfrey's for Chesterfield; year's best single program, Martin & Lewis' Telethon; public service, Strike It Rich; new program idea, Omnibus; most interesting new personality, Julius La Rosa.
Station Accounts: Value of TV medium for automotive advertisers, recognized in heavy use of network and spot during current introduction of new models, was pointed up by CBS-TV president Jack Van Volkenburg, addressing Toledo convention of 2500 Willys-Overland dealers Dec. 9; he said "73% of all new cars bought in a period of 6 months in the New York-New Jersey area were bought by TV set owners". Advertisers, however, shouldn't "rob Peter to pay Paul," says Van Volkenburg 2 days later, addressing Harvard Business School's marketing club—his theme being they should not ignore one medium in favor of other, citing figures to show that American business can support TV along with radio, newspapers, magazines... Alliance Mfg. Co. (Tenna-Rotor, Tenna-Scope & Cascamatic boomer) now places its 20-sec. and 1-min. film spots on 50 stations, regards continuing campaign (which began on 3 stations in May 1949) as major factor in firm's success, writes V.P. John Bentia in Sales Management; agency is Foster & Davies, Cleveland... Canada Dry now sponsoring Terry & the Pirates in 50 markets, reports Official Films Inc., which also has just concluded arrangements to distribute Gene Loster's Hollywood Closedowns, Tel-Ra's Ideas on Parade, Jerry Courneyea's animal shorts... Drewry's Ltd. (beer) has bought Ziv's Boston Blackie series on WXYZ-TV, Detroit; WOOD-TV, Grand Rapids; WJIM-TV, Lansing; WSPD-TV, Toledo; WHBF-TV, Rock Island, thru MacFarland-Aveyard, Chicago. Pacific Mercury (TV-radio sets) buys it for 10 western stations, including KGMB-TV, Honolulu... Duffy-Mott Inc. (foods) signs on WPIX Tue. 7:15-7:30 and WZJ-TV Fri. 8:30-8:45, for weekly This is Charles Laughton film series, featuring actor in readings from Bible and various classical works, thru Young & Rubicam, N.Y. Marcal Mfg. Co. (paper napkins) buys filmed Life with Buster Keaton on WABD, N.Y., Thu. 7:30-8, thru Calkins & Holden, Carlock, McClintock & Smith, N.Y. thru Servel Inc., to promote new "Ice Maker" refrigerator, plans to use TV-radio with other media, thru Hicks & Greist Inc., N.Y. Among other advertisers reported using or preparing to use TV: B-B Pen Co. (Rol-Rite pens), thru Roy S. Durstine, Los Angeles; Usen Canning Co. (Tabby cat food), thru Arnold & Co., Boston; Vigorelli Sales Co. (sewing machines), thru Rowett & Lewitt Adv. Agency, N.Y.

Network Accounts: Scott Paper Co. is fifth and final sponsor to buy segment of Ford Foundation's Omnibus on CBS-TV, Sun. 4:30-6, starting Dec. 21, thru J. Walter Thompson, putting show on self-sustaining basis—sponsors now paying both production and time costs. Other sponsors: Willys-Overland, Greyhound Bus Lines, Remington Rand (electric shavers), American Machine & Foundry Co... Arco (Bendix home appliances div.) buys 13 five-min. partic. in Today on NBC-TV, week days 7-9 p.m., starting Feb. 23, thru Earle Ludgin & Co. American Chicle Co. (Clorets) reportedly buying Twenty Questions on DuMont, Fri. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample, replacing Ludgin's Inc. Serutan Co. buys Wisdom of the Ages on DuMont, Tue. 9:30-10 p.m., starting Jan. 6, thru Ed Kletter Assoc.

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

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

TV's code of fair practices and self-regulation has made "much progress," code board chairman John Fetzer reported to NARTB-TV board this week. "Serious-minded and thoughtful people in legislative and judicial bodies and among the general public," he said, "believe we're on the right track. We don't plan to be diverted from our course by unjust criticism—or will we disregard intelligent comment." Washington address of NARTB will be added to Seal of Good Practice, which member stations flash on screens, in order to encourage letters from viewers.

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

Tests of 5-watt booster in Lawrenceburg, Tenn. (Vol. 7:50), which have been conducted by Nashville's WSM-TV during after-midnight hours, will be carried on during regular programming hours 3 days weekly under new STA granted this week. Experimental station, using call letters KJ2XCI, is testing theory of WSM-TV president John H. (Jack) DeWitt Jr. that it can operate on same channel as "mother" station (No. 4) and avoid interference by using vertical polarization. Community is in valley 67 miles from WSM-TV, gets poor service.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FCC is getting impatient in its never-ending task of trying to keep down all kinds of spurious radiations. This week it appealed to JTAC, complained TV set manufacturers are taking "no action" to reduce radiation standards below 50 and 150 uv/m at 100 ft. Furthermore, Commission said, many of current uhf receivers and converters don't employ 41.26-mc IF upon which entire uhf allocation plan was predicated. "This apparent lack of standardization," it said, "casts doubt on the continuing validity of the plan." JTAC was pleased to be asked for assistance—one member calling task "by far the biggest we've ever considered"—but some manufacturers feel FCC's criticism isn't fair. They point to TV tuners and sets radiating well below the 50 and 150 uv/m standard, claim they're working hard to improve entire situation. Back of FCC's appeal is reiteration of old hint that Commission has, or may try to get, authority to force manufacture of receivers with specific radiation limitations.

FCC's solution to Macon, Ga. Channel 13 problem—that city being located .3 mi. too close to Birmingham (Vol. 8:49)—is same one used in Pittsburgh and Nashville cases. It proposes to move channel to a nearby town. In this case, community is Warner Robins, Ga. (1950 pop. 7086), about 15 mi. away. Practical meaning of move is that WMAZ, sole applicant for the channel, finds its position on processing priority list moved from A-55 to A-631. It could have had immediate grant, now must wait until Commission reaches town. Comrs. Merrill and Hennock dissented. Former felt that uhf channel should have been substituted for No. 13 in Macon, and that petition to put No. 13 in another community could have been considered later. Miss Hennock couldn't be reached, so her reasons for dissent aren't known. Another channel change in the works is assignment of No. 75 to Patchogue, N. Y., requested in petition filed this week by WALK.

First comments on proposed new rules for lighting and marking of high antenna towers (Vol. 8:46) were filed this week with FCC. All objected to section relating to marking and lighting of guy wires of towers more than 500-ft. high. Two tower manufacturers, Truscon and Blaw-Knox, called guy wire lighting impractical. Consulting engineer William E. Bennis Jr. proposed use of discs placed at right angles to mark guys, in lieu of spheres as proposed by Commission. He also urged lighting and marking rules, be applied only to towers whose outer guy wires are more than 1000 ft. from base, rather than 600 ft.

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

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

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

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

* * * * *

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

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

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

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


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

Mallory reports "tremendous demand" for both its continuous uhf tuner and self-contained converter, especially in lest 60-90 days. Like other companies in field, Mallory is working on single tuner to cover entire vhf-uhf range, but execu-
tive v.p. Ray Sparrow says such a device is still quite far in future. For coming year at least, most tuner makers feel that the all-channel vhf-uhf sets will continue to use 2 tuners -- one for vhf and one for uhf -- though tuners may be geared together mechanically in "one-knob tuning" arrangement.

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

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

Pre-Christmas push brought TV production back up week ending Dec. 5, when RTMA counted 193,407 units produced (9349 private label) as compared with 159,513 in preceding week when it had fallen from 198,917 as of Nov. 21. That brought total output to about 5,565,000 in 49 weeks, so that 6,000,000 for year seems assured despite Christmas week letdown. Factory inventories went to 104,864 from 91,668.

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

Trade Personalics: Lee Golder, chief, TV-radio section, NPA Electronics Div., on Jan. 1 becomes gen. sales mgr., Carboneau Industries, Grand Rapids speaker manufacturer; William J. Bapst, chief, expansion & expediting section, becomes v.p., Carroll Electronics, New York, specializing in military equipment; Donald H. Cooper, asst. chief, broadcast & communications equipment section, Dec. 15 joins Leesburg, Va. labs of Washington consulting engineers Weldon & Carr ... Hays MacFarland, chairman of MacFarland, Aveyard & Co. ad agency, elected to Halliburton board of directors, replacing J. Harry La Brum, resigned ... William B. Doyle, ex-Admiral San Diego distributing div. sales mgr., named sales mgr. of new Admiral's home freezer div.; William P. Mackle, ex-Admiral-N. Y., sales mgr. of new range div.--both reporting to sales v.p. W. C. Johnson ... Charles Kayko, ex-president, Sparton TV-radio div., named CBS-Columbia administrative v.p., and Harold H. Knobbe named asst. to engineering v.p. ... Wm. R. Wilson, Philco treasurer, elected chief financial officer, Philco International ... Raymond K. McClintock, ex-asst. chief engineer, Sylvania radio tube div., named to newly created post of mgr. of new product promotion ... Glenn E. Webster, ex-NBC engineering, joins GE as district sales mgr. for broadcast equipment, headquartered in Chicago's Merchandise Mart ... Grady L. Roark, central regional mgr. in Chicago for GE equipment tube sales, promoted to mgr. of tube dept.'s equipment tube sales ... S. L. Spraggins, Hoffman Radio production v.p., has retired due to ill health, his duties assumed by president H. Leslie Hoffman, who has also named Arthur Baxter purchasing director; Harvey Lipp Hoffman Labs purchasing director; John W. Cherrett asst. to Lipp; Marvin Klassen buyer of TV cabinets; B. L. Fuller supt. of cabinet plant; J. T. McAllister service mgr.; Byron Brown market mgr., C. K. Clark succeeding him as San Francisco district mgr. ... Dr. John J. Bohrer, ex-Chemical Research Group leader, named associate director of research, International Resistance Co. ... Wm. H. Boedeker Jr., employe services mgm., named asst. to Louis J. Collins, Capehart-Farnsworth sales director ... Alfred E. Smith Jr., son of the late Governor of N. Y., elected chairman of Electromath Corp., White Plains, N. Y. (electronics equipment) ... Sidney Harman named gen. mgr., Harman-Kardon Inc. (electronics and audio-visual equipment), formerly known as Kardon Mfg. Co. ... John W. Carroll, Motorola-Chicago's south side sales mgr., named Pittsburgh regional sales mgr. for parent company, succeeding Edward L. Furbish, retiring.

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

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

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

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

Bound and Indexed

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the Television Digest Weekly Newsletters, plus the Final Television Allocation Report, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: $25 per volume.
Topics & Trends of TV Trade: Philco showed 37 TV models, 6 of them brand new and others with new furniture stylings, at distributor meetings in Philadelphia, Chicago and San Francisco this week—but it released no prices because they “haven’t been fixed yet.” Whole line was renumbered, and assurances given out that prices basically are to be unchanged except for $10-$20 variations in spots. Final list prices will be announced to dealers in 50 cities on closed circuit network Dec. 25.

Philco is stressing optional all-uhf-channel tuner that will be available in all models except 4 low-end 17-inch holdovers—along with built-in aerials. Its uhf tuner can be slipped into cabinets, after removing name-plate, and is to be priced at somewhere between $25-$50.

The 6 new Philco models will be No. 2230L, 21-in. blonde table; 2281, 21-in. mahogany veneer open console; 2278, 21-in. mahogany veneer half-door console; 2750, 27-inch solid mahogany full-door console; 1887, 17-in. full-door combination; 2290, 21-in. half-door combination. Radio line has 22 models, 8 of them new.

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

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

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

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

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

Trade Miscellany: NARDA reports Jan. 11-13 convention in Chicago’s Conrad Hilton will have largest attendance in history, with hotel accommodations at premium . . . Portland, Ore., first “uhf city,” had 41,135 sets-in-use as of Dec. 1, with 29 manufacturers represented, according to survey by Portland State Extension Center . . . El Paso, newly opened to TV, reports 6000-10,000 TV sets already in use, market booming . . . Hallicrafters distributor convention will be held in Chicago’s Edgewater Beach Hotel, Jan. 5-6 . . . Capehart-Farnsworth to show, at Chicago Furniture Mart, new 21-in. tables at $270 in mahogany, $280 blonde, open console $370 mahogany, French Provincial full-door console $475 fruitwood . . . RCA Victor contracts with Remington Corp.’s air conditioning div., Auburn, N. Y., to supply its console single-room air conditioners; Fedders-Quigan continues to supply RCA’s window models . . . Columbia Records Inc. coming out with new high-fidelity phonograph called “360,” measuring 16¼ x 12¼ x 10½-in., or about size of hatbox, with tone range superior to most floor models; list is $139.50 or $144.50 in blonde . . . Westinghouse’s new electronic tube div. launching big national & local promotion campaign for its “Reliators,” featuring special offer of $1 off for TV-radio repair service; handled by adv. mgr. Joseph Schlig . . . Wanamaker’s leases its TV-appliance dept. to Sunset Appliance Stores for 3 years, as of Feb. 1, on percentage arrangement.


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

Doom of large TV service shops employing 150-200 servicemen in favor of smaller, more flexible dealers using 5 or 6 servicemen was predicted this week by Frank J. Moch, president of National Alliance of Television & Electronic Service Assns., in address to meeting of parts manufacturers and factory reps at New York’s Athletic Club. He also foresaw end of one-man “jack-of-all-trades” service dealers as industry grows.
Financial & Trade Notes: "Another tremendous boom" is predicted for the TV industry by Hallicrafters president Wm. J. Halligan, who said it is "not a flash in the pan but a continuous growth boom." He forecast 7,200,000 TVs will be made in 1953, comparing with the record 7,500,000 of 1950 and about 6,000,000 this year. In 1954, he said, the industry will make 8,000,000 sets. Next year (1953) will be "the first good year of replacement selling." Within 5 years, he foresaw more than 500 vhf stations and 2000 uhf.

Halligan spoke at Dec. 8 annual stockholders meeting, at which he announced sales for first quarter of current fiscal year ended Nov. 20 were $13,000,000 with profit of $576,087 (45.6¢ per share) after taxes. This compares with $10,085,000 sales and $86,384 (10¼¢) profit for like period last year. First quarter earnings, in fact, nearly equaled the 45.9¢ a share earned for all of last year, he observed, and firm may resume dividends next spring.

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

Among officers' and directors' stock transactions reported by SEC for Oct. 11-Nov. 10: Wm. A. Blesexercised option to buy 1000 Aveo (March 1951), to sell 1000 (July 1952), exchanged 1000 (March 1951), holds 19,000; Kenneth E. Ryan bought 100 Cornell-Dubilier, holds 100; John H. Briggs bought 5197 Philip, holds 35,885 common, 2750 pfd.; R. Bowling Barnes & Heywood Fox, through Fox Wells & Co., bought 28,285 Olympie, hold 123,170; James T. Buckley gave 193 Philco as gift, holds 19,594; Thomas A. Kennally gave 15 Philco as gift, holds 18,047; A. H. Gutsch bought 1000 Remington Rand (Sept. 1952), holds 3025; Harry A. Hicks bought 750 Remington Rand, holds 1950; Albert M. Ross exercised option to buy 4000 Remington Rand, holds 6599; Jeffrey S. Granger sold 400 Sentinel (Sept. 1952), holds 2500; John Sanderson received 2000 Sperry under stock option plan, holds 3000; Henry C. Bonfig bought 50 Zenith, holds 50.

In motion picture and allied fields these transactions were reported: Harry Cohn gave 100 Columbia as gift, holds 125,178 common, 400 pfd.; Charles C. Moskowitz bought 1000 Loew's, holds 4500; Elmer C. Rhoden bought 2100 National Theatres, holds 7925 personally and through holding companies; Sherrill C. Corwin sold 10,000 RKO, holds 209,884; David J. Greene bought 1800 RKO, holds 64,150 personally and through partnership, trust and family; A. Louis Oresman bought 1900 RKO, holds 3000; Walter P. Marshall bought 50 United Paramount Theatres, holds 175; Alfred E. Daff bought 1000 Universal, holds 1000 common, 100 pfd.

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

Muntz TV reports net loss of $82,556 for 6 months ended Sept. 30 on sales of $20,009,695. No comparable figures are available, but for fiscal year ended last March 31, firm earned net income of $898,004 (80½¢ a share) on gross revenues of $32,923,651.
College football TV “controls” of National Collegiate Athletic Assn. will continue next year, despite growing opposition. NCAA’s powerful TV committee continues to ward off pressure from its collegiate opponents, televisioners and the public, and will propose to Jan. 6-10 NCAA convention in Washington that NCAA (1) continues one-game-a-week TV policy, and (2) permits substitution of local games only when they’re sellouts and don’t compete with other NCAA games in area. Reason NCAA’s TV committee can stand its ground is that opposition doesn’t seem inclined to fight to finish. For instance, this week (1) Big Ten Conference voted to favor regional TV control at NCAA convention, but admitted it wouldn’t oppose TV committee in floor fight, and (2) Notre Dame executive v.p. Rev. Edmund Joyce called present football TV policy illegal, but said school wouldn’t take legal action against NCAA. Best hopes for forcing NCAA to modify its position seem to rest with public opinion and a Justice Dept. victory in its anti-trust suit against National Football League’s TV restrictions, due for January trial. Organized baseball, facing different problems, ended major-minor league conferences in Phoenix by establishing major league committee to study Sen. Johnson’s proposal that baseball’s TV-radio income be pooled into fund to help clubs considered damaged by broadcasts (Vol. 8:49).

NARTEB’s TV membership reached even 100 this week with admission of Wayne Coy’s KOB-TV, Albuquerque; KRON-TV, San Francisco; WOOD-TV, Grand Rapids; KFEL-TV, Denver; KDUB-TV, Lubbock, Tex.; and up-coming new stations WLIS-WSL-7, Roanoke; KONA, Honolulu; WKAT-TV, Mobile; KFOR-TV, Lincoln, Neb.; WAKR-TV, Akron; WEEU-TV, Reading; WWLP, Springfield, Mass. At Cat Cay meeting Dec. 8-9, TV board approved researches into “standards of circulation measurements for TV” and for industry-wide sales promotion; named subscription TV study committee comprising Paramount’s Paul Raibourn, WGAL-TV’s Clair Collough, WMCT’s H. W. Slavick; approved limiting associate memberships to companies selling services, equipment or supplies to TV-radio industry, naming McCollough chairman of committee to clear applications.

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

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

Hopes for approval of merger of ABC and United Paramount Theatres by Christmas went glimmering this week as FCC ordered oral argument for Jan. 5. Scheduling of argument, which will last total of 5 hours and can scarcely add much to months of hearing and thousands of pages of record, was undoubtedly spurred by criticism expressed by Senators Tobey (R-N. H.) and Langer (R-N. D.) (Vol. 8:49). They told Commission they were “shocked” at examiner’s initial decision. Nevertheless, if Senatorial pressure is to count in case, there’s plenty of support of merger to counterbalance criticisms. Furthermore, even these critics could change their minds as they learn more about situation.
4 RCA, 2 GE DELIVERIES SPARK EARLY UHF: RCA's uhf bottleneck appears broken, with shipments Friday (Dec. 19) of first four 1-kw transmitters making it possible for at least Atlantic City's WFPG-TV (Channel 46) to take the air by week's end.

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

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

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

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

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

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

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

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

This week's CPs included 3 vhf & 10 uhf as Commission reached 150th city in Group A, 181st in Group B. Included are 3 uhf in cities with pre-freeze vhf stations operating -- Baltimore, Buffalo and Birmingham.

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

Uhf CPs went to: Birmingham, Ala., WSGN, No. 42; W. Palm Beach, Fla., WIRK, No. 21; Peoria, Ill., Hilltop Broadcasting Co., No. 19 (second); Baton Rouge, La.,
Capital TV & Bostg. Co., No. 40 (second); Lake Charles, La., Southland Telecasters, No. 25; Baltimore, WITI, No. 60; Buffalo, Chautauqua Bostg. Corp., No. 17; Easton, Pa., WEEA, No. 57; Hazelton, Pa., WABLE, No. 65; Danville, Va., WBTM, No. 24.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

There's no problem in Harrisburg, according to WHP mgr. A.K. Redmond. He
reports that community operator is limited to small area because most of the city's power and phone wires are underground. He's extremely eager to get WHP-TV on air, says: "If we can't stay in business by satisfying the people with our signal, it's just our tough luck. That's the American democratic way."

* * * *

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

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

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

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

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

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

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

Mobile's WALA-TV (Ch. 10) doesn't look like it will make Jan. 1 debut, but it may start during the month -- making it a bit behind uhf WKAB-TV (Ch. 48). And this week the lineup of others promising to get going by Feb. 1 comprised: KOLN-TV, Lincoln, Neb. (Ch. 12); KOPO-TV, Tucson, Ariz. (Ch. 15); KVOA-TV, Tucson (Ch. 4); KELO-TV, Sioux Falls, S.D. (Ch. 11).

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

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

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

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

We find it difficult to conclude films-to-TV logjam was broken by this one deal, and that steady stream of movies will now spew forth from major producers to
TV stations. Real significance of move, however, is self-evident: The pact between Republic & WCBS-TV is a trial balloon, a weathervane -- and as such is being watched closely as possible indication of early opening of vaults to TV.

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

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

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

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

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

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

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

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

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

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

There are now about 115 theatre-TV installations in use, according to our survey of equipment manufacturers made in connection with preparation of our TV Factbook No. 16. Not all are in theatres, though, some installations being located in such places as the Pentagon, U. S. Naval Academy and Rheem Mfg. Co., Lester, Pa. Among manufacturers of theatre-TV gear, RCA maintains strong lead with 81 installations, while Traul Television Corp. has jumped into second place with 12, General Precision Laboratory 10, Paramount 4, Air Marshal Corp. (Theatre-View) 2, home made or unspecified 2. Total seating capacity of theatres with TV installations now is about 235,000.

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

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

Deadline for filing theatre-TV exhibits was extended this week by FCC from Dec. 22 to Jan. 12 at request of Western Union; hearing is scheduled to resume Jan. 26.
WASHINGTON POST, which hit jackpot with its WTOP-TV, reputed to be much better earner than the newspaper, has agreed to purchase Florida Broadcasting Co., owner and operator of WMBR, WMBR-FM & WMBR-TV, Jacksonville. Price is $2,470,000. Deal is subject to FCC approval.

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

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

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Atlanta's WLTtv has been sold to Crosley Broadcasting Corp. for cash consideration of $1,500,000 in deal concluded last week as arranged by broker Howard Stark. Local group of 25 stockholders headed by manufacturer Walter C. Sturdivant, who acquired Channel 8 outlet in latter 1951 following merger of Atlanta Journal and Constitution under James Cox auspices (Vol. 7:32-34, 33-39), had paid $25,000 for station, added $300,000 more working capital, borrowed additional $200,000 (of which $50,000 has been paid)—so they will realize profit of about $500,000. Station was one of few pre-freeze failing to show profit, though it went into the black last month. Crosley plans to retain manager Wm. T. Lane and staff, since it already operates 3 Ohio stations (WLWT, WLDW, WLWC), it will probably drop one of its pending new-station applications—either for Indianapolis or Toledo—if FCC approves transfer. Deal is year's fifth involving sale of a pre-freeze station; others having been for KPHO-TV, Phoenix; KOB-TV, Albuquerque; KOTV, Tulsa; WTCN-TV, Minneapolis (now WCCO-TV). [For complete list of all TV station sales and transfers, see p. 7, TV Factbook No. 15.]

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

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


Attending Gridiron Dinner in Washington Dec. 13 were these figures identified with TV: Walter H. Annenberg, Philadelphia Inquirer (WPI-LTV); Maurice R. Barnes, Washington attorney; Warren S. Booth, Detroit News (WWJ-TV); James M. Cox Jr., Dayton News (WHIO-TV); Philip L. Graham & John S. Hayes, Washington Post (WTOP-TV); Robert H. Hinckley, ABC; Jack R. Howard, Scripps-Howard (WEWS, WCPO-TV, WMCT); Edward T. Ingold, TV-radio director, Republican National Committee; A. H. Knapp, Buffalo News (WBEN-TV); Horace L. Lohnes, Washington attorney; Samuel II. Kauffmann, Washington Star (WALM-TV); E. F. McDonald Jr., Zenith Radio; B. H. Ridder, St. Paul Pioneer Press (WCCO-TV); Joseph Pulitzer & Joseph Pulitzer Jr., St. Louis Post-Dispatch (KSDK-TV); Roy Roberts, Kansas City Star (WDAF-TV); David Sarnoff and Edward Sarnoff, RCA; Lawrence C. Spivak, Meet the Press; Frank Stanton, CBS; L. W. Teegarden, RCA Victor; Chris Witting, DuMont; Niles Trammell, Joseph H. Victor; Chris Witting, DuMont; Niles Trammell, Joseph H. Victor; Chris Witting, DuMont; Niles Trammell, Joseph H. Victor; Chris Witting, DuMont; Niles Trammell, Joseph H. Victor; Chris Witting, DuMont; Niles Trammell, Joseph H. Victor.
HOLDERS OF UHF grants may be able to move faster from now on, what with the delivery and imminent installation of RCA’s long-delayed first batch of 1-kw transmitters and the shipment of several interim 100-watt jobs by GE (see p. 1). Actually, not only transmitters but antennas, filterplexers and other components have proved to be the bottlenecks causing delays.

Faced with hard fact that uhf grantees are outstripping vhf by more than 2:1-to-1 (114 uhf to 43 vhf, to be exact), it can be assumed the transmitter makers are exerting every effort to speed up their uhf production and testing lines. Furthermore, there’s the incentive of intense competition, yet a seller’s market—with some customers so eager to get equipment that they’re alleged to have placed orders with as many as 4 different companies, planning to accept first to deliver.

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

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

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

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

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

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

Mobile’s WKAB-TV (Ch. 48) looks like it’s going to beat vhf WALA-TV (Ch. 10) to the air by weeks, with its Dec. 31 or Jan. 1 debut. WALA-TV hasn’t yet had delivery of RCA equipment; efforts to get further information have proved unavailing, but it apparently cannot possibly get started by Jan. 1. According to WKAB-TV’s Louise Pursley, all TV’s being sold in area are equipped for both uhf and vhf.

WEEK-TV, Peoria (Ch. 43), due in mid-January, tells us 100-watt GE job will be boosted by 12-kw amplifier in April, that AT&T has promised interconnection by April or May. With 17 kw ERP at start, it expects to put out good signal over 12-mi. radius, serving about 200,000 population. Tower is 432 ft. high, 646 ft. above average terrain.

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

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

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

WEEU-TV, Reading, Pa. (Ch. 33) has begun construction of 352-ft. tower on Mt. Penn, has silenced its FM adjunct so that transmitter building can be altered to house TV also, expects to have GE equipment installed in time for mid-1953 start instead of previously reported May 15 target.

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

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

Harriscurg’s WHP-TV (Ch. 36) reports transmitter building almost completed, expects RCA transmitter in latter January, tower up by Feb. 1. Its target date is April 1, says manager A. K. Redmond, but effort will be made to be nearer Feb. 1 if at all possible.

Next TV Factbook—Pre-Print Orders

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

Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost $1.50 each; single copies, $3.
Telecasting Notes: NBC-TV's rate of compensation to affiliates has been revised to reduce number of "free hours" required (now 24 per month) in accordance with amount of commercials carried by stations. Details weren't released following Chicago meetings this week between stations committee headed by WRGB's Ray W. Welpott and NBC group headed by financial v.p. Joseph V. Hefferman—but NBC president Joseph McConnell said arrangement was worked out "harmoniously and in a businesslike way" and WTMJ-TV gen. mgr. Walter J. Damm called it a "complete understanding of each other's problems in the growing TV industry" and said it "will benefit us both" . . . Difficulty of new TV stations in getting national business via networks regarded in some quarters as comprising value of basic network affiliations; networks are selling hard as they can, but advertisers aren't expanding hookups as fast as new stations come on the air and are linked—due to TV's higher costs . . . Not many 200-station TV networks, as in radio, are envisaged as saleable, even when TV is full-blown, but rather "basic networks" comprising 60 or so top markets, with the supplements unlikely to earn very much from network affiliations . . . CBS-TV signs Ben Hecht, stage and screen dramatist, to create series of new weekly shows, which he will personally supervise; he's second Pullitzer Prize winner to be signed for TV, playwright Robert Sherwood having recently contracted to write 9 original plays for NBC-TV . . . General Telestar (Tom O'Neill) reported tabling plans to form "film network" by having stations, including its own 3 (WOR-TV, WICTV, KHJ-TV) finance it cooperatively—but hopes to revive project after a while; this was job to which ex-WOR chief Ted Streibert was assigned before he recently resigned . . . "America's most graphic and exciting contribution to British TV at the moment is the stirring NBC film Victory at Sea," reports London correspondent of New York Times, who adds that it's being "widely acclaimed"; 26-week series also being carried on Canadian Broadcasting Corp.'s 2 stations . . . Employment of cameramen is increasing nationally, thanks to TV, and taking up drop in film studio jobs, says Herb Aller, business agent of International Cameramen's New York local, who adds: "TV provides real stability today; without TV things would be quite bleak" . . . National Lutheran Council, 50 Madison Ave., New York City, issues 31-p. report listing all religious programs on TV & AM networks, along with praise for TV-radio for cooperating with churches in improve quality of religious program . . . Good idea for others in TV-radio to emulate: Fred Finney, news editor, KITU, Tucson, Ariz., urging his listeners to send Christmas cards to Wm. N. Oatis, the AP correspondent being held prisoner in Czecho-Slovakia; send them care U.S. Embassy, Prague . . . Perleia & Luckman, architects who designed CBS's Television City in Hollywood, drawing plans for new KEYT, Santa Barbara, Cal., Channel 3 outlet due on air next May and headed by Harry C. Butter, ex-CBS Washington v.p. and wartime naval aide to Gen. Eisenhower, and Col. B. Selph, ex-manager, KUT, CBLT, Toronto, adding program hours beginning Xmas week, starting daily at 5:30 and running to 11 p.m., "with the exception of a break during the dinner hour" . . . Mobile's WKAB-TV (Ch. 48), due on air end of year, has set $200 hourly rate, $20 for 1-min., $15 for 20 sec., is represented by Forjoe . . . WHEN, Syracuse, has increased power to 50 kw, operating from new 557-ft. tower, expects to reach 100 kw early next year . . . WCBS-TV, New York, adds hour to weekday morning schedule by signing on with News & Previews at 7:50, starting Dec. 29; only other local TV station on air that early is WNBT, signing on at 6:55 or just before Dave Garroway's 7-9 a.m. Today.

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

HARRIS' subcommittee's mild report on TV-radio "morals" doesn't mean that Congressmen have abandoned the idea of further headline-producing probes of programming. Nor does it mean threat of censorship legislation is permanently ended. Report by 7-man subcommittee of House Interstate & Foreign Commerce Committee this week urged that investigation be "continued and expanded" in next session of Congress. Amplifying this recommendation, chairman Oren Harris (D-Ark.) told newsmen his group believes new probe should cover: (1) Problems posed by increasing use of film on TV; what type of controls, if any, are required on subject matter of TV films. (2) On-the-spot checks of TV-radio programming in various parts of country, with Congressmen monitoring programs on the scene, unannounced.

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

Subcommittee report also: (1) praised NARIB and industry for adopting self-regulating TV code; (2) urged industry to be more zealous in guarding against offensive program matter; (3) accused TV-radio of devoting too much time to crime programs; (4) praised broadcasters and liquor manufacturers for keeping whiskey ads off the air, but warned against "poor taste" in beer and wine commercials.
E D U C A T I O N A L “sleeper” may be in making by St. Louis Educational TV Commission, non-profit corporation composed of local educators and community leaders which is preparing to apply shortly for Channel 9. Assuming quick grant of non-commercial educational vhf allocated to St. Louis, and sparkplugged by St. Louis manufacturer Raymond Wittecoff, station could go on air by early spring, and perhaps precede grantees KUSC-TV in Los Angeles (Channel 28) and KUHT in Houston (Ch. 8) as first educational outlet.

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

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

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

Other educational TV developments this week: (1) E. Arthur Hungerford, General Precision Labs' TV commercial mgr. and presw NBC-TV engineer, given leave of absence to be consultant to Joint Committee on Educational TV. (2) Ford Foundation offered $100,000 grants each to Atlanta board of education and Pittsburgh's Allegheny Council on Education. (3) Newly-formed film exchange, Educational Television & Radio Center (Vol. 8:49), set up temporary headquarters at 154 So. La Salle St., Chicago. (4) American Civil Liberties Union, in letter to FCC, urged Commission to deny grants to educational applicants which believe they would bar or restrict discussions of controversial public issues. (5) Ohio State U announced it will apply for uhf Channel 34 in Columbus shortly after Jan. 1. (6) Educational conference scheduled for Jan. 9 in Olympia, Wash.

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

H A S T H E FCC SET new precedent by permitting Portland's KOIN to amend application to reflect change in 43.5% ownership after competitive hearing had officially begun (Vol. 8:50). This question had Washington lawyers and many of FCC's own legalists pondering this week, as Commission issued opinion explaining why it brushed aside advice of its own Broadcast Bureau, ruling of examiner Elizabeth Smith and objections of competing applicant KGW, and permitted KOIN to stay in hearing for Portland's Channel 6.

Commission maintained in its opinion that: (1) Although Ralph Stolik, Edward G. Burke and Sherrill C. Corwin sold their 43.5% holdings in KOIN (Vol. 8:45, 47), change in application was not "substantial" because company's original stockholders now hold about 87% of stock and remaining 13% is held by 25 employees. (2) Applicant had "good cause" to amend because it was faced with "fait accompli" by retirement of 3 stockholders. (3) KGW shouldn't suffer "undue hardship" since amendment was filed 12 days before testimony was due to be taken on Channel 6 ease, which should have given KGW ample time to familiarize itself with new facts in case.

Dissent of Comrs. Walker and Hennock charged majority "stretched 'good cause' to such an extent as to cause the requirement to lose much of its former significance." They expressed fear "Commission's action will open a veritable 'Pandora's box' of difficulties in future hearings." A high member of Commission staff called it "one of the most significant decisions in many a moon," and added: "If this is carried to its logical conclusion, it means no applicant for a contested channel will know whom he's bucking until the hearing record is closed." Other lawyers argued KOIN ruling was merely isolated action by Commission and "the next time it might do exactly the opposite." KGW has 30 days to ask Commission to reconsider. Meanwhile, Channel 6 hearing has been postponed until mid-March.

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

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

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


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

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

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

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

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

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

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

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

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

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

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

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

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

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

Surge in TV production week ended Dec. 12 was reported by RTMA, the 203,680 total (11,339 private label) running only slightly under year's best week of 205,957
Oct. 31 (Vol. 8:45). It was 50th week of year, brought cumulative to 5,870,000. Factory inventories also went down nicely — to 93,297 from 104,864 week preceding.

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

**Topics & Trends of TV Trade:** Webster-Chicago will be merged into Emerson Radio shortly, if stockholders of both companies approve plan recommended by their boards whereby Emerson will issue 287,500 shares of capital stock in exchange for the 450,000 shares of Webster-Chicago outstanding (or 75 for 100). Emerson’s present outstanding shares total 1,935,187. Webster’s record-changer and wire-recorder businesses would be continued as a division of Emerson.

F. Eberstadt & Co. and Shillinglaw, Bolger & Co. negotiated the merger and have been appointed managers. Announcement was made jointly Dec. 16 by Emerson president Benjamin Abrams and Webster-Chicago president R. F. Blash. Chicago firm recently elected Zenith Radio production v.p. Donald McGregor as president, but he resigned and returned to Zenith after only a few weeks in office. Its last financial report shows net loss of $607,118 on sales of $11,705,000 for 9 months ended Sept. 30. For all 1951, firm showed net profit of $457,635 ($1.01 a share) on sales of $17,971,469. Emerson earned $1,005,359 in 39-week period ended Aug. 2, its latest report, which doesn’t show total sales, as against $3,039,493 in corresponding 1951 period. In fiscal 1951, ended Oct. 31, its net profit was $3,592,397 on sales of $55,797,963.

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Prices on RCA line of 22 new models, subject to possible last-minute changes and due to be quoted to dealers at first meetings with distributors in New York, Newark and Philadelphia Dec. 26: 17-in.—maroon metal table, $200; auburn metal table ensemble, $220; mahogany open console $260, blonde $270. 21-in. standard—table, $260; table ensemble, $280; mahogany console $330, blonde $340; mahogany open console $350, oak $370 & $390, maple $380; mahogany half-door $400, oak $420; full-door console in red cherry, maple, mahogany or walnut, $430; mahogany half-door combination $525, oak $550; mahogany & walnut full-door combination $595. 21-in. deluxe—mahogany table $350, oak $365; mahogany open console $395, oak $415; mahogany half-door console $465, oak $485; full-door console in mahogany & walnut, red cherry or natural cherry $495, natural walnut or oak, red cherry & maple $525; mahogany combination $795. 27-in. deluxe—mahogany half-door console $550, oak $675. Three carryover models are the 21-in. combinations, as reported in Vol. 8:50.

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

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November TV sales in Canada, as reported by Canadian RTMA: 25,431 units at retail value of $10,932,198. Sales for first 11 months of 1952 were 119,271, worth $53,153,672. Toronto-Hamilton led again with 38.7%, Montreal, 29.4%, Windsor 11.8%, Niagara Peninsula 10.7%. Factory inventory totaled 4828 as of Nov. 31. Cumulative sales of Canadian-manufactured TVs to that date were 197,700 valued at $90,667,697.

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

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

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

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

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

Freed Radio Corp. will pay creditors 100% under Chapter XI of bankruptcy act under arrangement confirmed by referee John E. Joyce in N. Y. Federal court this week. Payment of 50% will be paid in installments which start after one year and consists of four 2 1/2% payments quarterly and 5% quarterly thereafter; remaining 50% will be liquidated in first preferred capital stock to be retired out of net earnings after all payments have been made.

**Bound and Indexed**

We will index and bind, between embossed book covers, a limited quantity of all 1952 issues of the Television Digest Weekly Newsletters, plus the final Television Allocation Report, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: $25 per volume.
Trade Personal: Willard E. Henges, president of Graybar, appointed to advisory committee of Chase National Bank’s Grand Central Branch ... A. D. Hammond, Atlanta district mgr., and J. W. Frazier, Kansas City district mgr., elected to Graybar board of directors ... Wm. Balderston, Phlco president, awarded 1952 plaque of Philadelphia Society of Industrial Realtors for “outstanding contribution to industrial development in the metropolitan area” ... Donald F. McClure, ass't v.p., New York Telephone Co., elected president of New York chapter, Armed Forces Communications Assn., succeeding T. L. Bartlett, RCA ... G. W. Duckworth promoted to mgr. of RCA tube dept. equipment field sales force, reorganized with J. W. Kirschner heading new eastern district, headquartered in Detroit, N. J.; L. D. Kimmel, central district, Chicago; C. R. Klinger, western district, Los Angeles; J. H. Mosher, interdepartmental district (servicing all equipment-mfg. units). ... R. H. Siemens promoted to RCA Kinescope equipment sales mgr., J. T. Wilson to mgr. of receiving tube equipment sales ... Erik Isgrig, ex-Earle Ludgin & Co., named adv. director, Zenith Radio ... Henry Browe resigns as Admiral radio sales mgr. ... Paul B. Wilson promoted to purchasing agent for Raytheon equipment mfg. div. ... Jerome Pinzur named commercial service mgr., CBS-Columbia ... M. J. (Mike) Ranalli, ex-RCA field rep, appointed national field sales mgr., DuMont receiver div. ... W. W. MacDonald, executive editor of Electronics Magazine, appointed editor ... Robert J. Clarke, ex-WHAM, named sales promotion mgr. of Stromberg-Carlson sound div. ... Kenneth H. Rockey, president, Arma Corp., named to board of parent American Bosch; he’s also director of British Industries Corp. ...

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

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

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

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

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

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

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

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

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

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

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

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

Siam, planning 2 TV stations, reportedly has signed contract with British Marconi for all equipment and installations.
MIAMI AREA produced 2 applications for Channel 7 this week, assuring competitive hearing for the Niles Trammell project that brought together rival applicants Miami News (WIOD-Cox) and Miami Herald (WQAM-Knight) into combined application last week (Vol. 8:50). Rumors also persisted that WINZ, Hollywood, Fla., and George Storer’s WGBS, Miami, now applicants for Channel 10, may also file for Channel 7.

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

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

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

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

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

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

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

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

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

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

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

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

CP for highest power yet: granted isn’t 540 kw received by John Poole’s uhf KPIK (Vol. 8:50). WBRE-TV, Wilkes-Barre, Pa., is authorized 1000 kw; WSGN, Birmingham, was granted 1000 kw this week, and WNOK-TV, Columbia, S. C., has CP for 650 kw. KPIK’s height above average terrain is 2930-ft.; other two are 1220-ft. and 590-ft., respectively. Several uhf applicants ask 1000 kw.

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

1953 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of Television Digest will, in mid-January, receive copies of our 1953 AM-FM Station Directory, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be made on opposite blank pages as they’re reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It’s only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 3, cost $5.00 each; single copies $7.50.
122 ON AIR NOW, MAYBE 22 MORE BY FEB. 1: This week ended with exactly 122 stations
on the air -- and it looks like there might be as many as 5 more by New Year's Day.
In other words, the 1952 crop of post-freeze stations actually on air could bring
total to 127, not counting Canada's 2 (in Toronto & Montreal) and the one on Mexican
border at Matamoros, opposite Brownsville, Tex.

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

New stations already in operation since first post-freeze grants of July 11
(with channels and starting dates): KFEL-TV, Denver, Channel No. 2, July 18; KPTV,
Portland, No. 27, Sept. 18; KETV, Denver, No. 9, Oct. 2; KDUB-TV, Lubbock, Tex.,
No. 13, Nov. 13; KTBC-TV, Austin, Tex., No. 7, Nov. 27; KGB-TV, Honolulu, No. 9, Dec.
1; KROD-TV, El Paso, No. 4, Dec. 4; KBTV, Colorado Springs, No. 11, Dec. 7; KHQ-TV,
Spokane, No. 6, Dec. 8; WLS-TV, Roanoke, Va., No. 10, Dec. 11; KONA, Honolulu, No.
11, Dec. 17; WFG-TV, Atlantic City, No. 48, Dec. 21; WSPA-TV, York, Pa., No. 43,
Dec. 22; WSBT-TV, South Bend, Ind., Nov. 34, Dec. 22.

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

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

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

These uhf stations, not necessarily in this order, have indicated they will
be ready by Feb. 1 -- but there's even more likelihood of delays here due to slower
deliveries of uhf equipment: WHUM-TV, Reading, Pa., No. 61; WICC-TV, Bridgeport,
No. 43; WEEK-TV, Peoria, No. 43; WWLP, Springfield, Mass., No. 61; WJTV, Jackson,
Miss., No. 25; WFMJ-TV, Youngstown, No. 73; WKBN-TV, Youngstown, No. 27; WAFB-TV,
Baton Rouge, No. 28; KERO-TV, Roanoke, No. 27; WLEV-TV, Bethlehem, Pa., No. 51.

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

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

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

The 9 uhf grantees: Bakersfield, Cal., KAFY, No. 29; Lafayette, Ind., WASK, No. 59; Muskegon, Mich., Versluis Radio & TV Inc., No. 35; Meridian, Miss., WCOG, No. 30; Buffalo, N. Y., Buffalo-Niagara TV Corp., No. 59 (city's 3rd uhf, including one educational); Watertown, N. Y., WWNY-Times, No. 48; Pittsburgh, Pa., J. Frank Gallaher, Loren Berry & Ronald B. Woodyard, No. 47, and Telecasting Co. of Pittsburgh, No. 15; Neenah, Wis., WNAM, No. 42.

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

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

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

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

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

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

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

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

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

Sports promoters are bound to be among most vigorous proponents. They've said so. Movie producers, big and little, may see it as the best way of joining a medium they can't lick; if this is true, exhibitors will probably provide the most violent opposition -- unless they get very substantial cut.
Sponsors and agencies may or may not rise in opposition. At one time, Zenith claimed advertising would never support stations. Proved pathetically wrong, company now says boxoffice TV and sponsored TV can live side by side.

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

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

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

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

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

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

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

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

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

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

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

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

It's presumed NTSC will bring system to Commission, yet there's always the
possibility RCA, which carried brunt of the case last time, may choose to go to FCC on its own. Such action by others is also a possibility.

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

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

* * *

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

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

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

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

THREE NEW UHF stations turned on power at varying hours last week end—and for many a year you can expect them to debate the earth-shaking question of who was first to put RCA's first factory-built 1-kw jobs into actual operation. Here's what each tells it:

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

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

WSBT-TV, South Bend, Ind. (Ch. 34)—Delivery of RCA transmitter, which left plant same time as one for Atlantic City and York, was necessarily slower. From manager Robert H. Swintz came modest claim: "WSBT-TV went on the air at 11:50 p.m. Sun., Dec. 21, and telecast its first live news and weather program on Dec. 22 at 12:45-1 a.m." South Bend Tribune station is now in full-fledged operation.

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

Personal Notes: Joseph M. Allen, Bristol-Myers v.p. in charge of adv. and member of ANA TV-radio steering committee as well as BMB director, joins staff of Assn. of National Advertisers Jan. 1 ... Walter A. Tibbals Jr., BBDO's director of TV-radio on Eisenhowen train during campaign, transfers from N. Y. to Hollywood Jan. 2 to supervise TV-radio production ... Kenneth D. Fry, TV-radio director of Democratic National Committee since Feb. 1949, resigns to return to private industry ... Wm. Dallman named merchandising mgr., WNBK, Cleveland, succeeding Gene Myers, resigned to join Ed Lamb stations ... Lloyd Dennis elected program v.p., WTOP & WTOP-TV, Washington ... Bertha Kurtzman, WJZ-TV operations mgr., promoted to acting program mgr. ... Harold A. Smith named NBC central div. adv.-promotion mgr. for network TV-radio, Wm. Young, asst., Arnold Johnson mgr. of TV-radio sales service, Tom Lauer asst., in unification just completed by Edward Hitz, network sales mgr. ... Everett Palmer, ex-Wash. Adv., named TV-radio director of new McCann-Erickson Toronto office, succeeded at Wash. by Kent Burt ... David M. Crandall named supervisor of TV production, N. W. Ayer N. Y. office ... Charles Phelps, from sales staff, named asst. night executive officer of NBC under Wm. Burke Miller ... Werner Michel, ex-Kenyon & Eckhardt and CBS, named DuMont asst. director of programming & production.

John Glover Robb, 62, former deputy chief engineer of Marconi's Wireless and chief of its Baddow research labs, died Dec. 16 at his home in Braithwaite, Keswick, Cumberland. A brother, F. G. Robb, is Marconi test chief.
Station Accounts: TV time sales continue to boom in Denver (Vol. 8:48), with KBBTV this week reporting plum account—Union Pacific Railroad for 2 weather shows weekly for 52 weeks. City got first outlet, KFEL-TV, last July 18 and KBBTV began Oct. 2, yet Rocky Mountain Electrical League reports set sales totaling 99,899 up to Dec. 1 and 125,000 expected by Jan. 1 . . . KBBTV's new rate card, effective Jan. 15, raises base Class A hourly rate from $250 to $350, one-min. from $60 to $70 . . . Foreign-language telecasts haven't taken hold to much extent on American TV, perhaps because there are as yet so few stations and most still have big demand on their time; in Honolulu, however, Phileo distributor Peter Fukunaga sponsors first half hour, 10 Japanese firms cooperatively sponsor next hour of all-Japanese program on KGMB-TV, Sun. 4:30-6 p.m. . . . Paramount used saturation series of spot films on 6 Los Angeles stations for Christmas week premiere of Road to Bali, with film titled Great Moments in History with Bing Crosby and Bob Hope due to be spotted also in other cities where film is shown . . . Peters Shoe Co. (Weather Bird shoes) in tieup with Walt Disney's Technicolor film Peter Pan for TV-radio campaign in March . . . Mannischeiwitz Co. (canned goods & wines) to sponsor new half-hour TV film series I'm the Law, starring George Raft, in selected markets, thru Donahue & Co . . . Mission Macaroni Co., Seattle, uses lasagne as subject of spots on KING-TV, Seattle, and KPTV, Portland, thru Taskett Adv., Seattle . . . Among other advertisers reported using or preparing to use TV: United Mutual Insur- ance Co., thru Devereaux Co., Rochester; Lanvin Parfums Inc. (My Sin products), thru Dorland Adv. Ltd., N.Y.; Walgreen Co. (drugs), thru Schwimmer & Scott, Chicago; 4711 Ltd. (cosmetics), thru Milton Weinberg Adv. Co., Los Angeles; Indiana Motor Truck Assn., Indianapolis, thru J. Walter Thompson, Chicago; Northern Paper Mills, thru Young & Rubicam, Chicago; Golden State Co. (Tekko dried milk), thru Guild, Bascem & Bonfigli, San Francisco; Glamorene Inc. (rug cleaner), thru Ruthrauff & Ryan, N.Y.

Network Accounts: Medical TV programs, sponsored Dec. 2 & 4 by Smith, Kline & French Laboratories at American Medical Assn. convention in Denver (Vol. 8:47), drew overwhelmingly favorable response from doctors and patients. Surveys by AMA and SKF Laboratories of 5026 physicians showed 90% of those viewing the telecasts (one being birth of a child) thought them worthwhile, 88% felt they were valuable to public, 71% felt they were valuable to physicians. Of 650 comments by patients, 523 were favorable . . . NBC-TV's Today changes sales format Feb. 1, offering only 5-min. segments to advertisers, 4 in each 25-min. portion of program, in lieu of previous system of selling 5, 71/2, 10 & 15-min. segments; rate for 5-min. segment will be one-fourth 30-min. rate or 15% Class C rate, increase of about $300 . . . Philo Corp. will sponsor Cotton Bowl football game (Texas vs. Tennessee) on NBC-TV, except for Texas stations, Jan. 1, 1:45 p.m. to closing, thru Hutchins Adv.; Humble Oil sponsors on NBC-TV Texas outlets, thru Wilkinson, Schewitz & Tips . . . ABC-TV, piping Sugar Bowl game (Georgia Tech vs. Mississippi) over network for cooperative sponsorship, reports these sponsors signed to Dec. 23: Tootsie Roll, WJZ- TV; City National Bank & Trust Co., WENR-TV; Louis Rose (De Soto-Plymouth dealer), WXYZ-TV; Challenge Butter & Cream Assn., KECA-TV & KGO-TV . . . General Electric (lamp div.) buys Thursday telecasts of Jane Froman's U.S.A. Canteen, starting Jan. 8, on CBS-TV. Tue. & Thu. 8-10 p.m.; Consolidated Cosmetics (Lanolin Plus) Jan. 6 starts alt. sponsorship with Snow Crop Marketers Inc. (frozen foods) of 10-10:15 a.m. segment of Arthur Godfrey Time on CBS-TV, Mon. 7:30 a.m.-11 a.m.

Network TV-Radio Bills

November 1952—November 1952

(For October report see Television Digest, Vol. 8:49)

\[
\begin{array}{|c|c|c|c|}
\hline
\text{NETWORK TELEVISION} & \text{NETWORK RADIO} \\
\hline
\text{Nov.} & \text{Nov.} & \text{Jan.-Nov.} & \text{Jan.-Nov.} \\
\text{1952} & \text{1951} & \text{1952} & \text{1951} \\
\hline
\text{NBC} & $7,957,417 & $6,533,907 & $73,934,637 & $52,578,779 \\
\text{CBS} & 4,695,296 & 4,695,296 & 45,764,588 & 45,764,588 \\
\text{ABC} & 1,388,552 & 1,191,245 & 16,833,604 & 16,605,766 \\
\text{DuMont} & 1,090,566 & 872,783 & 6,883,631 & 6,883,631 \\
\hline
\text{Total} & $16,877,711 & $13,900,029 & $160,317,763 & $113,742,652 \\
\hline
\end{array}
\]

\[
\begin{array}{|c|c|c|}
\hline
\text{NETWORK TELEVISION} & \text{NETWORK RADIO} \\
\hline
\text{ABC} & $4,519,533 & $5,257,454 & $52,943,900 & $63,306,062 \\
\text{CBS} & 2,172,485 & 2,172,485 & 45,764,588 & 45,764,588 \\
\text{ABC} & 1,544,043 & 1,544,043 & 36,480,626 & 36,480,626 \\
\text{MBS} & 738,926 & 738,926 & 8,200,626 & 8,200,626 \\
\text{Total} & $8,478,067 & $8,478,067 & $160,317,763 & $160,317,763 \\
\hline
\end{array}
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\begin{array}{|c|c|c|}
\hline
\text{NETWORK TELEVISION} & \text{NETWORK RADIO} \\
\hline
\text{ABC} & $60,754,961 & $5,754,961 & $734,367 & $610,317,763 \\
\text{CBS} & 46,754,961 & 46,754,961 & 5,754,961 & $610,317,763 \\
\text{MBS} & 2,172,485 & 2,172,485 & 5,754,961 & 5,754,961 \\
\text{Total} & $112,682,407 & $112,682,407 & $610,317,763 & $610,317,763 \\
\hline
\end{array}
\]

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\begin{array}{|c|c|c|}
\hline
\text{NETWORK TELEVISION} & \text{NETWORK RADIO} \\
\hline
\text{ABC} & $3,301,079 & $3,301,079 & $7,957,417 & $7,957,417 \\
\text{CBS} & 2,172,485 & 2,172,485 & 45,764,588 & 45,764,588 \\
\text{MBS} & 1,544,043 & 1,544,043 & 36,480,626 & 36,480,626 \\
\text{Total} & $6,917,611 & $6,917,611 & $113,742,652 & $113,742,652 \\
\hline
\end{array}
\]

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\begin{array}{|c|c|c|}
\hline
\text{NETWORK TELEVISION} & \text{NETWORK RADIO} \\
\hline
\text{ABC} & $3,301,079 & $3,301,079 & $13,900,029 & $13,900,029 \\
\text{CBS} & 2,172,485 & 2,172,485 & 45,764,588 & 45,764,588 \\
\text{MBS} & 1,544,043 & 1,544,043 & 36,480,626 & 36,480,626 \\
\text{Total} & $6,917,611 & $6,917,611 & $113,742,652 & $113,742,652 \\
\hline
\end{array}
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* Revised as of Dec. 14, 1952.

† Cumulative totals for all TV and radio networks (except MBS) do not include July 16 political convention programs sponsored by Admiral, Philco & Westinghouse.

Note: These figures do not represent actual revenues to the networks, which do not include their actual net domestic revenues. They're compiled by PB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid by these stations may be increased at least 25% above these figures. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

Network TV sponsorship is slowing down—at least that's what Magazine Advertising Bureau claims. It says number of network advertisers decreased from 133 in second half of 1951 to 171 in first half of 1952; that new advertisers are arriving at slower rate; that rate of dropouts is increasing. But MBA concedes that many sponsors have gone in for spot, so haven't necessarily cut TV budgets. [Editor's Note: See also PIB figures, above.]
Telecasting Notes: Record $25,000,000 for TV film production is budgeted in 1953, notes Dec. 24 Variety, which presents company-by-company breakdown and comments: "Most significant fact is that 35 out of the 45 vidipix series which will be shooting [next year] are pre-paid, with sponsors picking up the tab, a far cry from the day when embryo producers were shooting all over town with high hopes but no angels"... Paramount Pictures is entering TV film field through its Paramount TV Productions, with 39 half-hour drama shows to be made by independent producers Edward J. & Harry Lee Danziger for release and sale by Paramount... Columbia Pictures expanding TV film production to utilize one-third of its stage space, and changing name of TV subsidiary, Screen Gems Inc., to Columbia Pictures Television... Universal-International's TV subsidiary, United World Films, discourses most TV film work pending "study of TV market"... RCA record dept.'s custom sales div., under mgr. J. P. Davis, entering TV film distribution (not production) shortly after Jan. 1 to parallel services of its Thesaurus radio transcription library with film library; project is separate from NBC-TV film div., which syndicates to stations... TV-radio-film rights to Mark Hellinger stories purchased from his estate by Les Hafner, who plans to produce 26-week series on Hal Roach lot... Mickey Spillane, mystery writer, has sold film rights to 8 novels to producer Victor Saville... WCAU-TV, Philadelphia, this week became first station outside N. Y. & Hollywood to lease Transcriptor equipment, as Transcriptor secy. Irving Kahn released preliminary report setting forth exploitation plans, including tieup with RCA Service Co., and stating company has converted 1951 net loss of $15,000 to 1952 profit of $60,000... Talent strike hit Chicago's WGN-TV and AM stations WGN & WLS Dec. 23, when members of AFTRA walked out to enforce contract demands, but executives and supervisory personnel kept stations on air; the other Chicago TV stations signed 2-year union contracts... Temporary injunction to prevent work stoppages by NABET obtained by WWJ-TV, Detroit... Crosley's James D. House has offered Greater Cincinnati Educational Foundation use of WLWT tower for an educational TV station, if and when it gets one; means saving of at least $100,000 to the foundation... Dangers of censorship, and telecasters' efforts to forestall it, are subject of "Congress vs. the Plunging Neckline," mostly about Harris subcommittee hearings, in Dec. 27 Saturday Evening Post... Deadline for entries for George Foster Peabody TV-radio awards set for Jan. 14, says Dean John E. Drewry of U of Georgia's school of Journalism, to which entries should be sent... Milwaukee Public Museum, municipally-owned, inviting applications for newly created $5098 post of curator in charge of TV-radio programs.

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

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

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

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

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

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

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

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

Next TV Factbook—Pre-Print Orders

Our semi-annual TV Factbook No. 16 will be off the presses shortly after Jan. 15, 1953—containing basic data on all operating stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, etc., etc. One copy goes to each full-service subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 3, cost $1.50 each; single copies, $3.
MORE UHF transmitter shipments "reasonably soon" are indicated by RCA, which now says it will ship separate components to priority customers when ready—whether transmitters, antennas, filterplexers, etc. Policy of waiting until station is all ready to go on air—so that as soon as transmitter and associated equipment arrive they can readily be connected—is being abandoned in favor of plan to ship available elements separately.

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

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

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

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

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

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

KGKL-TV, San Angelo, Tex. (Ch. 5), headed by H. C. Ragsdale, Houston Harte and Herbert Taylor, has had DuMont transmitter shipped, but makes no prediction of starting date. KTXXL-TV, San Angelo (Ch. 8) reports it hasn't yet ordered equipment, is still planning construction, hopes to get started in March, with O. L. Taylor as rep.

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

From vhf CP holders, these reports:

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

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

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

WKST-TV, New Castle, Pa. (Ch. 45), which expects to cover Youngstown area, still claims it will be telecasting by Feb. 1, though RCA transmitter, antenna, etc. haven't yet been shipped and previous report from mgr. A. W. Graham stated it will take 30 days from date of delivery to get going. Meeker will be sales rep.

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

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

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

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

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

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

Salt Lake City's KSL-TV, which lost 230-ft. tower and antenna in 100-mile gale on 9425-ft. Coon Peak (Vol. 8:51), took advantage of break in weather to rebuild now rather than wait for spring. Smaller tower, with single section antenna, was erected.

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

Deadline for comments on 72-76 mc proposed rule (Vol. 8:36, 42-43) was extended by FCC to Feb. 20, since no one is satisfied with proposal and everyone feels more study is needed.
NEW DIRECTORY OF TV SET & TUBE MAKERS: Whereas we listed 105 U.S. companies making or assembling TV receivers at the start of 1952, our latest semi-annual TV Factbook (No. 16) due off the presses in mid-January will show only 95. None of those dropped was of major consequence to industry volume. Very few new firms are listed. Of the 95, total of 13 reported they merely assembled sets for own or private labels.

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

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

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

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

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

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

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

* * * *

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

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

"If you're thinking of a new TV Set for Christmas, you should not be too influenced by the thought that, by waiting a little while, you can get color."
Topics & Trends of TV Trade: From Dick Levy, live-wire son of the family that owns and operates the W. Bergman Co. Inc., Buffalo Philco distributors, comes an ebullient and rather significant reaction to the granting of 2 uhf stations in that area, now served by one vhf only. We think his observations are worth passing on to the trade, as indicative of a perceptive and enlightened view of the business prospects such grants open up.

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

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

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

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

* * *

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

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

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


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

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

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

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

Emerson and Webster-Chicago stockholders meetings called for Feb. 4 to consider merger (Vol. 8:51).
MORE YEAR-END statements this week from leaders of the TV-radio-electronics industry add to those we summarized here last week—all continuing in the same optimistic vein in contemplating 1953 outlook. Here’s a distillation of this week’s releases:

“TV’s best years and possibly greatest expansion are still ahead,” said RTMA president A. D. Plamondon Jr. He predicted 200 stations on air by end of 1953, with about 40% of population seeing TV for first time next year. Yet, he noted with justified satisfaction, with only 60% of the country as a market, 25,000,000 TV sets have been produced so far, of which at least 20,500,000 valued at $8 billion retail are in use.

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

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

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

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

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

Bound and Indexed

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

Financial & Trade Notes: TV-radio industry’s 9-month profits in 1952 were about 13% lower than same 1951 period, according to New York Times’ survey of earnings of 512 companies in practically all manufacturing fields. But it predicted that final quarter profits will be best for any 3-month period this year for most manufacturers. Combined net income of the 512 companies declined 9% for first 3 quarters of 1952. The 11 companies in the TV-radio-records category showed 13% drop in same period—from total profit of $49,333,000 in first 9 months of 1951 to $43,116,000 in same period 1952. Nine manufacturers of electrical supplies and equipment reversed the trend, showed 9% gain over 1952—attributed to “sizable earnings advances by GE and Westinghouse.” Home appliances (9 companies) showed 7% decrease. “The 21-month downturn in earnings is likely to be checked only temporarily [in fourth quarter, but] no outright slump is anticipated,” said the Times.

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

Packard-Bell sales reached new high of $22,742,273 for year ended Sept. 30, but Federal taxes brought net earnings down below fiscal 1951. Profits before taxes were $3,054,411, after taxes $986,051. For fiscal 1951, company’s sales were $18,772,527, profits before taxes $2,805,246, after taxes $1,014,751.

Indiana Steel Products Co., for 9 months ended Sept. 30, reports net income of $197,575 ($1.39 a share) compared with $512,546 ($3.58) same 1951 period. For third quarter 1952, net income was $50,816 (37c) vs. $97,012 (68c) in third quarter 1951.

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


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

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes between Nov. 14 & Dec. 16: Admiral, 8087 Nov. 14 to 7352 Dec. 15; Avco, 7080 to 4021; GE, 11,348 to 11,801; Magnavox, 6358 to 5675; Motorola, 17,879 to 17,669; Philco, 7097 to 5569; RCA, 23,625 to 25,635; Zenith, 11,241 to 10,131.

Reviewing “electronics in solids” and transistors in particular, RCA chairman David Sarnoff devotes considerable space to subject in year-end statements, says: “Scientists are acknowledging electronics in solids as one of the most dramatic steps in technical progress... Like the electron tube, the transistor is a master key to the continuing expansion of electronics.”
Electronics Reports: Latest reorganization of NPA Electronics Div., effective Jan. 5, finds staff whittled down to 35, many of top personnel gone, some new men brought in from other agencies. Richards W. Cotton, still listed as director, is slated to return in next few weeks to Philco, where he is asst. to president Wm. Balderston and v.p. of Philco International. Donald S. Parris continues as deputy director.

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


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

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

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

"Automatic allotment" steel quotas for second quarter 1952 were announced this week by NPA. Manufacturers who compute own materials quotas—and that includes all but the 10 or 12 largest TV-radio makers—will be entitled to as much as 11% of the amount they were allotted in third quarter 1952. Quotas of copper, aluminum and nickel stainless steel will remain at third quarter level.

Remington Rand continues active in industrial TV field, contrary to Vol. 8:50 report referring to its TV dept. as "defunct"—based on misinformation from what was regarded reliable source. Executive v.p. A. R. Rumbles tells us sales and engineering of Remington Rand's Vericon monochrome system and color TV installation and service is continuing, though arrangement with CBS has been discontinued. Sales are now handled by M. H. Simmonds out of New York office, 515 Fourth Ave.

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

Tremendous increase in amateur licenses since World War II—a 67% jump to 117,000—was noted by FCC Comr. George Sterling, himself a "ham," in recent talk to New York Radio Club. Oldest amateur is 86, youngest 7, he said. He reviewed amateurs' problems, commended their fight to cure TV interference, urged formation of "TVI" committees in new TV communities.

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

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

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

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

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

IRE's 1953 convention in New York March 23-26 will cover more ground than ever—with 220 papers, 400 exhibits, 45 sessions. Convention has as theme "Radio-Electronics. A Preview of Progress," will be conducted at Grand Central Palace, Waldorf-Astoria and Belmont Plaza. Sessions will run gamut of electronics, including uhf transmitters and receivers, station construction, color, propagation, antennas, transistors, management. Attendance of more than 30,000 is expected.

Rio de Janeiro's new Channel 2 municipal educational station, to be directed by Dr. Fernando Tude de Souza, professor of radio at the U of Rio de Janeiro, is getting shipment of some $760,000 worth of DuMont equipment as of Jan. 15, according to DuMont transmitter div.

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

Handy directory of all commodities & services which have been removed from price control through Dec. 18, with the corresponding OIPS exemption order number, is available for 5c from Supt. of Documents, Washington.
**Count of TV Sets-in-Use by Cities**

As of December 1, 1952

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Note: TV sets sold in Canada totaled 197,509 up to Nov. 30, 1952, according to Canadian RTMA (Vol. 23), 514. Since nearly all of these sets are in border areas, they add appproxiately 1,000 sets to inventory of stations in nearby U.S. cities. The RTMA set count as of last Nov. 30: Windsor 1,556, Toronto-Hamilton 377,394, Niagara Peninsula 27,564, Montreal 3,626, other areas 12,175. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

Third Miami application was filed for Channel 7 this week to compete with the one filed 2 weeks ago by ex-NBC chairman Niles Trammell, in collaboration with Miami News (WIOD-Cox) and Miami Herald (WMAQ-Knight) interests (Vol. 8:50-51). This one came from company headed by Charles Silvers, aluminum furniture-window manufacturer. Also filing this week was new Madison (Wis.) group for uhf Channel 33, representing group of broadcasters who withdrew their competing applications. Week’s other uhf applications were for Wichita Falls, Tex., Ch. 6, by Garnett Parker, theatreman; Richmond, Va., Ch. 12, by group headed by Gordon G. Thalheimer, theatreman, and including ex-Gov. Wm. M. Tuck. Week’s other uhf applications were for Decatur, Ala., Ch. 23, by WMSI; Cambridge, Mass., Ch. 56, by WTAO-Harvey Radio Labs; Appleton, Wis., Ch. 42, by Bartell-Beznor group owning WAPL, Appleton & WOKY, Milwaukee. Week’s 7 applications brought to 702 total now pending, 297 of them for uhf. [For details about foregoing applications, see TV Addenda 15-X herewith; for listings of all post-freeze applications, grants, hearings, etc., see TV Factbook No. 15 with Addenda to date.]

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

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

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

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

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**1953 AM-FM Station Directory**

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