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ARTS AND INDUSTRY

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with **ELECTRONICS REPORTS**

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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.

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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 Bcstg. Corp. No. 61; Youngstown, WFMJ No. 73, WKBN No. 27, Polan Industries No. 33; Flint, Trans-American TV Corp. No. 28; Spokane, KSP0 No. 2, KXLY No. 4, KHQ No. 6; Beaumont-Port Arthur, KPAC 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, WNBH No. 28; Waterbury, WATR No. 53; Harrisburg, WHP No. 33, WABX No. 71; New Britain, WKNB 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.

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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.

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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 the economic structures 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.

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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, Matamoros, 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 up. Counting licenses-plus-CPs as a whole, there were 2351 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, respectively -- 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-developed 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 produced. 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.

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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.

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Gauged merely in terms of set sales, 13,758 is of course peanuts. Nor is 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 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 July 6.

This means 99.9% of America's 18,000,000 TV-equipped homes will be able to watch 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 kinescopes 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 all 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-Philco, 48 stations; CBS-Westing-

house, 38 (plus DuMont's 3 owned stations and WGN-TV, Chicago, carrying same Westinghouse coverage); ABC-Admiral, 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, Bloomington--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-Philco coverage exclusively:

NBC-Philco--WNHC-TV, New Haven; WJAR-TV, Providence; WRGB, Schenectady; WKTV, Utica; WDEL-TV, Wilmington; WGAL-TV, Lancaster; WJAC-TV, Johnstown; WBEN-TV, Buffalo; WHAM-TV, Rochester; WJIM-TV, Lansing; WSAZ-TV, Huntington; WOOD-TV, Grand Rapids; WTMJ-TV, Milwaukee; KSD-TV, St. Louis; WMCT, Memphis; WSM-TV, Nashville; WOC-TV, Davenport; WDSU-TV, New Orleans; WTVR, Richmond; WTAR-TV, Norfolk.

CBS-Westinghouse--WBTW, Charlotte; WFMY-TV, Greensboro; WFBM-TV, Indianapolis; WMBR-TV, Jacksonville; WKZO-TV, Kalamazoo; WOI-TV, Ames; KING-TV, Seattle; KPHO-TV, Phoenix; WHBF-TV, Rock Island; WNEF-TV, Binghamton; WICU, Erie; KFMB, San Diego; WSPD-TV, Toledo; WTVJ, 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-Philco on KNBH, CBS-Westinghouse on KNXT and ABC-Admiral 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 sidelights, 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. 8:25) is manifest in press release this week relating that R. J. Reynolds Tobacco Co. (Camels) has renewed 2 half-hours per week on radio, 1 3/4 hours weekly on NBC-TV, for combined gross annual billings 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 Telecasting System is name of new TV program affiliate of General Teleradio Inc. (General Tire-Thomas F. O'Neil); Theodore C. Streibert is president, Dwight Martin executive v.p. . . . Two-ton scale model of now-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 . . . RKO 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.

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This is new MBS board, as constituted last week, indicating completeness of control now exercised by Thomas F. O'Neil, chairman; Willet H. Brown & Ward D. Ingram, Don Lee Network; Linus Travers, Yankee Network; Wm. H. Fineshriber, MBS executive v.p.; J. R. Poppelc, MBS engineering v.p.; Theodore Streibert, chief of MBS film syndicate; James E. Wallen, MBS secy.-treas.; E. M. Antrim & Frank Schreiber, WGN & WGN-TV, Chicago (Mr. Antrim, vice chairman); H. K. Carpenter, WHK, Cleveland; 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, Washington; Charles Kelly promoted from program mgr. to asst. gen. mgr. and Mahlon Glascock, 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 WMBR-TV, who joins CBS-TV advisory board . . . Capt. Cass Bielski named chief of Air Force Radio-TV section, Dept. of Defense, Washington, succeeding Lt. Col. Robert P. Keim, 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 . . . Hulbert Taft Jr., president of WKRC-TV & WKRC, sailed July 3 on maiden voyage of *S.S. United States* . . . Ralph B. Austrian, onetime RCA & RKO executive and pioneer in TV, has become senior associate of Pereira & Luckman, 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. Durstine Inc. . . . Lambert Pharmacal Co. (Listerine) planning campaign, including TV, for unannounced new product, 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 & Coe . . . 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. Seeds, Chicago; Scudder Food Products Inc. (peanut butter, mayonnaise, etc.), thru BBDO, Los Angeles; Garrett 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.

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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. Bles 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 those 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 (193,000 & 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.

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.

Trade Personals: Percy L. Schoenen, executive v.p. & secy., Olympic Radio, elected president, succeeding Adolphe A. Juviler, named board chairman; Morris Sobin, v.p. & treas., named executive v.p.; Jack Radvin, engineering v.p.; Louis Haber, treas.; Abraham Cooper, secy. . . . Leo Beiser promoted to asst. chief engineer, CBS-Columbia Inc. . . . Willard L. Male named mgr. of union relations, GE tube dept. . . . Phillip J. Wood named Stewart-Warner TV-radio div. merchandisc & field sales mgr., Chicago, replaced as southern California field sales mgr. by Ned Paine, ex-RCA . . . David Cathcart, Sylvania Chicago regional mgr., opens new distributorship in Des Moines Aug. 1 in partnership with Wm. Brown, of Davenport Federated Distributors, Davenport, Ia. . . . Wm. C. Allen, ex-Pizitz dept. store, Birmingham, recently with Olympic of Alabama Inc., named Olympic southern sales mgr. . . . Raymond A. Rich promoted to v.p. and Harold W. Schaefer to v.p.-engineering, Philco refrigeration div.; Gerard E. Nistal, ex-RCA & Lear, named adv.-sales promotion mgr., Philco govt. & industrial div. . . . Edwin B. Hines, DuMont mgr. of electronics parts sales, heads newly created CR replacement sales dept.

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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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Distributor Notes: DuMont appoints Hermitage Electric Supply Co., 1402 Church St., Nashville (Jack Tenzel, president) . . . Capehart-Farnsworth appoints Garlock Sales Co., 432 N. Grand Ave., Lansing, Mich. (Myron L. Garlock, president) for northeastern Michigan . . . Kayc-Halbert appoints Arthur C. Maryon Co., 1355 Market St., San Francisco (Arthur C. Maryon, president) for San Francisco bay area . . . Hoffman appoints Southwest Wholesale Distributors, San Antonio (Charles Ely, president) . . . Emerson Radio of Texas, 1405 Turtle Creek Blvd., Dallas (LeRoy L. Rosenfeld, president), now handling Emerson products in northern Texas . . . Setchell Carlson names Television Dallas, 3012 Ross St., Dallas.

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 & Hohman 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."

Prospective 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.

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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 \$29.95. 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 \$250 (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 \$360. Legs for table models, \$9.95.

Continental group, all 21-in. consoles with uhf-vmf & 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.

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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, 50, 60 & 73%, respectively . . . Hallicrafters 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 billings 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-phono combinations, whereas combinations comprise only 10% of output of industry as whole.

May picture tube sales by RTMA members totaled 247,724 worth \$5,323,826, 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 \$35,388,020, compared with 2,330,998 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, 49,860 (1.4%) gave it away, 21,370 (.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.

Use of test equipment in servicing is subject of Edward M. Noll's *Test Instrument Applications Manual* (\$1), sixth in TV Technicians Lecture Bureau series, published by Paul H. Wendel Publishing Co., Box 1321, Indianapolis.

"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, \$1,752,300, tubes (2 contracts); Hallicrafters, \$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 23 channel, pulse time modulated voice circuits. Unattended repeater will be on Cortez Pass, 37 miles from Mexico City, where both Azcarraga and O'Farrill 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., \$83,699 (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 quarterly dividend of 62½¢ (rate last year was \$2.87½¢, including 37½¢ extra). Company has no plans for utilizing additional 1,240,790 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 \$7,289,102 (\$8.29 a share) on sales of \$135,285,086 in 1951 after record 1950 net of \$12,809,247 (\$14.56) on sales of \$177,104,669 in 1950 (Vol. 8:12). Earnings for first quarter this year were \$2,238,135 (\$2.54) on sales of \$38,853,095 vs. \$2,575,718 (\$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., 10,450; Daniel E. Noble, v.p., 2933; Frank J. O'Brien, v.p., 2907; Matthew J. Hickey Jr., director, 2500; George R. MacDonald, retired treas., 3150.

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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 \$20,090,708 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.

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TV's competition to libraries wears off after first year. This was consensus of 9 speakers at New York convention this week of 5000 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 conferees (latter printed on pp. 8830-8836 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. Conferees 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 theatres over the last year. Citing statistics from Commerce Dept. & *Film Daily's* yearbook, COMPO reports 23,199 theatres 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 37,000,000 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 radio 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; Hulbert Taft Jr., WKRC & WKRC-TV, Cincinnati; John Fetzer, WKZO & WKZO-TV, Kalamazoo; John Patt, WJR, Detroit, and WGAR, Cleveland; Kenyon Brown, KWFT, 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 (CIO).

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 KLAC-TV, Los Angeles, but as yet there has been no meeting of minds. Proposed selling price is said to be in excess of \$2,500,000. Pauley has long evinced interest in TV, holds experimental uhf license in San Francisco, was in group with radio manufacturer H. Leslie Hoffman which was outbid by General Tire when Don Lee properties (including KTSL, 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 businesses not subject to price control—including broadcasting, publishing, 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.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

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With This Issue: Special Report on 'Considerations in the Early Planning of TV Stations'

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 Bcstg. Co. (Roger L. Putnam, director, Economic Stabilization Agency), No. 61. Youngstown -- Vindicator Printing Co. (WFMJ & Youngstown Vindicator), No. 73; WKBN Bcstg. Corp. (WKBN), No. 27. Flint -- Trans-American TV Corp. (James L. Rubenstone, 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 Bcstg. Co. (KTBC-Mrs. Lyndon Johnson, wife of U.S. Senator), No. 7; Capital City TV Co. (Charles Henry Coffield, oilman), No. 18.

GROUP B: Bridgeport -- Southern Conn. & Long Island TV Co. (WICC-Philip Merryman), No. 43. New Britain -- New Britain Bcstg. Co. (WKNB), No. 30. New Bedford -- E. Anthony & Sons (WNBH-New Bedford Standard-Times), No. 28. York -- Helm Coal Co. (WNOW), No. 49; Susquehanna Bcstg. Co. (WSBA), No. 43.

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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 herewith, 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.]

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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.

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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 sparkling 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 Cottone 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) ABC's desperate plight brought about by delay -- leading to political, affiliate, 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 committeeman, 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 2½% of stock in WTAX'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.R. 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 bolsters 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.

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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, WPIX & 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 Weenolsen, ex-Young & Rubicam radio program mgr., joins Foote, Cone & Belding as TV-radio executive on Rheingold account . . . Joseph A. Jenkins, ex-Ketchum, McLeod & Grove and onetime with WBEN-TV and WNBK, 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 gen. mgr., 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 & WABD, recently producing own show on WDTV, Pittsburgh, died July 11 in Pittsburgh after brief illness.

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 unexpectedly an estimated \$58,000 worth of commercial time on opening day, July 7, to cover prolonged debate over seating of disputed delegates.

Network and station executives, to say nothing of sponsors, were very much in evidence at Chicago—putting enormous pressure on GOP radio-TV chief Edward T. Ingle for credentials. Aside from their combined working staffs of some 600 technicians, announcers, commentators, networks alone had these topkicks on hand: NBC chairman Niles Trammell, president Joseph McConnell, v.p. Pat Weaver, v.p. F. M. Russell; CBS chairman Wm. S. Paley, president Frank Stanton, radio v.p. Adrian Murphy, TV v.p. Jack Van Volkenberg, program v.p. Hubbell Robinson; ABC president Robert Kintner, radio v.p. Lee Jahnce, TV sales mgr. Ed Friendly—and a lot of other brass.

“There’s such confusion on the floor of the Amphitheatre,” reported NBC commentator Earl Godwin, “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

TV coverage of Credentials Committee meetings in Chicago’s Congress Hotel traveled 2000 miles—in 1/93 of second—before it was put on air. This is explanation by CBS-TV New York technical operations mgr. Orville J. Sather: Picture is picked up in committee room, sent by cable to mobile unit outside hotel, then by cable to roof of hotel, by microwave to Hilton Hotel, by cable to telephone company relay transmitter atop Hilton, by microwave to roof of convention hall, by cable to CBS-TV control room there, then to AT&T Chicago test board, then by microwave to CBS-TV New York, then network feeds picture to nationwide network, including Chicago outlet.

In Chicago, too, everyone watched convention-TV—including candidates, delegates and press covering the event. Every section of convention stadium had TV lounge, and there were sets in stadium cafeteria, halls, even rest rooms. Convention hall telephone room had TV sets equipped with earphones, so that telephone users wouldn’t be disturbed. Press corps at party headquarters in Conrad Hilton Hotel covered convention from 10 sets in 3 press rooms. Run on rental TV sets kept Hilton management hustling; hotel ordinarily has mere 40 sets available, but managed to dig up 250, installed new antenna and booster.

Last-minute interconnection gave XELD-TV, Matamoros, Mex.—which serves Brownsville, Tex. area—live convention telecasts, leaving Albuquerque’s KOB-TV the only station which couldn’t present direct coverage. XELD-TV engineers say they completed private installation July 7 allowing them to pick up and rebroadcast convention coverage from KEYL, San Antonio, about 250 mi.

Temporary emergency arose when networks began setting up studios at Hilton; they found hotel equipped only with DC current, while all TV-radio equipment is built for AC. The solution: they all plugged into neon sign on hotel roof—which runs on AC circuit from electric company. Illinois Bell Telephone Co. installed miles of temporary wiring to connect TV-radio facilities to sign.

Embarrassing moment for CBS-TV came July 7 when network suddenly switched from convention hall to remote pickup out in street; only thing in sight on screen was mobile TV truck with big sign, “NBC Television.”

open and fair convention. As matters have now turned out, the preliminary Eisenhower triumph [on issue of seating contested delegates] also coincidentally 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 underline 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 vhf this week, Spokane 2, Austin 1, and that Portland and other sizable cities got first uhf grants should really start ball rolling.

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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 portables, 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 South-west where several cities recently added to the TV network."

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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 sophisticated 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 viewing, and 3 sets were used all this week so the 1500 inmates could watch convention!

Trade Personals: Richard A. Graver, Admiral v.p. since July 1944, onetime Atwater Kent and RCA sales executive, has resigned to join Capehart-Farnsworth; no successor has been named . . . James E. Herbert promoted to Motorola sales mgr., Charles H. Combe to national retail mdsg. mgr., with James M. Tuttle, ex-San Francisco-Seattle regional mgr., promoted to western div. sales mgr., succeeded by Ashton H. Hulbert; Robert W. Evans, ex-Chattanooga, to Kansas City-St. Louis regional mgr., succeeded 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 engineering 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 Chicago, 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 dept., D. M. Branigan continuing as mgr. of receiving tube renewal sales and A. G. Petrusek named mgr. of electronic 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. Stewart promoted to asst. to sales mgr. H. G. Cheney, Westinghouse electronic tube div. . . . Rudolph Sachs appointed Hytron mgr. of new semi-conductor products div. . . . Hodge C. Morgan, ex-Automatic Washer Co., now Bendix Radio contract sales mgr. . . . Edwin B. Hinck heads new DuMont CR replacement sales dept. . . . Thomas A. Cronin named v.p., Wells Television Inc., specializing in hotel installations . . . 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., Doylestown, 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, resigned . . . 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. Bilheimer, 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 Jackson, named sales mgr., Esquire Radio . . . Elwood R. Berkeley, ex-American Wholesalers, Washington, named Sparton 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 Rediffusion 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. receiver. 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 discouraging 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 Rediffusion 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 employe benefits.

Philco host to 500 Annapolis midshipmen July 9 & 10 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.

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.

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-

FIG. 1 (below). Market Area considerations.

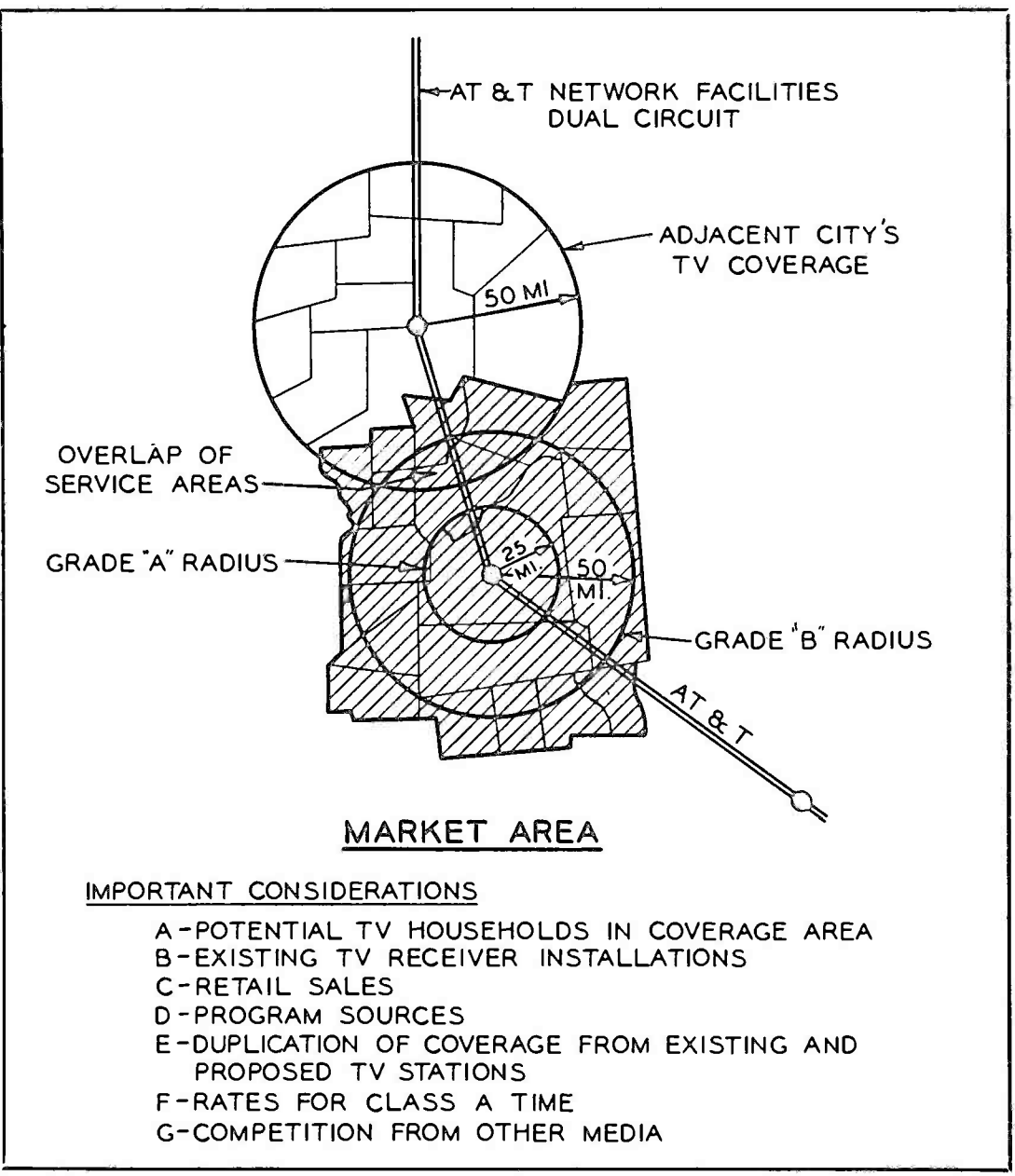
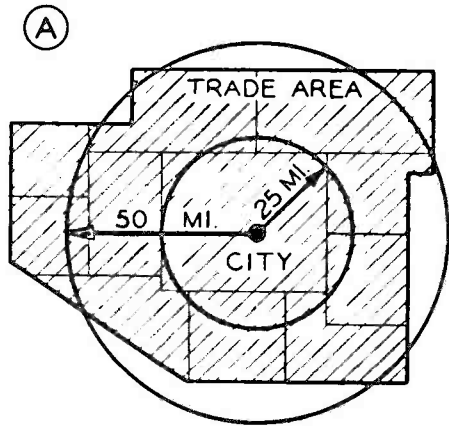
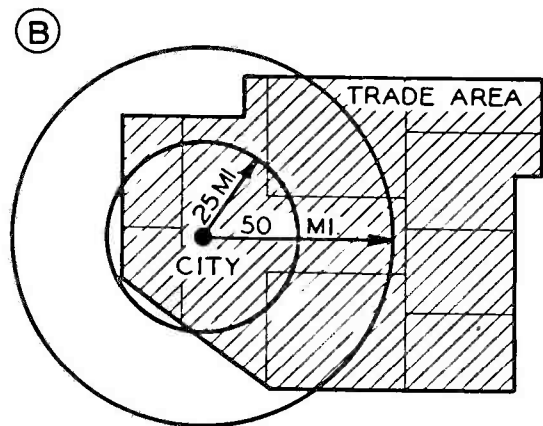


FIG. 2.

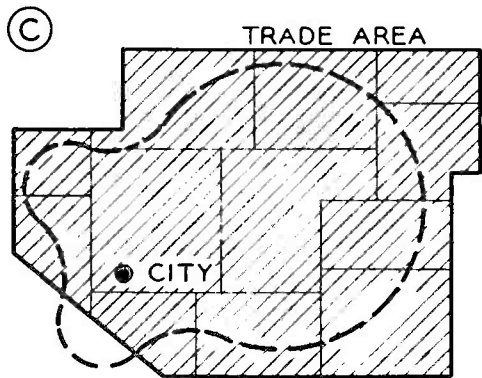
MARKET AREA CONSIDERATIONS



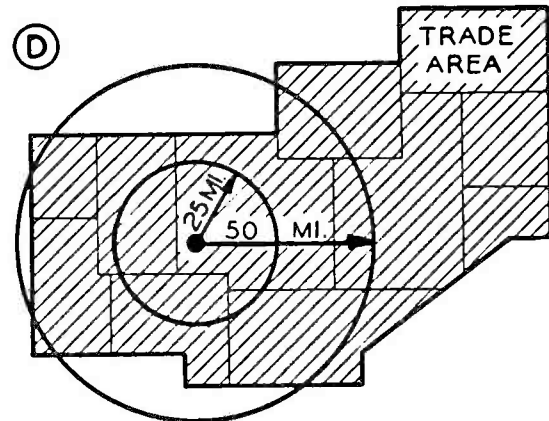
Where the trade area of a city is more or less symmetrical, a site near the city will give the most uniform coverage.



Where the area is not symmetrical about the city, it will usually not be possible to cover the whole area with a non-directive antenna.



Directional antennas are a possibility, but usually involve non-standard designs which should be avoided when possible.



When the trade area is very large or of irregular contour, it will probably not be possible to provide coverage of the whole area.

tral city and the surrounding territory dominated by that city.

From this, the total households in the area to be served can be determined and potential receiver circulation estimated. Since television station card rates are adjusted in accordance with receiver circulation, gross income will depend on the number of receivers in the area and the competition for the advertising dollar from other television stations and advertising media.

In areas already receiving television service, some ideas of income may be gained by studies of rate cards of existing stations and their commercial schedules.

Following is an average figure of the Class "A" Time Rates per hour and minute for existing TV stations, based on receiver circulation.

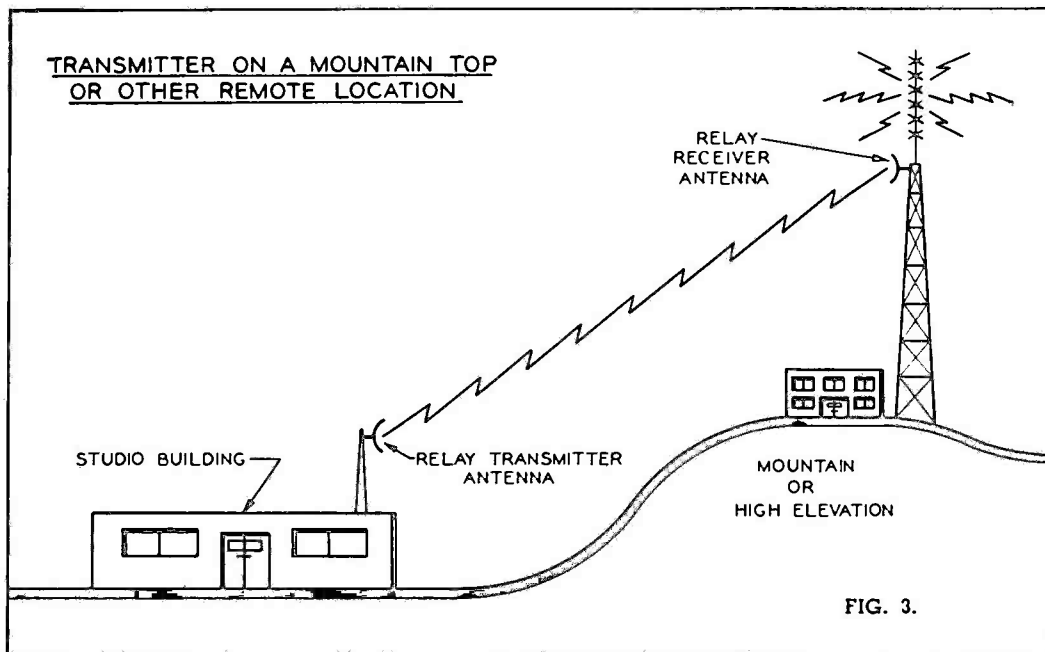
<i>Receivers</i>	<i>Hour Rate</i>	<i>Minute Rate</i>
12,000	\$225.00	\$27.50
60,000	300.00	54.00
100,000	400.00	75.00
130,000	500.00	90.00
190,000	600.00	110.00
500,000	800.00	145.00
1,775,000	1,500.00	300.00
3,000,000	3,000.00	550.00

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:

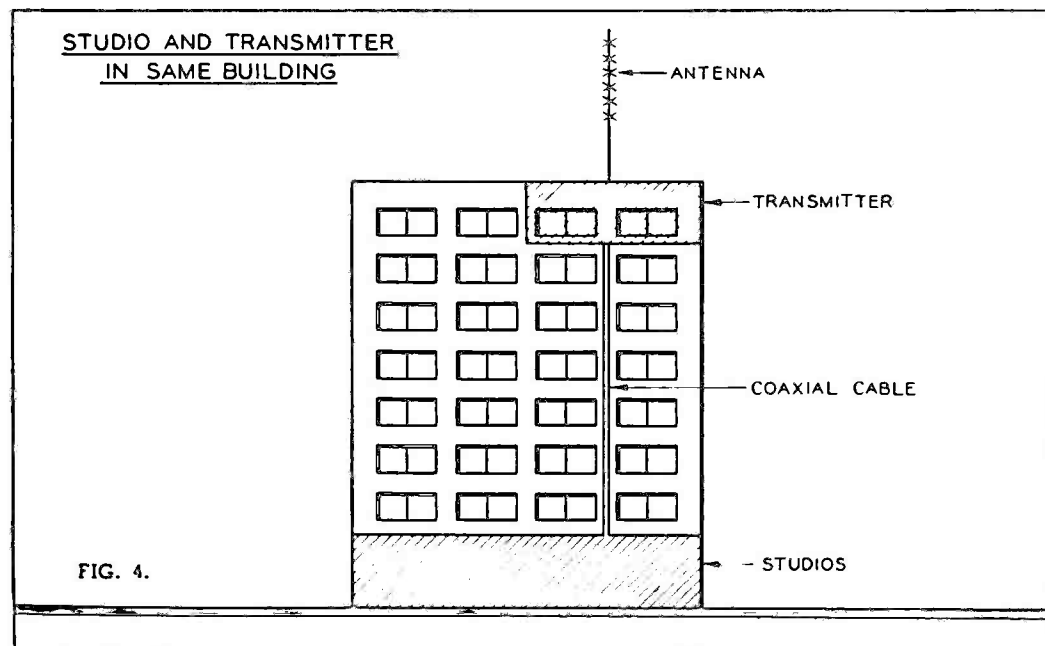
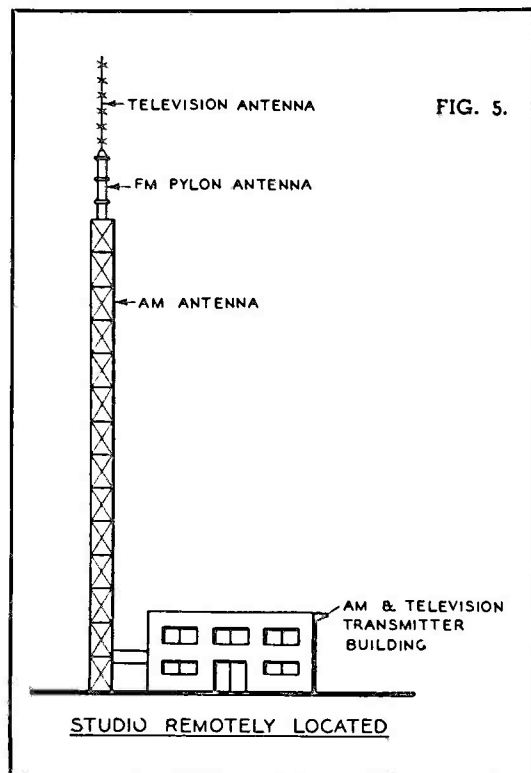
- Space. Possibilities for expansion.
- Land and construction costs.
- Access to public utilities, (power, transportation, water, telephone, etc.).
- Freedom from interference, such as high radio frequency field strength signals from AM stations or high audio noise levels.

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.

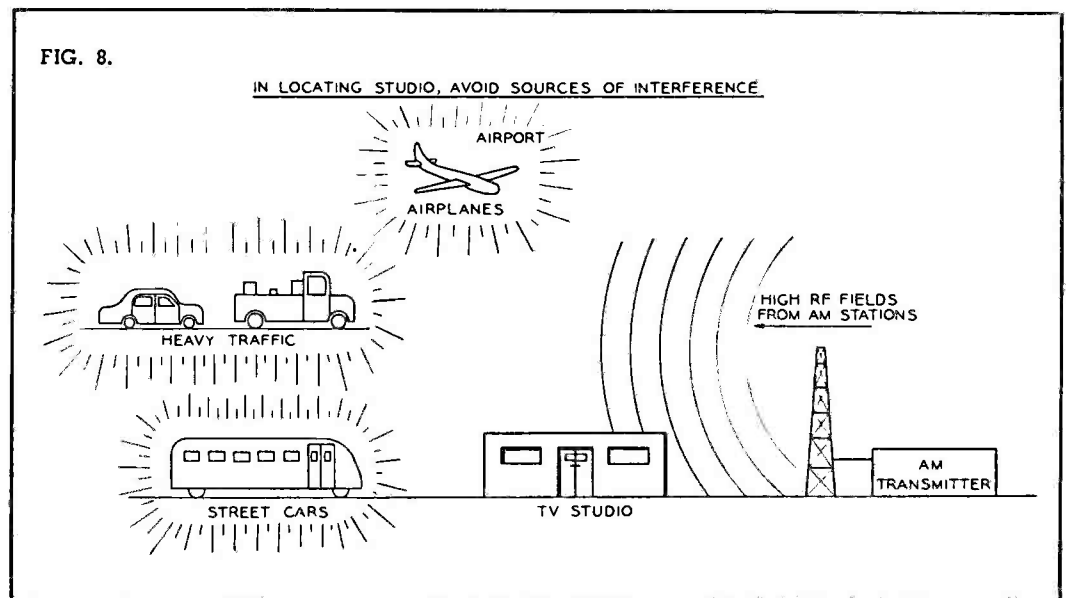
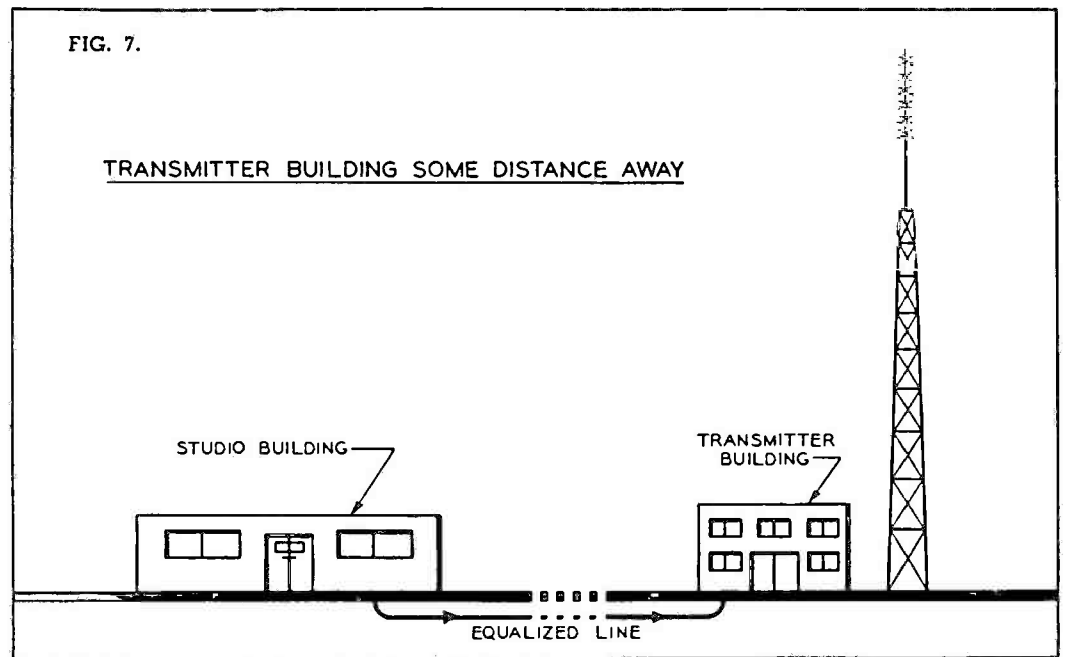
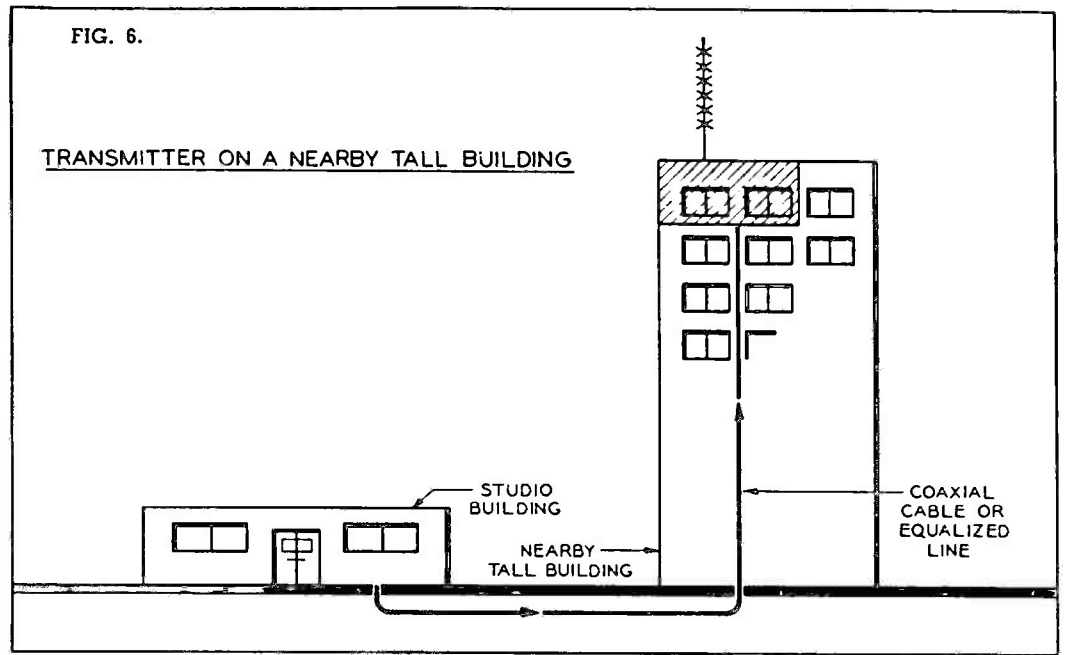
There are cases requiring special antenna design and installations. These may occur for the following reasons:

1. Special gain requirements not met by standard antenna.
2. Directional pattern requirements.
3. Installation of multiple TV antenna 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-



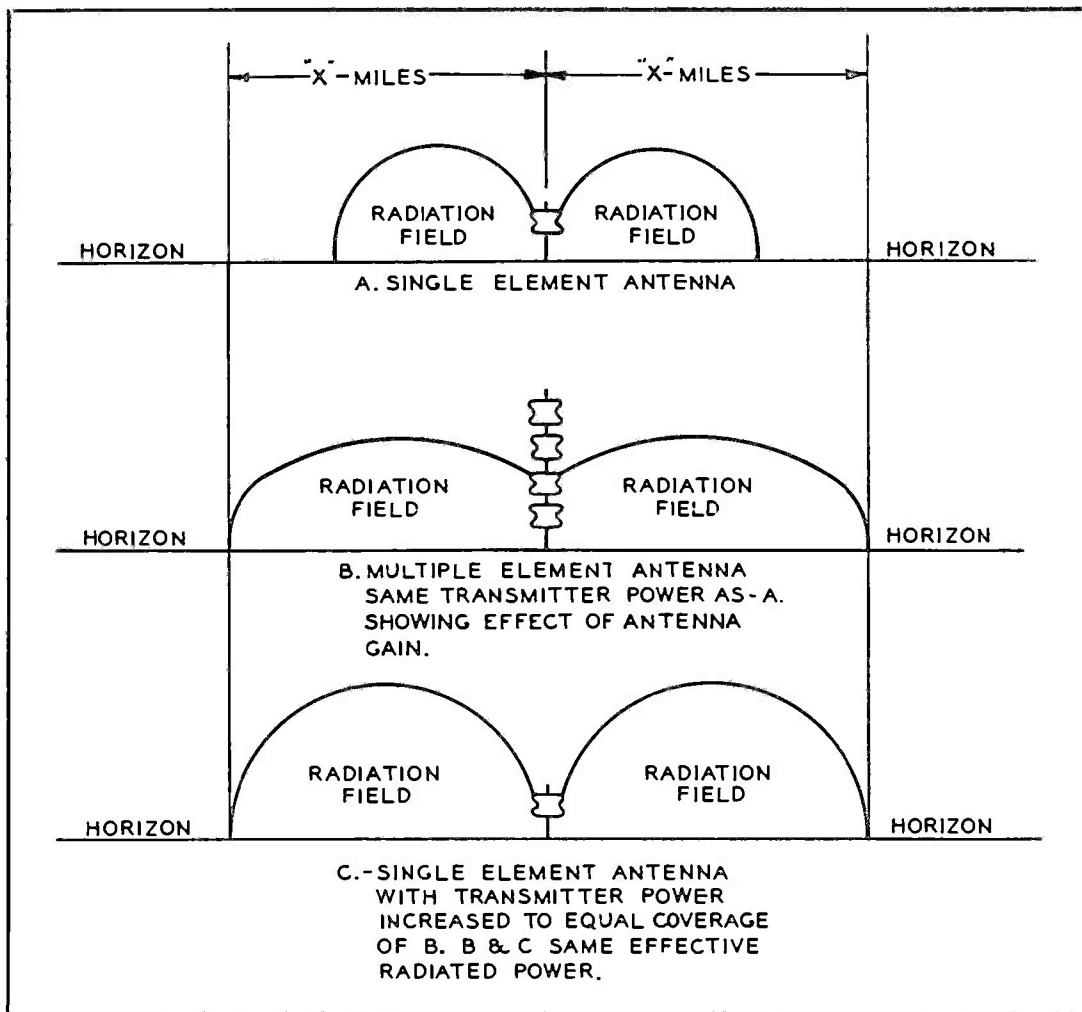


FIG. 9 (above). Coverage patterns showing effect of antenna gain on radiation field.

tenna height of 500 feet and effective radiated powers from 1 to 1000 kilowatts. Fig. 11 shows how radius of coverage in miles is affected by changes in antenna height with fixed effective radiated powers.

Although the curves of Fig. 10 show little increase in the radius of the outer coverage

contour (Grade "B" service) above effective radiated powers in excess of 200 kilowatts, the signal strength at the receiver within the area increases considerably.

The curves are for average terrain and, under actual conditions, true coverage may vary greatly from that predicted.

FIG. 10. Coverage curves showing "ERP" versus "Miles Coverage".

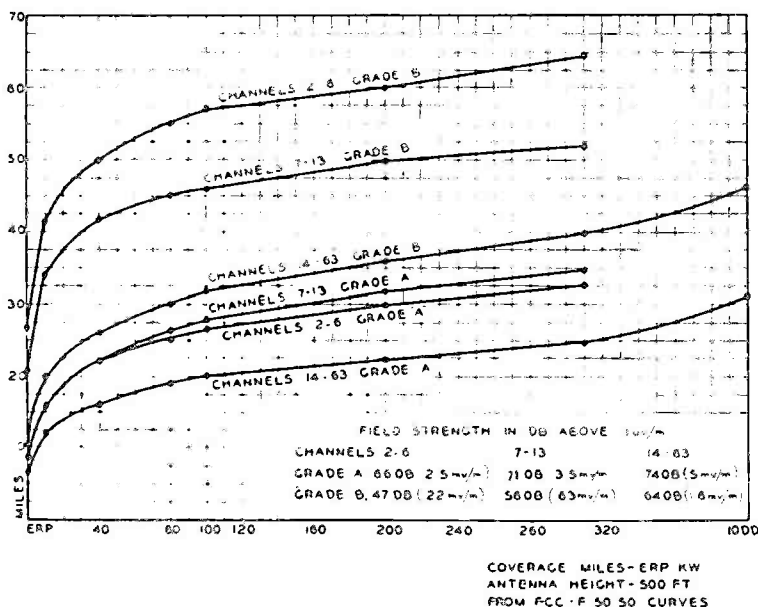
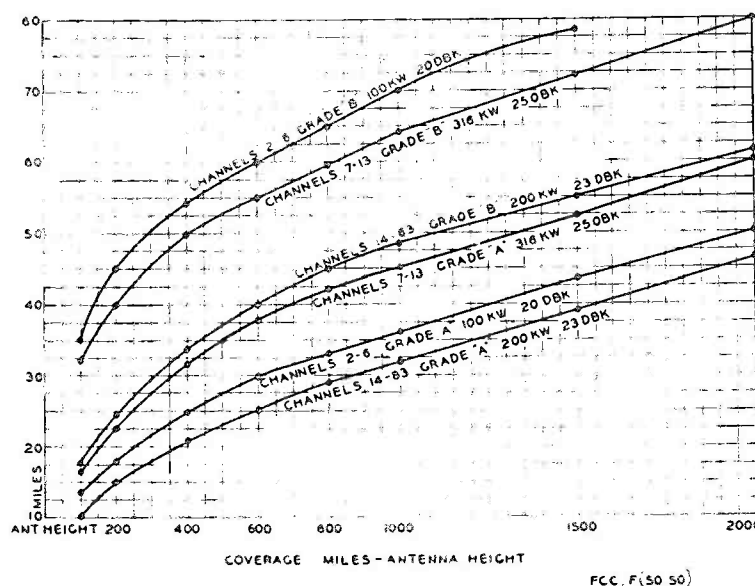


FIG. 11. Coverage curves showing "Miles Coverage" versus antenna height with fixed "ERP" values.



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.

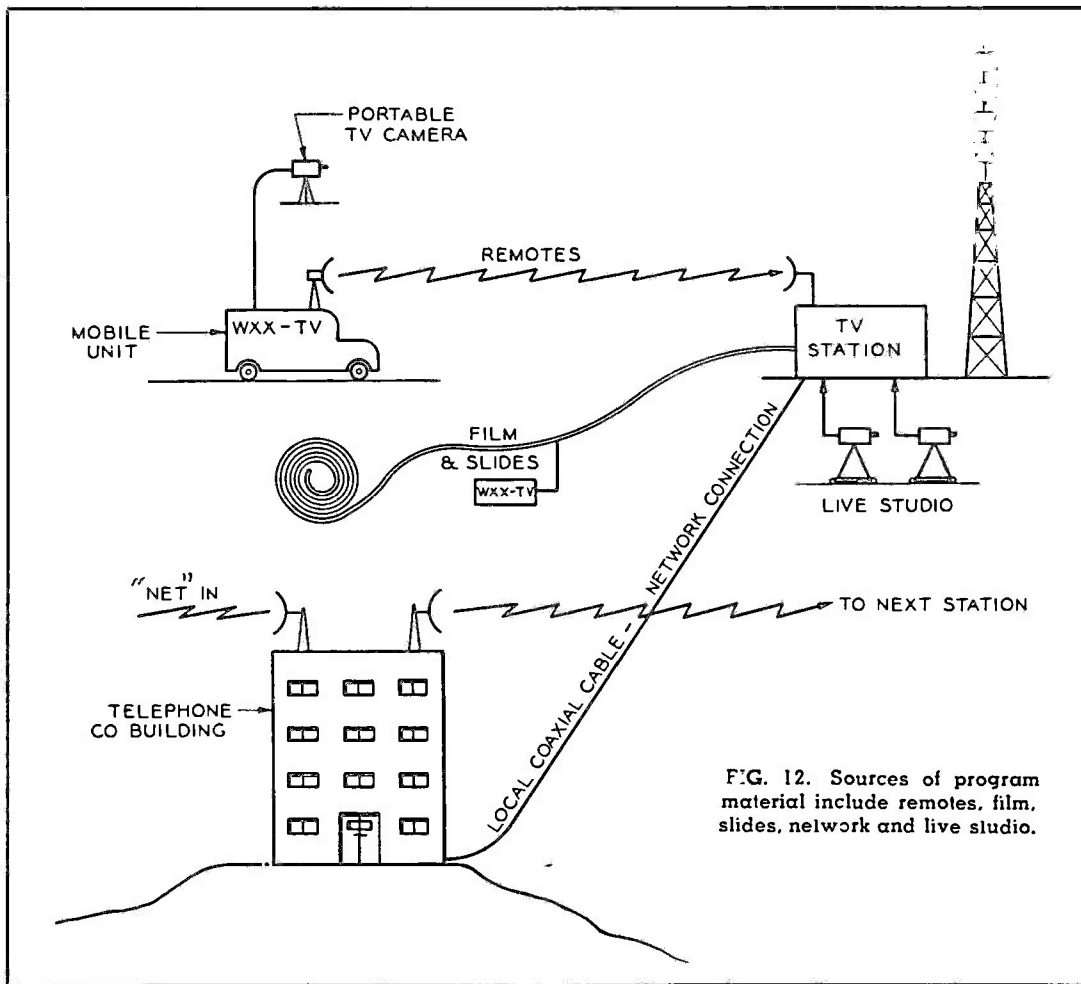


FIG. 12. Sources of program material include remotes, film, slides, network and live studio.

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.

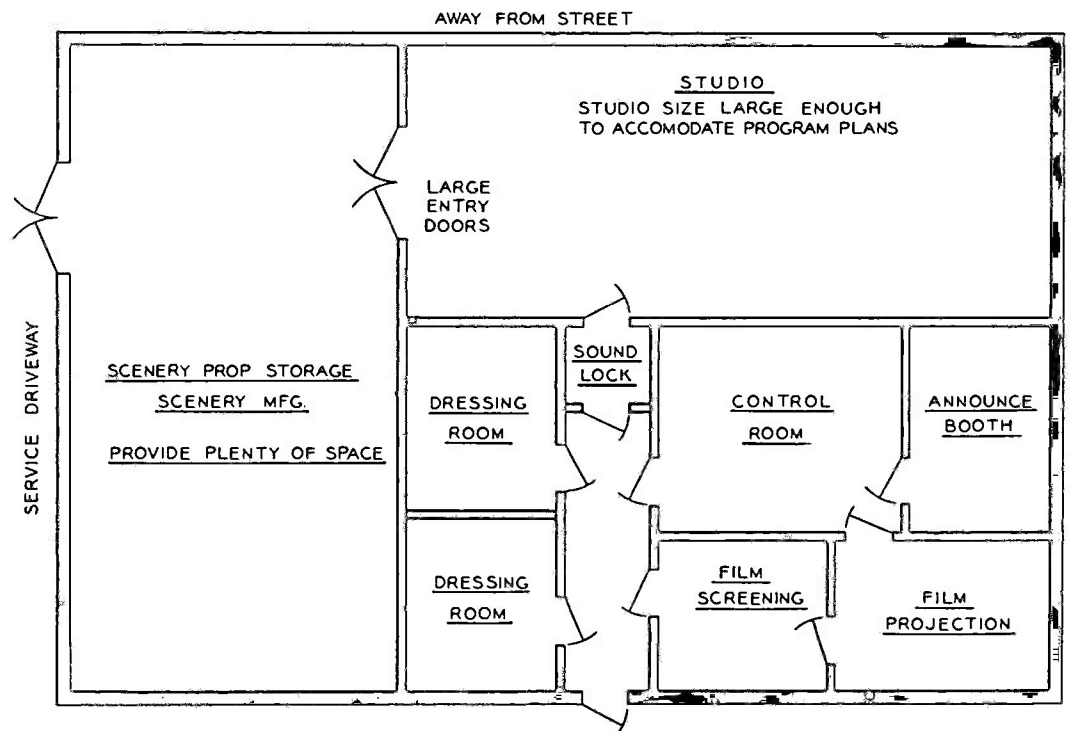


FIG. 13 (at right). Typical TV Studio floor plan.

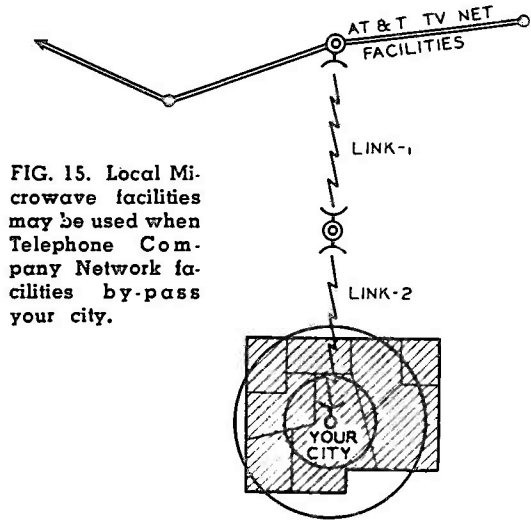


FIG. 15. Local Microwave facilities may be used when Telephone Company Network facilities by-pass your city.

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 imme-

diacy 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.

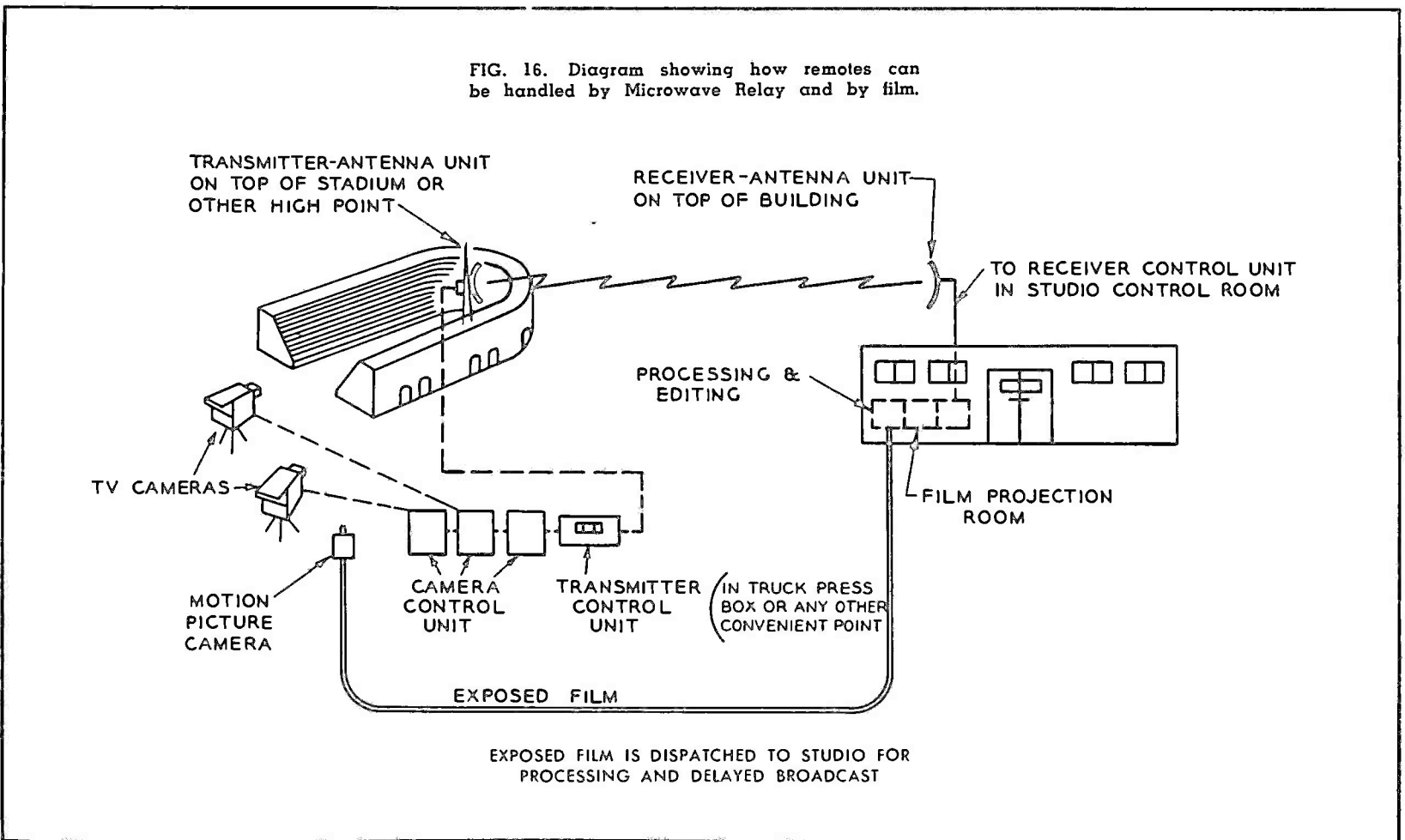
Film Department

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 transshipment space.



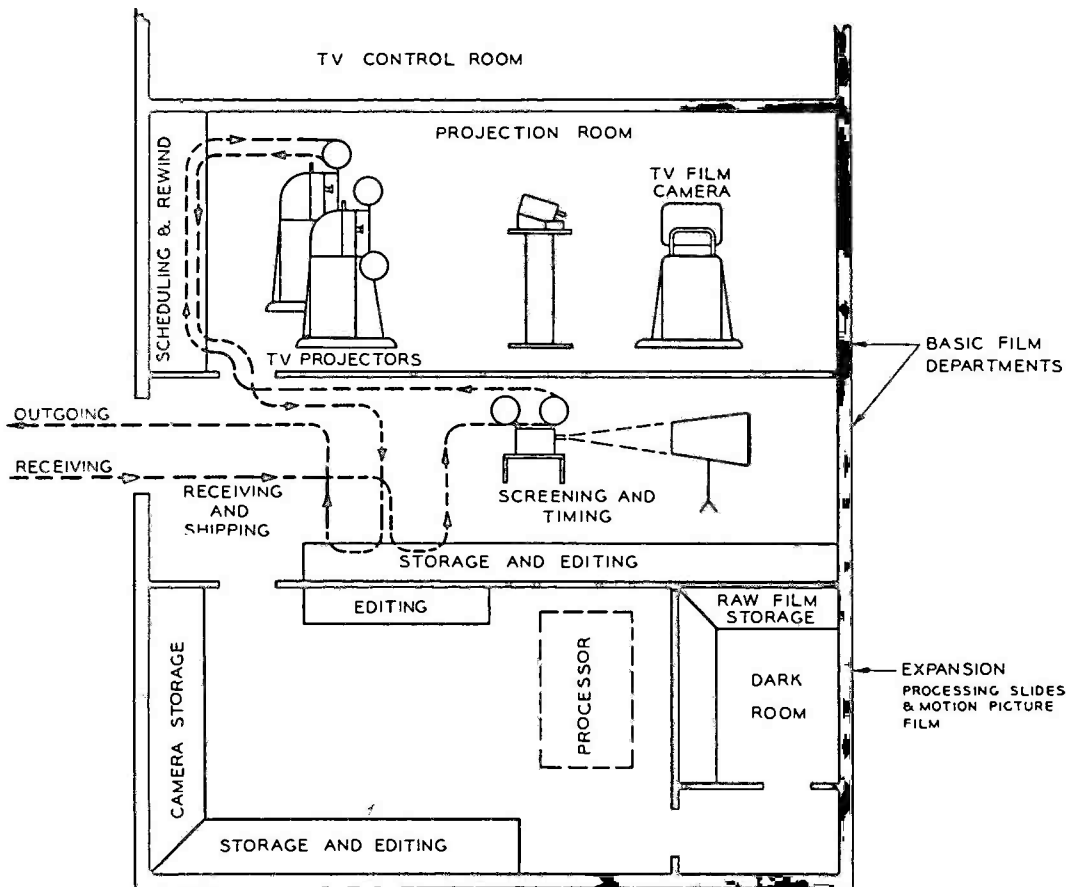


FIG. 17. Routing of film, future expansion, storage and the processing of film are all factors worthy of careful planning.

Antenna and Diplexer

Antenna	Channels	Approx. Gain	Approx. Cost
3-Section	2-3	3.3	\$11.4
3-Section	4-5-7	4	9.8
6-Section	2-3	6	30.8
6-Section	4-6	7	27.5
6-Section	7-13	6.8	13.2
12-Section	2-3	12	89.5
12-Section	4-6	12	67.5
12-Section	7-13	13	38.5
Super Gain	2-3	11.5	120.0
Super Gain	4-5-6	11.5	90.0
Super Gain	7-13	11.5	57.5
UHF Antenna	14-40	24	10.0
UHF Antenna	40-60	26	10.0
UHF Antenna	60-83	28	10.0

ESTIMATED ANTENNA COST.....\$_____

Tower Costs

Approximate tower costs, including installation, in thousands of dollars (guyed, non-insulated towers).

Tower Height	Antenna	Price
200'	3-Sect., Chan. 2-13,	\$ 7.9
	6-Sect., Chan. 7-13,	
	and UHF	12.6
400'	"	26.9
500'	3-Sect., Chan. 2-13,	
	6-Sect., Chan. 7-13,	
	and UHF	50.6
600'	"	104.9
800'	"	139.0
1000'	"	18.8
200'	5-Sect., Chan. 2-6,	
	12-Sect., Chan. 7-13,	
	6-Sect., Chan. 4-6	24.8
400'	"	28.9
500'	"	52.6
600'	"	79.7
800'	"	141.0
1000'	"	22.4
200'	6-Sect., Chan. 2-3	34.4
400'	"	41.0
500'	"	53.6
600'	"	107.9
800'	"	143.0
1000'	"	

ESTIMATED TOWER COST.....\$_____

ANTENNA SYSTEM, INCLUDING TRANSMISSION LINE

(Add transmission line, antenna, and tower costs).....\$_____

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:

Transmitter Output Power	Channel	Price
500 Watts	2-6	\$30.1
500 Watts	7-13	35.1
1 KW	UHF 14-83	55.6
2 KW	2-6	44.6

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	2-6	212.7
50 KW	7-13	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, 3/8", approximately \$1.6 per 100 ft., dual run (Channels 2-13).

Transmission line, 3/8", approximately \$0.8 per 100 ft., single run (UHF Channels 14-83).

ESTIMATED TRANSMISSION LINE COST\$_____

	ESTIMATED COST
1. TRANSMITTER INCLUDING TUBES	_____
2. ANTENNA SYSTEM INCLUDING TRANSMISSION LINE	_____
3. FREQUENCY AND MODULATION MONITORS	_____
4. STUDIO TECHNICAL EQUIPMENT INCLUDING MICROPHONES TRANSCRIPTION EQUIPMENT AND OTHER EQUIPMENT USED IN CONNECTION WITH PRODUCTION OF TV PROGRAMS	_____
5. COST OF ACQUIRING LAND	_____
6. ACQUIRING OR CONSTRUCTING BUILDINGS	_____
7. OTHER ITEMS	_____
TOTAL ESTIMATED COST OF STATION	_____

FIG. 18. The summary sheet above will prove handy in quickly estimating the Total Capital investment.

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	\$_____
COST OF ACQUIRING LAND	\$_____
ACQUIRING OR CONSTRUCTING BUILDINGS	\$_____
(An experienced architect will make tentative drawings and estimate building costs. (Varies from \$10 to \$20 per square foot.) Equipment manufacturers will assist in 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 OTHER ITEMS	\$_____

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... (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.

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.

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 originations 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,

COMPARISON TABLE				
GROUPS A, B, C, & D				
	A	B	C	D
FLOOR SPACE -----	2,624 SQ. FT.	6,260 SQ. FT.	15,835 SQ. FT.	
TECHNICAL SALARIES-----	\$ 31,460.00	\$ 48,100.00	\$ 85,020.00	
TECHNICAL EXPENSE-----	40,140.00	65,268.00	116,144.00	160,725.00
PROGRAM SALARIES-----	27,820.00	49,400.00	88,280.00	
PROGRAM EXPENSES-----	64,180.00	103,350.00	186,480.00	222,312.00
SALES SALARIES-----	19,500.00	22,220.00	24,300.00	
SALES EXPENSE-----	24,700.00	28,720.00	34,700.00	65,800.00
ADMINISTRATIVE SALARIES--	23,260.00	25,260.00	35,660.00	
ADMINISTRATIVE EXPENSE--	55,028.00	77,380.00	107,308.00	166,045.00
TOTAL YEARLY EXPENSE---	\$184,048.00	\$ 274,718.00	\$444,632.00	\$ 614,882.00
BASIC PERSONNEL	22	31	50	70

FIG. 19. Overall summary of Operating Costs for four classes of stations (for elaborate detail, see BROADCAST NEWS No. 68).

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 transshipment 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 cut-backs 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

	ESTIMATED COST
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 CAMERA, LIGHTING, AUDIO EQUIPMENT, FILM ACCESSORIES, SYNC GENERATOR, MISC.	51.0
COST OF ACQUIRING LAND (ESTIMATE FOR EXAMPLE ONLY)	5.0
ACQUIRING OR CONSTRUCTING 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 KW.

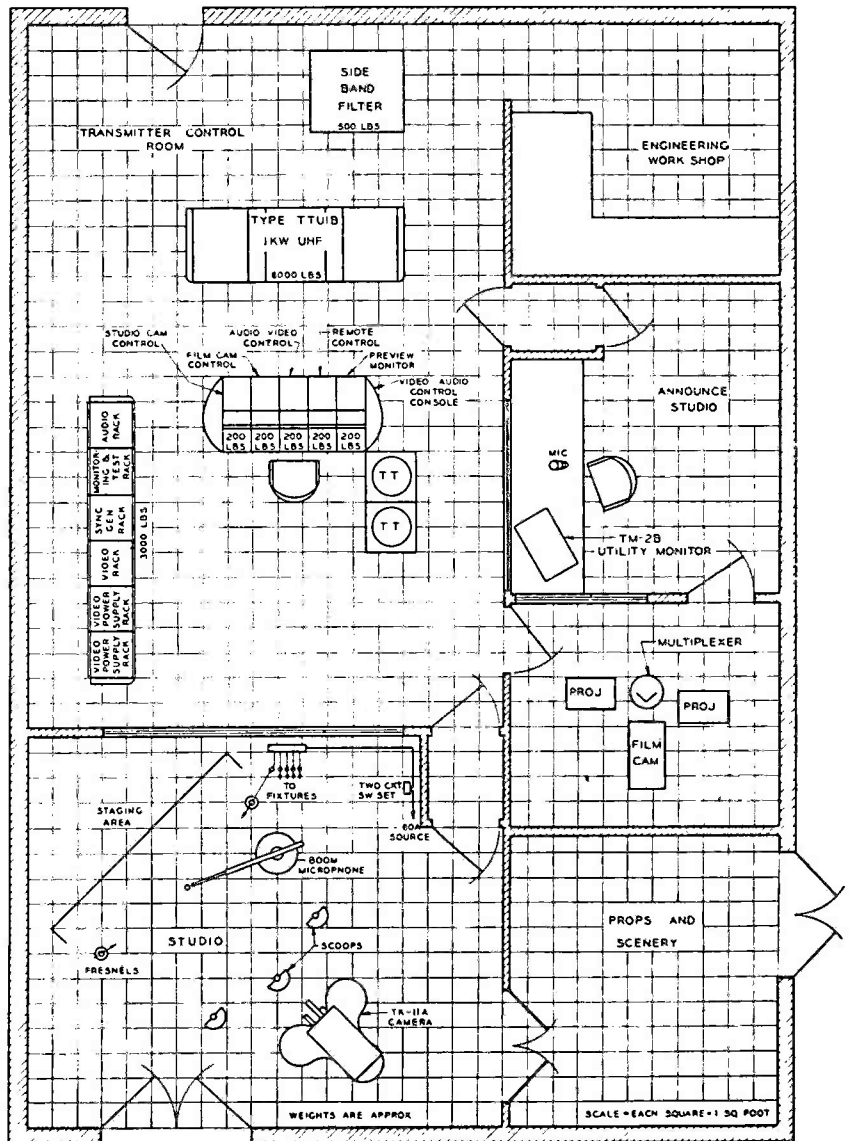
planned antenna heights and power for UHF will place the new channels on good competitive basis with the lower VHF channels. Further, man-made interference and natural static are non-existent at the Ultra High Frequencies, which will allow excellent pictures, depending on receiver noise and sensitivity, 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.

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 opening 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 \$179.95, 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, \$260; 21-in., side tuning, unpriced. *Consoles*—21-in., doors, \$380; same, French Provincial, \$380; 21-in., doors, AM-phono, \$450; 17-in., clock-AM and clock-AM-phono, 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, 6.9% GE, 5.7% Admiral, 5% Motorola, 5% Silvertone (Scars), 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. (34.5% of all sets). Larger than 19-in. were 2.2%; 19-in., 5%; 17-in., 13.5%; 14-in., 4.6%; 12-in., 25.3%; 10-in., 13.1%; 6-9-in., 1.8%.

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. Canvass also disclosed 15% drop in number of TV-radio-phono transactions, which accounted for 1.9% of total store volume last year.

Philco 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-IRE 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 sidewalls. 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 . . . Philco 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 . . . Conrac Inc., Los Angeles, out with new line of 21 & 24-in. sets listing at \$350 to \$565 . . . 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-Kelvinator 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 555 Inc., 711 W. Eighth St., Little Rock, Ark. (Roy E. Steuber, 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 \$17,327,085. On refrigerators, air conditioners, etc., Govt. collected \$5,820,645 in May, compared with \$3,546,217 in April and \$13,159,773 in May 1951.

Little things like broken arm and shoulder aren't stopping Leroy Kilpatrick, chief engineer of WSAZ-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 28¢ 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 Newsreel* 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, Serutan, 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 climaxed 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).

Excellent reading: Eric Sevareid's *In One Ear*, 258-p. collection of his nightly 4-min. CBS-radio "analyses of the news," just published by Alfred A. Knopf, N. Y. (\$2.95).

Five TV-less cities tapped AT&T relay circuits to watch GOP convention via closed-circuit hookups. Residents of Portland, Ore. flowed 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 additional transmissions 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-televising 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.

Mt. 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.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS** **REPORTS**

1952

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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 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 CP-holders are in absolute stew to get going.

We have no word yet from KVOB, 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 KXLY-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 WSPR'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."

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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. Rubenstone, 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, KGON 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 Bcstg. Co. No. 19.

Group B: Bridgeport, Harry L. Liftig No. 49; Fall River, New England Television 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 & Associates, 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 holed 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."

Personal Notes: Joseph H. McConnell, NBC president, elected trustee of the Hanover Bank, N. Y. . . . James D. Shouse, Crosley chairman and Avco v.p., elected to board of *Cincinnati Enquirer* . . . Adrian Murphy, president of CBS-Radio, elected to board of Advertising Research Foundation . . . Walter B. Emery, legal assistant to FCC Chairman Paul Walker, resigns to become a consultant to Joint Committee on Educational TV . . . Victor M. Ratner, ex-CBS promotion v.p., recently with R. H. Macy & Co., to head Theatre Tele-Sessions, new div. of Theatre Network Television (Nathan L. Halpern, president) developing closed-circuit TV for business, govt. meetings, etc. . . . Ted Cott, mgr. of NBC's WNBT & WNBC, going to Europe on vacation, plans to set up film exchange with BBC and French TV interests . . . Robert Klaeger, ex-Signal Corps, joins Transfilm Inc. as production v.p. . . . Edward V. Cheviot, ex-adv. mgr., *San Antonio Light*, succeeds Jerry Lee, resigned, as commercial mgr., WOAI-TV, San Antonio . . . Lawrence L. Wynn, ex-International Transvideo, then KFBI, Wichita, named to newly-created sales managership of WABD, New York . . . John Patrick Smith promoted from national sales mgr. to asst. gen. mgr., WCPO & WCPO-TV, Cincinnati, succeeded by Glenn Clark Miller . . . Charles F. Harrison Jr., ex-Ohio radio newsman, named news editor, WFIL & WFIL-TV, Philadelphia . . . R. David Kimble, ex-WBBM, Chicago, joins BAB as national promotion director under v.p. Kevin B. Sweeney . . . William K. Treynor, asst. station relations head, to direct new NARTB office in San Francisco . . . Kenneth Greenberg succeeds Charles Sterritt, now with CBS sales in Detroit, as chief of audio-visual div., American Red Cross publicity dept., Washington . . . George T. Duram, ex-E. C. Hooper, ex-TV radio chairman of ANA, joins Geyer, Newell & Ganger as media director . . . Sam Blake now in charge of TV-radio dept., Ettinger Co., N. Y.

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.

John K. Herbert, radio network sales v.p., becomes v.p. in charge of both TV & radio sales, with TV sales v.p. George Frey reporting to him. Charles C. Barry, radio network program v.p., is now v.p. in charge of both TV & radio programs. Frederic W. Wile Jr., TV network production v.p., heads both TV & radio production, also supervising technical services for both. All report to v.p.-gen. mgr. Frank White, as does Harry Bannister, station relations v.p., and Robert Sarnoff, v.p. in charge of film div.

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 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 stations; Wm. F. Brooks, public relations v.p.; O. B. Hanson, engineering v.p. Joseph Heffernan, 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 the general in mufti 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,

GENERAL TIRE & Rubber Co., which has achieved considerable success in acquisition and operation of TV-radio station properties, and which has also looked into possibility of purchasing one or more electronic factories, this week purchased control of Crosley Motors Inc., maker of bantam cars. General Tire acquires 317,077 of Crosley's 569,254 outstanding shares in exchange for 756 shares of 3¼% of its own second preferred. Based on current market value of General Tire, this represents about 20¢ a share for Crosley stock, or \$63,400.

Powel Crosley retires as president of Crosley Motors, but his brother Lewis continues as v.p. In 1945, Powel Crosley disposed of his broadcasting operations, notably WLW, to Avco Corp. for reported \$22,000,000 in order to devote all his time to making small cars. He never achieved production goal of 150,000 a year, coming nearest with 30,000 in 1948, dwindling to 300 a month in 1951 and closing down entirely recently due to shortage of materials.

The 65-year-old Mr. Crosley owns farms in Indiana and Georgia and also is owner of the Cincinnati Reds.

Network Accounts: Carnation Co.'s current cycle of *Burns & Allen* shows, alt. Thu. on CBS-TV, ends Sept. 5, after which they go on films, sponsored alternately by Carnation and B. F. Goodrich Co., time undetermined; they start filming soon at General Service Studio, Hollywood . . . Singer Sewing Machine Co. makes network TV debut Sept. 11 with sponsorship of filmed *Four Star Playhouse* on CBS-TV, alt. Thu., 8:30-9, thru Young & Rubicam; show will alt. with *Amos 'n' Andy* . . . General Foods, for its Jell-O Div. and Post Cereals Div., July 7 bought five 5-min. segments weekly of *Today* on NBC-TV, Mon.-thru-Fri. 7-9 a.m., thru Young & Rubicam for Jell-O and Benton & Bowles for Post Cereals Div. (Sugar Crisp) . . . General Foods started quiz show *Who's There?* July 14 on CBS-TV, Mon. 9:30-10 . . . Schick Inc. (electric razors), thru Kudner, and Thomas Leeming & Co. (Silk 'n' Satin hand lotion), thru Wm. Esty, will sponsor *Jackie Gleason*

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*; 5½ hours of film programming was placed on national spot basis in average May 1951 week, 7½ hours 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 neatest coups of TV panel competition was Ted Granik's signing of President Truman for his *Youth Wants to Know* on NBC-TV, July 30 . . . Emilio Azcarraga's huge new Televiscentro 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 . . . XELD-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. (Bromo 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 *Maggi McNellis 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 (44¢ a share) on sales of \$1,670,366 for first 6 months of 1952, compared with \$533,396 (56¢) 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-s-&-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.

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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 71,613 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—weakens 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. Decontrollers 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.

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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 Coil Co. (Vol. 8:28), may make that 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 . . . “Converkit,” 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.

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, Cal., for Long Beach area, succeeding Progress Co., resigned . . . Sylvania appoints Western Empire Distributors, San Francisco, for northern California . . . CBS-Columbia appoints Pacific Telecoin, 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 Jerrold 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 (1,799,977 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.

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 Capehart-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 Kievit, Sylvania eastern field engineer, named TV-radio picture tube sales engineering 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. Subscriber 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. Bluerock, ex-Glenn 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. Horne 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 Kempner, ex-Queen Anne Aluminum Corp., one-time TV-radio editor of *Retailing Daily*, appointed Meck N. Y. area sales mgr.

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 theatres 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 McCall; UP-Movietone's Jack Haney; Telenews editor L. P. Genock.

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 Steeplechase," 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 KRMG, Tulsa, to group of local businessmen, including Ralph Talbot, former theatremen; C. B. Akers, ex-KRMG 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, KRMG 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*.

Hazeltine 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.

Moviedom's latest "answer to TV": 78% of films now before Hollywood cameras are being photographed in color, more than 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 (Rolando Frederick Gran); Winnebago TV Corp., Rockford, Ill., No. 39 (Harry Balaban); Premier Television Inc., Evansville, Ind., No. 62 (Grand-Carlton Corp.); Fort Wayne TV Corp., Fort Wayne, Ind., No. 33 (Alliance Theatres); Mid-Continent TV Inc., Wichita, Kan., No. 3 (Sherrill C. Corwin); Columbia Amusement Co., Paducah, Ky., No. 6; WSMB Inc., New Orleans, No. 20 (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, Wometco'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 15-A*: U. S. Senator Fred A. Seaton (R-Neb.), publisher of *Hastings* (Neb.) *Tribune* and various other newspapers, strong Eisenhower 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 (KGMB), Channel 9; Victor Whitman Knauth, half owner of *Omnibook Magazine*, Channel 59 in New Haven; Robert Choate, publisher of *Boston Herald-Traveler*, Channel 5 there; Ralph I. 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 4 has been assigned to third projected 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, Vancouver, 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. Dumm asserts: "Neither Edwin K. Pauley, nor anyone else, ever had an option to purchase KPIX for any figure, at any time."

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

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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). KGMB'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 WSTV 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 employes 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 makeshifts, 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 mind. 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 grantee -- 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 grantee, 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 unavailingly 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 WKBN, 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 bomb-shell 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 independents 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).

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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 Versluis, 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 KBTW, Dallas (now WFAA-TV) to Dallas News for \$575,000 (Vol. 6:4), 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 WTVN, 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. 65 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 Landon 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. Eisenhower, 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 AM 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.

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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.

Personal Notes: FCC Comr. Edward Webster returns from London week of July 28 after conferences on cable rates and merits of AM vs. FM for special services . . . Comr. Frieda Hennock plans visit to Los Angeles to spark interest in educational TV channel . . . Lindsey Nelson, ex-Liberty network, named NBC asst. director of sports and David M. Camerer, ex-Dartmouth All-East tackle, named coordinator of NCAA football TV coverage, under Tom Gallery, NBC sports director . . . Ward L. Quaal, director of Clear Channel Broadcasting Service, joins Crosley as asst. gen. mgr., succeeding Dwight Martin, now General Teleradio v.p.; no successor to CCBS post yet selected . . . Merl L. Galusha, ex-supervisor of farm broadcasting for WGY & WRGB, Schenectady, named WRGB production supervisor in charge of all TV programming . . . Edward P. Shurick, CBS-TV account executive, promoted to newly created post of mgr. of sales development . . . Ernest Hartman, ex-WNEW, now asst. program director, WCBS, New York, under Sam Slate . . . Carroll H. Marts now mgr. of Mutual's midwest operations, succeeded as midwest sales mgr. by Virgil Reiter . . . George Burke promoted to film mgr., KNBH, Hollywood, succeeding Robert Guggenheim Jr., resigned . . . Mattie Tippit promoted to director of film programming, KTTV, Hollywood, succeeding Mal Klein, promoted to night program mgr. . . Robert Lucas, ex-ABC-TV program sales, now with Barry & Enright Productions, N. Y. . . Harry Friedman, in charge of DuMont Network personnel relations, has resigned to return to practice of law . . . Manny Reiner resigns as sales mgr., Louis G. Cowan Inc., to become sales v.p. of PSI-TV Inc., film producer . . . Joseph Walters transfers from communications equipment to broadcast field sales for RCA engineering products dept., Atlanta region.

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) :

	Channel No.	
	Delete	Add
Baltimore, Md.	30	60
Warren, O.	21	67
Youngstown, O.	33	21
Harrisburg, Pa.	33	55
Reading, Pa.	55	33

Following changes were made subject of proposed rule-making, with comments due by Aug. 18, counter-comments 10 days later:

	Channel No.	
	Delete	Add
Wilmington, Del.	53	83
Elberton, Ga.	16	24
Fort Wayne, Ind.	21	69
Lexington, Ky.	33	64
Fall River, Mass.	40	68
North Adams, Mass.	15	74
Lima, Ohio	41	73
Allentown, Pa.	45	67
Newberry, S. C.	37	70

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.

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 moviegoing remained hard hit, but "older" TV families do tend to increase listening somewhat after about a year of TV ownership. For example, listening dropped 88% 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 1952. 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 loosed 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 unamplified announcement foreshadowed possible trouble in local TV contract talks.

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. . . Serutan planning half-hour films in selected markets in addition to its current 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 (Woody'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.

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 14,980,000 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 BBDO'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 WNBC-TV, 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 WHNC-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 \$36.29 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-mi. radius.

Voice of America's new floating radio station, Coast Guard vessel *Courier*, 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
 June 1952 and January-June 1952
 (For May report, see *Television Digest*, Vol. 8:25)

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 1951 period. June sales of \$13,324,972 compared with \$14,701,827 in May and \$9,147,093 in June 1951 (Vol. 8:25).

Network radio fell to \$83,451,825 in first 6 months from \$95,405,207 same period last year. June fell to \$12,932,841 from \$13,994,919 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 \$32,451,094 vs. CBS Radio's \$29,601,495. The complete PIB tabulations:

NETWORK TELEVISION				
	June 1952	June 1951	Jan.-June 1952	Jan.-June 1951
NBC	\$ 5,904,546	\$ 4,244,240	\$41,067,493	\$26,739,532
CBS	5,385,820	2,900,782	32,451,094	17,069,328
ABC	1,276,250	1,437,593	10,714,033	8,378,853
DuMont	758,356	564,478	4,498,630	3,060,566
Total	\$13,324,972	\$ 9,147,093	\$88,731,250	\$55,248,279

NETWORK RADIO				
	June 1952	June 1951	Jan.-June 1952	Jan.-June 1951
CBS	\$ 4,590,536	\$ 6,201,963	\$29,601,495	\$39,160,107
NBC	3,708,014	4,739,193	24,183,934	30,000,036
ABC	3,001,314	2,720,268	19,403,716	17,789,126
MBS	1,632,977	1,191,691	10,262,680	8,859,908
Total	\$12,932,841	\$14,853,115	\$83,451,825	\$95,405,207

NETWORK TELEVISION—January-June 1952					
1952	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,020,461	\$ 5,074,643	\$ 717,148	\$ 7,259,307	\$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043*	5,602,634	775,063	6,822,982	14,704,722*
June	1,276,250	5,385,820	758,356	5,904,546	13,324,972
Total	\$10,714,033	\$32,451,094	\$ 4,498,630	\$41,067,493	\$88,731,250

NETWORK RADIO—January-June 1952					
1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,699,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,578*	1,821,571*	3,861,882	13,970,123*
June	3,001,314	4,590,536	1,632,977	3,708,014	12,932,841
Total	\$19,403,716	\$29,601,495	\$10,262,680	\$24,183,934	\$83,451,825

* Revised as of July 22, 1952.
 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 and trends.

As against NBC Research's estimate of 16,939,100 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 TVs. Nearly 60% of TV-owning families live in large cities (more than 500,000 pop.), 25% in medium-sized markets (50-500,000), 11% in small towns (2-50,000), 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 TVs 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."

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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."

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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.

McCullom-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.

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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:

	<u>TVs</u>	<u>Home Radios</u>	<u>Portables</u>	<u>Auto</u>	<u>Clock</u>	<u>Total Radios</u>
January.....	404,933	288,723	68,433	195,147	80,152	632,455
February.....	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
April.....	322,878	286,164	110,529	275,250	176,003	847,946
May.....	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks).	361,152	297,669	205,186	246,909	124,489	874,253
TOTAL...	2,318,236	1,831,877	685,085	1,543,877	777,504	4,838,343

Trade Personals: 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 Televidao, Sao Paulo, 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 mgr., heads new Denver office at 1725 Wazee St. . . . Graham R. Treadway, ex-president, Horton-Bristol Mfg. Co., joins LaPointe-Plascomold 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. Hulbert, 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 *Hurricane III* . . . V. S. Mameyeff, Raytheon mgr. 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 mgr., 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 "Videotown" 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 1/2% of TV families plan to buy another, keep old one. According to surveyers, "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.

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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 models—17-in. mahogany, at \$200, blonde \$210; 21-in., \$280, blonde \$290. Consoles, all 21-in., are priced at \$350 open-face; \$375, \$390 & \$400 with doors; models in limed oak, \$360, \$385 & \$410. The 3 new models in DeLuxe group, all 21-in. consoles with doors, are 450, \$460 & \$500 in mahogany, \$470 & \$480 in blonde. Held-over models range from 17-in. table at \$280 to 21-in. fruitwood console at \$550.

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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. McGettrick, ex-Memphis regional mgr., as v.p.-gen.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 . . . Bendix Radio appoints Graybar for San Francisco, Oakland, Fresno, Sacramento, Monterey, Portland, Seattle, Tacoma, Spokane, San Antonio, Boise, Washington, Wilmington, Del., Philadelphia, Harrisburg, Reading, Allentown; and Nash-Kelvinator Sales Corp. for Georgia, Florida, eastern Tennessee . . . 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.

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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.

IN 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.

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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-Tech*.

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*.

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RTMA educational TV committee, headed by Emerson's Benjamin Abrams, who was persuaded by FCC Comr. Henneck 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 B. DuMont; Frank Freimann, Magnavox; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Matt Little, Quam-Nichols; Glen McDaniel, RTMA president; E. F. McDonald, Zenith; Leslie F. Muter; Ross D. Siragusa, Admiral; Robert C. Tait, Stromberg-Carlson; A. D. Plamondon, Indiana Steel Products, RTMA chairman.

Financial & Trade Notes: Sylvania' sales in first half 1952 set new record of \$104,226,623, compared with previous peak of \$103,822,579 for the same period last year. Net income, however, dropped to \$3,398,776 (\$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 \$48,239,162 vs. \$2,165,515 (\$1.11) 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 \$305,838,000 in first 6 months of 1952, exceeding by more than \$3,500,000 previous peak of \$302,333,933 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 \$253,115 (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 govt. orders exceeds \$200,000,000.

Pacific Mercury Television Mfg. Co., now part-owned by Sears Roebuck (Vol. 8:25-26), reports net income of \$5866 (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 \$30,081,049, compared with \$1,042,725 (71¢) on \$19,651,584 same period last year.

Muter Co. earned net profit of \$212,002 (32¢ a share) on sales of \$5,936,453 for first 6 months of 1952 vs. \$459,093 (70¢) 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 \$20,090,703 for preceding year.

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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. 30 to stockholders of record Sept. 12; Standard Coil Products Co., 25¢ Sept. 15 to holders Sept. 5; P. R. Mallory Co., 30¢ 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; Avco, 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.

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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 employes, 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 \$456,082, radio spare parts; American Phenolic, \$986,208, antenna parts; Sentinel Radio, \$700,000, radio spare parts; Crosley, \$616,281, radios; Machlett Laboratories, \$421,845, facilities for production of thyratron tubes; Raytheon, \$338,910, tubes; Supreme Inc., Greenwood, Miss., \$304,158, tube testers. Western Electric, \$5,989,404, transistors & varistors; Motorola, \$1,352,781, radios (3 contracts); Tele King, \$642,155, generators; Litton Industries, \$623,400, tubes. Bureau of Ordnance—Sylvania, \$5,682,925, acquisition of production equipment needed to make VT fuze tubes. Navy—Soundsciber Corp., New Haven, Conn., \$407,388, recorder-reproducers; Hickok Electrical Instrument Co., Cleveland, \$336,912, electronic multimeters; Remington-Rand, Univac digital computer system, value undetermined.

Certificates of necessity for rapid tax write-off of expanded electronic plant facilities approved by DPA June 27-July 10: Western Electric, Winston-Salem, N. C., \$1,500,000 (40% amortization); Packard-Bell, Los Angeles, \$290,000 (40%); Waltham Horological Corp., Lynn, Mass., \$263,674 (55%); Marcus Transformer Co., Hillside, N. J., \$104,300 (40%); RCA, Bloomington, Ind., \$35,857 & Camden, N. J., \$32,939 (both 65%); Eitel-McCullough, San Bruno, Cal., \$33,671 (65%); NuTone Inc., Cincinnati, \$33,716 (70%); A-F Engineering Co., Elizabeth, N. J., \$32,000 (70%); Radax Mfg. Co., Rochelle Park, N. J., \$26,590 (70%); Infra Electronic Corp., Roseland, N. J., \$21,381 (55%); Tektronix Inc., Portland, Ore., \$16,000 (45%).

Donner Corp., investment counselor for Wm. H. Donner family, has acquired control of Air Associates Inc., Teterboro, N. J., whose 3 divisions produce aircraft products, aviation supplies, electronics. W. C. Yarnell, Donner v.p., succeeds C. K. Baxter, president of Donner Corp., as a director of Air Associates.

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. McVity is mgr.

Count of TV Sets-in-Use by Cities

As of July 1, 1952

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

SETS-IN-USE total fell just short of anticipated 18,000,000 as of July 1, NBC Research's monthly report showing 17,983,200. But this time all but 2 of the 109 listed stations are interconnected, and all but 28,200 receivers are now in range of network service.

Increase during June was 355,900, best month of year thus far, comparing with 336,500 for May (Vol. 8:26)—but opening of Denver market and general sales flurry in July should make Aug. 1 report considerably better. Best gainers during June were New York, up 35,000; San Francisco, 19,000; Detroit, 18,000; Pittsburgh, 17,000; Chicago, 15,000; Los Angeles, 15,000; New Haven, 12,000; Indianapolis-Bloomington, 11,000; Houston, 10,000; Philadelphia, 10,000. Following is July 1 count (consult individual stations for their estimates of number of families within respective service areas):

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines).....	1	89,200	Minneapolis-St. Paul.....	2	320,000
Atlanta.....	3	180,000	Nashville.....	1	70,900
Baltimore.....	3	396,000	New Haven.....	1	298,000
Binghamton.....	1	80,000	New Orleans.....	1	102,000
Birmingham.....	2	114,000	New York.....	7	3,040,000
Bloomington (see Indianapolis) 1(a)			Norfolk.....	1	118,000
Boston.....	2	911,000	Oklahoma City.....	1	92,300
Buffalo.....	1(b)	274,000	Omaha.....	2	133,000
Charlotte.....	1	150,000	Philadelphia.....	3	1,062,000
Chicago.....	4	1,185,000	Phoenix.....	1	39,600
Cincinnati.....	3	329,000	Pittsburgh.....	1	465,000
Cleveland.....	3	629,000	Providence.....	1	222,000
Columbus.....	3	216,000	Richmond.....	1	132,000
Dallas.....	2	177,000	Rochester.....	1	151,000
Fort Worth.....	1		Salt Lake City.....	2	75,000
Davenport-Rock Island.....	2	123,000	San Antonio.....	2	84,700
Dayton.....	2	192,000	San Diego.....	1	119,000
Detroit.....	3(c)	704,000	San Francisco.....	3	414,000
Erie.....	1	84,700	Schenectady.....	1	216,000
Grand Rapids & Kalamazoo 1(d)		173,000	Seattle.....	1	155,000
Greensboro.....	1	91,000	St. Louis.....	1	407,000
Houston.....	1	160,000	Syracuse.....	2	168,000
Huntington.....	1	87,000	Toledo.....	1	191,000
Indianapolis & Bloomington 1(a)		276,000	Tulsa.....	1	77,500
Jacksonville.....	1	60,000	Utica.....	1	73,000
Johnstown.....	1	159,000	Washington.....	4	377,000
Kalamazoo (see Grand Rapids) 1(d)			Wilmington.....	1	110,000
Kansas City.....	1	214,000	Total Interconnected.....	107	17,955,000
Lancaster.....	1	155,000	<i>Non-Interconnected Cities</i>		
Lansing.....	1	101,000	Albuquerque.....	1	17,300
Los Angeles.....	7	1,215,000	Brownsville (Matamoros, Mexico).....	1(e)	10,900
Louisville.....	2	143,000	Total Non-Interconnected.....	2	28,200
Memphis.....	1	137,000	Total Interconnected and Non-Interconnected.....	109	17,983,200
Miami.....	1	96,100			
Milwaukee.....	1	341,000			

- (a) Bloomington separately 170,000. Indianapolis separately 244,000.
- (b) Does not include estimated 59,000 sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 37,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 137,000. Kalamazoo separately 145,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

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

Note: TV sets sold in Canada totaled 96,871 up to April 30, 1952, according to Canadian RTMA (Vol. 8:24). 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 CRTMA area count as of last April 30: Windsor 35,732, Toronto-Hamilton 38,133, Niagara Peninsula 16,931, Montreal 547, other areas 5528.

New call letters of Canada's 2 new stations, due on air Sept. 1, were incorrectly stated in Vol. 8:29; they are CBLT, Toronto, and CBFT, Montreal—reverse of way we had them. Same corrections should be made in Directory of TV Stations in Canada and Latin American Countries, p. 36, *TV Factbook No. 15*. We regret the error.

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 assets are listed at \$45,603,000, liabilities \$18,463,000, 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. \$232,000. Bob Hope's assets, incidentally, are listed as \$3,769,000, of which \$2,000,000 is invested in oil leases, \$612,000 securities, \$659,000 govt. 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 Albuquerque, where he manages and (with Time Inc.) owns 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 an 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 Comr. 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 camera, 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 1000 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 Cado-gan, 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."