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OF THE
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AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS** REPORTS

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LIST OF THE 68 NEW TV GRANTS TO DATE: We're asked so often for a handy tabulation of new-station grants, that we've recapitulated our Factbook-&-Addenda lists and carry full tabulation on pp. 7-8. These listings are necessarily abbreviated, and you may want to refer to original applications in Factbook or Addenda for details-- but the essential data, such as city, grantee, channel, powers, etc. are shown.

To the end of this week, there are 68 grants, including the 3 already on air under special temporary authority. There are 13 vhf, 55 uhf. Nine of the construction permits went to non-commercial educational applicants.

If you have TV Factbook No. 15 and our weekly Addenda to date (blue sheets), you could have compiled this list yourself. We suggest you keep it current by simply adding to it the CPs granted each week. We'll again recapitulate every now and then, pending next semi-annual Factbook of Jan. 15, 1953 -- but your weekly reports enable you to maintain your own records very handily.

As for opening-date plans of the grantees, which by their nature are changeable -- particularly in the case of holders of uhf CPs unable to get equipment deliveries -- we shall continue to report on them piecemeal -- getting best information obtainable from the station principals themselves.

5 MORE CPs AS DENVER'S NEW KBTB TESTS: Denver's second outlet, KBTB on Channel 9, began engineering tests from its high Lookout Mt. transmitter site this week under STA granted by FCC authorizing interim power of 12.5 kw. Though juice was turned on Oct. 2, manager Joe Herold says it's too early for field strength reports, may not have anything definite until formal debut Oct. 12 (with CBS-TV service).

That makes third post-freeze station to take the air, second vhf -- first having been Denver's KFEL-TV on Channel 2 last July (Vol. 8:29), second Portland's uhf KPTV Sept. 18 (Vol. 8:38). In both areas, TV set sales are booming (pp. 10-11).

FCC granted 5 more CPs this week -- one vhf, 4 uhf -- as prospects for more new stations before end of year loomed a bit brighter than reported last week (Vol. 8:39). The vhf grant went to Lincoln, Neb., Channel 12 being awarded to Cornhusker Radio & Television Corp., headed by KOLN manager Harold Anderson.

The uhf grants went to: Asbury Park, N.J., Atlantic Video Corp. (Walter Reade theatres), Channel No. 58; Wilkes-Barre, Pa., No. 28 to Louis Baltimore's WBRE (NBC) and No. 34 to WILK (ABC); Saginaw, Mich., WKNX, No. 57.

* * * *

Portland's KPTV, which as the pioneer uhf station is becoming a sort of petted darling of the industry, got an exceptional sendoff Oct. 1 when, just prior to the opening World Series telecast, owner Herbert Mayer's very telegenic 14-year-old daughter Sandra went before NBC-TV cameras to present scroll to RCA's Gen. Sarnoff.

Portland and rest of network first saw and heard FCC chairman Paul Walker welcome KPTV as "a harbinger of the more abundant TV to come." Sarnoff referred to

Mayer's effort as being "in the traditional pioneer spirit of the great Northwest," and likened the opening of "new uhf frontiers" to the Lewis & Clark expedition.

KPTV is now operating from noon to 11 p.m. daily, taking all 4 networks.

* * * *

Note: In reporting last week on probable new stations that may be expected on the air before end of this year -- based on equipment priorities and announced intention to make haste -- we inadvertently omitted to mention that both El Paso grantees, KROD-TV on Channel 4 & KTSM-TV on Channel 9, are trying hard to make it. And this week's dope is that KXLY-TV, Spokane, on Channel 4, is now aiming for start by Thanksgiving, though by no means certain to make it.

Looks at moment like WSBA-TV, York, Pa. (Channel No. 43) and/or WHUM-TV, Reading, Pa. (No. 61) will be next new stations, both aiming for November or at latest Dec. 1 debut. But there's no certainty. Latest grantee to report in our continuing survey of grantee plans is WPAG-TV, Ann Arbor, Mich. (No. 20), whose general manager Edward F. Baughn says he hopes for next April.

And in refutation of our observation last week that the networks and some reps are inclined to be lukewarm toward uhf, there's this announcement from CBS this week: Besides signing Reading's WHUM-TV as an affiliate, CBS-TV states WNOK-TV, Columbia, S.C., will become an affiliate as of Jan. 1.

250 TV APPLICATIONS ARE UNCONTESTED: Looks like clear sailing ahead for plenty of TV grants -- quickly -- as result of FCC's speedup in processing procedure. About 250 applications, or one-third of all those pending, are uncontested and therefore free for grants as soon as Commission can get them processed.

Commission is expected to average 10 grants or more a week -- about double present rate of 5 or 6 -- after speedup goes into effect Oct. 15 (Vol. 8:38). Staff then will temporarily discontinue processing of conflicting applications, and FCC will pass over them, concentrating on cases where immediate grants can be made. Another factor tending to accelerate grants is experience that has now been gained by newcomers to Commission's staff.

Our last week's estimate of "more than 100 CPs this year" now appears quite conservative on basis of present thinking at the Commission. This figure, in fact, could even be doubled by year's end!

FCC is now ready to make grants in cities which already have TV stations, having passed last city on its B-1 priority list this week. While it also must double back and act on applications higher on the list which were filed recently or passed over in recent weeks, it could very well plunge into B-2 list next week or week after. The 30 cities in B-2 are those which have pre-freeze stations and in which the only remaining open channels are uhf.

First B-2 cities which still have uncontested applications are Utica-Rome, N.Y. and Erie, Pa. This week Commission reached 46th city in Group A, Wilkes-Barre.

Group B list will be exhausted before year's end, if it continues to get equal attention with Group A -- freeing FCC to devote all its time to cities which have no TV service. As things stand now, about 35 of the 160-odd cities with one or more uncontested applications are in Group B, some 125 in Group A.

* * * *

Contrasting with brisk progress in uncontested applications are the painfully slow hearings. Applicants who received grants without hearing should thank their lucky stars they were spared the costly and exasperating ordeal begun by Denver and Portland applicants in Washington Oct. 1.

One phase of hearings that doesn't take much time -- so far -- is engineering. Since FCC hasn't yet ruled whether applicants can show number of people they expect to serve, there's scarcely anything left to argue about. This is far cry from FCC's past practice, particularly in AM, wherein an applicant has been known to receive grant because he would serve couple hundred more people than his opponent.

FCC added 2 more examiners this week -- Thomas Donahue and Annie Huntting -- bringing total to 11, most of whom will concentrate on TV. Donahue comes from Hearing Div., Mrs. Huntting from Common Carrier Bureau.

REPORTS ON PORTLAND UHF CONTINUE 'SOLID': No question at all about adequacy of uhf signal in Portland, now that another week of measuring and testing new KPTV's signal has elapsed. Nor is there any question about ability of most receiving units to extract good picture from signal within about 20 miles. Nonetheless, there's spirited competition among proponents of each type of receiving device.

Quite solid coverage out to 25 miles is reported by KPTV consultant Ben Adler who spent considerable time studying reception throughout area. Results are much better than in Bridgeport, he says, largely because of more antenna height.

Enhancing coverage, Adler adds, is fact antenna is tilted down (electrically) 1 degree in all directions, additional 1 degree (mechanically) to east over city. However, signal is still weak at foot of hill on which antenna is located.

Carefully mentioning no brand names, Adler says that some tuners aren't much good where signals are below 1000-2000 uv/m, compared with vhf's lower limit of 100-200 uv/m. But he's quick to point out that 2000 uv/m signal goes out 25-30 miles.

Curiously, simplest receiving antennas seem best, according to Adler. Some, made by companies with excellent reputations, actually produce less gain than simple dipole. Adler attributes this to efforts to cover too many channels.

Another interesting phenomenon is caused by fir trees, no less. Adler reports that firs, in weak signal areas, can completely block signals. Since firs retain needles year around, problem isn't seasonal. Adler says, however, that satisfactory echo or "ghost" can sometimes be found when direct signal is blocked out.

Dr. Allen DuMont is quite pleased with his on-the-spot inspection, finding "reasonably satisfactory service" throughout area. He told us he's satisfied that the few "shadows" behind hills can be licked.

One problem that did arise, Dr. Dumont says, is interference from police and taxi radio. This is being eliminated in new strips supplied by Standard Coil for DuMont's turret tuners.

* * * *

RCA has pulled out all the stops, now that some of its best engineers have completed intensive field strength surveys in Portland.

"Uhf looks better every day", company says in official statement that's as enthusiastic as last week's was guarded (Vol. 8:39). "First optimistic reports from Portland -- which to many seemed almost too good to believe -- are being solidly confirmed as more evidence comes in."

Nearly every street in Portland and main roads 25 miles in every direction were covered, RCA reports, and technicians concluded that primary coverage extends about 20 miles. Secondary coverage runs 30-40 miles north and south, but mountains limit east-west coverage to about 25 miles. Only a few small shadows were found.

RCA is completing report which, it says, "will confirm in every way the early enthusiastic reports of the phenomenal operation of KPTV."

FCC is also considering field strength survey in Portland, may work with Bureau of Standards on project. Commission is anxious for advent of WHUM-TV, Reading, Pa., for high-powered "test tube" nearer Washington.

* * * *

Big fight among manufacturers appears to be between users of turret tuners with replaceable strips and those employing continuous tuners. Philco, for example, placed ads plugging its continuous tuner, saying it's "not a strip-type tuner of questionable performance & limited coverage." Then Admiral, ardent advocate of strip-type, countered: "Why clutter your home with an unsightly converter? You'd laugh at the idea of buying 70 spare tires when all you'll ever need is 1 or 2."

Current sniping aside, engineers generally agree that most of the present uhf devices are interim; that year or 2 will see completely new tuners, built-in and simple to operate, performing as well as present day vhf tuners. These will take new tubes, new components, new circuits.

* * * *

After flurry of KPTV's opening, engineers are now looking forward to cities

with 2 or more uhf stations, to cities with vhf & uhf stations, to higher uhf power, to operation in rougher terrain. Then, they say, will come the final showdown.

To give set makers another uhf proving ground, FCC this week gave Sylvania permission to operate fulltime on its KG2XDU, Emporium, Pa. This will provide engineers both ends of uhf band to work with -- 509-529 mc and 870-890 mc.

Another valuable study is that being completed by RCA, which has measured 842-854 mc at heights of 185, 370, 550 & 735 ft. on WOR-TV tower. RCA has found:

(1) Height doesn't mean much in rough terrain.

(2) Height means even more than theory indicates in built up areas with smoother terrain.

(3) Much more accurate methods of predicting signal levels at various locations and distances have been developed.

RCA hopes to report findings to FCC by end of month. Paper on the experiments will be read at January AIEE meeting in New York.

TV OR NO TV—WNEW GETTING ALONG FINE: Formula for successful radio broadcasting, as described in article titled "WNEW New York: Radio's Little David Doesn't Fear TV" in October Fortune Magazine:

"Whereas the [radio] networks are taking a trouncing from TV because their leading money-making shows are the very type of thing that TV can do better, WNEW specializes in the things TV cannot do as well: a flow of familiar, uncomplicated, unobtrusive music; the unadorned news crisply told every hour; and the short, slick-selling, non-irritating commercial."

Mere mention of TV is supposed to be poison around WNEW, soon going from 10 to 50-kw, but it does all right indeed--one of the top earners in radio. Fortune attributes its success largely to the "vibrant and intuitive" Bernice Judis, general manager and executive v.p. In her early forties, she's "not a woman of the sleek and icy female-executive gender, but an earthy cushiony creature who, answering to the nickname of 'Tudie', flounces around the studio with bracelets jangling and a generous amount of Schiaparelli's Shocking floating in her wake."

Bernice Judis earns about \$65,000 a year at WNEW. With husband Ira Herbert, sales v.p., she owns about 25% of stock in a syndicate headed by Wm. S. Cherry Jr., of the Providence dept. store family which owns WPRO there. Herbert's staff of salesmen, all on 12% commission, earn from \$27,000 to \$50,000 a year, to say nothing of the \$175,000 a year WNEW pays disc jockey Martin Block.

There aren't many like the ebullient Tudie Judis, who rose from \$15-a-week job "sharpening pencils" for the old Arde Bulova-Milton Biow ownership. Nor can many hard-bitten (and hard-hit) managers of AM stations hope to achieve what she demands from her programmers: "All WNEW wants in the way of an audience is most of the people most of the time."

But the article has clinical value for any broadcast manager, relating how it attempts just that. Extremely interesting, since everybody likes to know everybody else's business, are the WNEW profit-&-loss figures -- treated somewhat more superficially than Fortune did those of Milwaukee's WTMJ-TV (Vol. 8:1).

"When TV was yet a pup," in 1948, WNEW sold \$2,540,700 worth of time, earned operating profit of \$655,500, net after taxes of \$332,600, or better than 25% on its investment. In 1949, when gross slipped \$35,000 and operating profit went down a "couple of percentage points," the WNEW management saw the writing on the wall spell "t-e-l-e-v-i-s-i-o-n," as Fortune rather cutely puts it. But in 1950 sales soared to \$2,780,600, gross profit to \$839,600, net \$358,400. Sales fell off in 1951 to \$2,730,900 but the "villain" wasn't TV; it was the Hackensack River flood that silenced its transmitter for several days.

Operating on a fiscal October-to-October basis, first 6 months of 1952 saw station's sales at \$1,429,800, highest for any comparable period in its history. "There is no certain way," says Fortune, "of proving WNEW's boast that it has clobbered the network Goliaths. But it is significant that WNEW has enough confidence to expose its figures for its competitors to top -- if they can."

AFTER 9 MONTHS of TV's most radical program experiment—the much-discussed *Today*, with Dave Garroway, Mon.-thru-Fri., 7-9 a.m. on NBC-TV—it's apparent that enough people will look-&-listen that early in the morning to pay off for sponsor, network and stations. It's now a fixture on NBC-TV, which in first 6 months grossed some \$1,500,000 in participation sales, and it's paying off for some of 38 stations now carrying it.

That's the word from the network, which started the show last Jan. 14 (Vol. 7:50 & 8:3) with 31 outlets as a "noble experiment" conceived by TV v.p. Pat Weaver, who seriously and loftily averred that it would elevate the "habit patterns" of America.

Budgeted at \$25,000 per week, show now has staff of 30, has had up to 24 participating sponsors, enjoys American Research Bureau ratings which network claims have gone up to 8, seldom below 6. Best of all, it has confounded the critics, who had predicted a faint future for it.

One network owned-&-operated station is reputed to be deriving \$4000 a week from sponsorships in the 7:55-8 a.m. cut-in period left for locals; other affiliates tell us variously that they're doing all right, though a few haven't made it pay yet.

As we did last winter, when we felt the opinion of hard-headed station owners & managers was worth more than that of columnists, competitors and ourselves (Vol. 8:5), we've written station operators again to ask whether show has clicked with audience, whether it is paying off, whether they see good future for 7-9 a.m. telecasting. We wrote to 12 telecasters, got 10 replies.

All but one stated the show has clicked; some said they're doing all right with it already, financially; others only so-so or not so good. All foresaw a good future for it. So far as we can learn, no one has dropped it, no one intends to do so. No one seems to doubt that, just as early-morning radio has been a revenue bonanza, so will early-morning TV. Excerpts from replies:

H. Dean Fitzer, WDAF-TV, Kansas City: "One of TV's greatest program achievements. These are summer 'dog days' [August] and for this reason there are holes in the program so far as sponsorship is concerned, but I predict the fall and winter season will reveal a great change in this regard."

George M. Burbach, KSD-TV, St. Louis: "At present we have 51 participations per week sold in *Today*, with

very little turnover; rating-wise, the program is quite satisfactory with an 8 a.m. .3%."

Nathan Lord, WAVE-TV, Louisville: "The program has more viewers than the combined viewing of any other 2 programs between 9 a.m. & noon. If it was not a commercial success, we would have dropped it long ago."

Aldo DiDominicis, WNHC-TV, New Haven: "It definitely makes 7-9 a.m. operation worthwhile."

Willard E. Walbridge, WWJ-TV, Detroit: "It leads all other morning offerings and has in general lived up to its high objectives."

Clair McCollough, WGAL-TV, Lancaster: "It's worthwhile commercially, both as to network revenues and local sales."

Frank Fogarty, WOW-TV, Omaha: "I think *Today* will be here tomorrow and the day after tomorrow and the day after that. It is appealing to high-calibre TV viewers. As you probably know, the program is sold at a low rate [but] I am sure it pays our overhead for the early morning operation but doubt that network revenue has yet returned us any profit. To date, we have had little success with local time sales."

Kenneth Hance, KSTP-TV, St. Paul: "We are pleased with the show. It does make 7-9 a.m. operation worthwhile even with the limited income we receive from each NBC participant. Sales of our local portion have not come up to expectations, but I blame this on ineptness of our selling force."

Leslie H. Peard, WBAL-TV, Baltimore: "*Today* has clicked with our audience, but it's no great smash. We just about break even, with most of the income from the network. We have made few local and national spot sales in the program. Despite this, we believe it has an excellent future for the long pull."

Robert E. Dunville, WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton: "It has not clicked with our audience. Our 7-9 a.m. commercial operation was better before the advent of *Today* than it is today, but we operated from 7:30 a.m. prior to the inauguration of the network program. In spite of this, I see a good future for the operation of commercial programs from 7-9 a.m. Whether *Today* is the answer or not is something that only time will tell. My personal opinion is that NBC is doing a good job [but] literally doing it the hard way, which is bound to result in the typical network confusion."

Personal Notes: Staff of new KPTV, Portland, Ore., temporarily managed by owner Herbert Mayer, with aid of his WXEL executives Franklyn Snyder and Tom Friedman, now comprises 22, of whom 18 are local; list includes Russell Olsen, ex-WEWS, chief engineer; Wm. McAllister, ex-RCA Bridgeport, chief transmitter engineer; Frank Opra, ex-WXEL, film director; Charles White, Portland, sales . . . Arthur Scheiner named chief of FCC Rules & Standards Div., succeeding Paul Dobin . . . Rudy Bretz, who helped plan and build WCBS-TV & WPIX and trained staffs of new CBC stations in Toronto & Montreal, has opened own TV programming and production consulting service at Croton-on-Hudson, N. Y.; phone Croton 1-3478 . . . A. H. Constant has resigned as program mgr. of KRON-TV, San Francisco, to become gen. mgr. of new Channel 7 station sought in Denver by Denver Television Co. (Wolfberg theatre interests), now in hearing; Tom Morrissey, ex-KFEL chief engineer, also joins Wolfberg . . . J. Glen Taylor, v.p. of General Teleradio Inc., recently General Tire's Washington representative, elected to board of Mutual . . . Joseph H. McConnell, NBC president, to represent communications field at Manhattan College's centennial symposium Oct. 23, devoted to "America to Be" . . . H. Norman Neubert, ex-NBC, joins Lever Bros. as brand adv. mgr. for Surf & Swan . . . E. R. Vadeboncoeur succeeds Col. Harry C. Wilder, retiring (Vol. 8:39), as chief

executive of WSYR & WSYR-TV, Syracuse . . . Tom Hicks, ex-Dancer-Fitzgerald-Sample Inc., now program mgr. of WDSU & WDSU-TV, New Orleans . . . Norman S. Brett named DuMont Network sales promotion mgr. . . . John Boyle, TV director, WAVE-TV, Louisville, named TV-radio director in adv. dept., Reynolds Metals Co.; successor is George Patterson, program director . . . W. T. Dowding, ex-J. Walter Thompson Ltd. radio mgr. and onetime RCA engineer, named engineering director; J. M. Savage, ex-BBC, named TV production coordinator of S. W. Caldwell Ltd., 447 Jarvis St., Toronto . . . Richard D. Johnson, ex-NBC, named TV-radio operations supervisor, Illinois Institute of Technology . . . Julius Cohen rejoins George C. Davis engineering firm after 9-month tour of duty with Signal Corps . . . George Duram, ex-C. E. Hooper Inc., now media director of Geyer Adv. Inc., named v.p. in revamp of old Geyer, Newell & Ganger agency . . . C. Richard Evans, v.p. & gen. mgr. of KSL & KSL-TV, Salt Lake City, an engineer who supervised the TV construction, has been appointed v.p. & gen. mgr. of KGMB, Honolulu, holder of CP for TV, and its companion KHBC, Hilo; stations are part-owned by *Honolulu Star-Bulletin*, part by Mormon Church, with J. Howard Worrall as president . . . Charles H. Singer promoted to chief engineer of WOR & WOR-TV, Newland F. Smith director of general engineering, in changes effected by MBS engineering v.p. Earl Johnson.

Telecasting Notes: The edge, so far as "TV personality" goes, apparently is held by Gen. Eisenhower, though situation is fluid and can change still more. Both Pulse and Trendex surveys of Eisenhower's Sept. 4 campaign opener from Philadelphia and Gov. Stevenson's Sept. 5 from Denver rate former highest . . . Pulse gave Eisenhower an audience rating of 13.3 in N. Y., 13.6 in Chicago, 20.5 in Baltimore; Stevenson 8, 10.6 & 13.8 in same cities. Trendex 10-city check gave Eisenhower 23.9, Stevenson 6.4, though noted that former followed an extremely popular program . . . "TV strategy" is playing big part in campaign, with Democrats planning more "fireside chats" for their candidate, GOP preparing to release series of 20-sec. spot films in which Eisenhower replies to man-in-the-street questions; these will be concentrated mainly in 12 key states lost by Republicans in 1948 . . . GOP also has set of films for local campaigns, first 10-sec. occupied by Eisenhower, rest by local candidates; this is BBDO-Kudner project, with animations and jingles . . . This is the \$2,000,000 TV-radio campaign about which there was so much newspaper talk this week, idea being conceived by Rosser Reeves, of Ted Bates agency; despite GOP denials, there's plan to use TV-radio spots heavily as campaign approaches climax, depending on funds for purpose that can be raised by National Citizens for Eisenhower Committee . . . Stevenson has made some 1-min. & 15-min. films to be placed thru local Volunteers for Stevenson, and Democrats plan to continue documentary-type programs already tried . . . Ex-FCC chairman Paul Porter warned telecasters & broadcasters they may be forced to provide free program time for all major political candidates if they allow themselves to be dominated by "the party with the largest purse." He cited proposals from Congressmen of both parties for such a move . . . 3-hour political telethon, despite unfavorable results in Wisconsin & Utah (Vol. 8:38), was undertaken Sept. 30 by Michael DiSalle, Ohio Democratic candidate for Senator, who answered studio audience and telephoned queries on WLWT, Cincinnati, which fed program locally to WCPO & WCPO-TV, and was picked up by WKRC-TV, other local station, for 30 min. to hour . . . Prospective TV licensees in the 2 Carolinas invited by 3-year-old WBTV, Charlotte, to participate in TV Clinic at

station Oct. 22-23; panels on all phases of station operation, rehearsals & telecasts of live shows, inspection of Spencer Mt. transmitter, will be followed by banquet to be addressed by FCC Chairman Walker . . . Following lead of WOR-TV in specialization to meet network competition (Vol. 8:39), *Chicago Tribune's* WGN-TV will promote Monday as sports night—beginning Oct. 6—with all-sponsored 3 hours of films & commentaries on football & boxing from 8 to 11 . . . "Think stuff"—once projected as *Operation Frontal Lobe*—holds its own at NBC-TV despite retrenchments, with half-hour filmed "sittings" by Robert Frost, Carl Sandburg and Frank Lloyd Wright definitely set and plans afoot to get Winston Churchill, Max Beerbohm, Bernard Berenson and other notables; reactions to initial show, a Bertrand Russell interview, were so good that sustaining interview series will be continued . . . Editorial announcing *Louisville Courier-Journal's* endorsement of Stevenson read over newspaper's own station WHAS-TV night before publication Sept. 25 by president Barry Bingham, who then answered 69 questions phoned in by viewing audience; Bingham, incidentally, was naval aide on Eisenhower's London staff during war . . . National Catholic Welfare Conference News Service, Washington, offering weekly 15-min. news-script for use by TV & radio stations . . . N. Y. Philharmonic signed for CBS-Radio sponsorship by Willys-Overland in big \$1,000,000 time-&-talent deal this week; 28 Sun. 2:30-4 p.m. broadcasts scheduled starting Oct. 19, thru Ewell & Thurber . . . NBC Washington completes moving of offices and studios (including v.p. Frank Russell headquarters) and integration of all WNBW & WRC operations, at Wardman Park Hotel as of Oct. 15; new phone no. is Adams 5400 . . . WXEL, Cleveland, which also takes DuMont and some CBS programs, announced by ABC-TV this week as a primary affiliate . . . CBS-TV's giant new "Television City" in Hollywood observed its first origination Oct. 3—*My Friend Irma*, 8:30-9 p.m.; NBC-TV's new Hollywood studios open Oct. 4 with *All-Star Review* . . . Oct. 1 rate increases: WJIM-TV, Lansing, raised Class A hour rate from \$475 to \$525, one-min. from \$75 to \$100; WJAR-TV, Providence, from \$750 to \$850 and \$115 to \$135; WSAZ-TV, Huntington, from \$360 to \$400 and \$72 to \$84.

Network Accounts: Timebuying by political parties, with exception of some advance time options, is generally "played by ear" as campaign progresses—but this week the Democratic National Committee placed definite order for 9 half hours on DuMont Network of 64 stations, all 10:30-11 p.m., EST, Gov. Stevenson speaking from St. Louis, Oct. 9; Salt Lake City, Oct. 14; Los Angeles, Oct. 16; Cleveland, Oct. 23; Boston or Pittsburgh, Oct. 25; New York, Oct. 28; Pittsburgh or Boston, Oct. 30; Chicago, Nov. 1; windup, probably from Springfield, Nov. 3. Agency is Joseph Katz Co. . . . Lionel Corp. (electric trains) starts *All Aboard* Oct. 19 on CBS-TV, Sun. 12-15-12:30 p.m., thru Buchanan & Co. . . . Philip Morris starts *My Little Margie* Oct. 4 on NBC-TV, Sat. 7:30-8, thru Biow . . . Longines-Wittnauer Watch Co. will sponsor annual *Thanksgiving & Christmas Festivals* on CBS-TV, 5-6, thru Victor A. Bennett . . . Plymouth will sponsor *East-West Shrine football game* Dec. 27 on DuMont, thru N. W. Ayer . . . F. W. Woolworth Co. (5 & 10 chain) sponsors *Tournament of Roses* New Year's Day from Pasadena on NBC-TV, Thu. 12:30-1:30 p.m., thru Lynn Baker . . . Gillette will sponsor Orange Bowl football game from Miami Jan. 1 on CBS-TV, Thu., thru Maxon . . . Buick's new show, taking *Texaco Star Theatre* period every fourth Tue. starting Oct. 7 on NBC-TV, 8-9, is *Buick Circus Hour*, musical with Joe E. Brown . . . Serutan extends sponsorship of *Life Begins at 80* on DuMont, Fri. 9-9:30, for 3 years thru Franklin Bruck Adv. CIO Political Action Committee sponsoring *People's Political Poll* on 35 stations, thru Henry J. Kaufman Adv.

Station Accounts: Princeton Film Center reports filming of TV commercials for Stanley Works (home power tools), thru Horton Noyes Co., Providence; Black & Decker Mfg. Co. (electric tools), thru Van Sant, Dugdale, Baltimore; Blue Cross, thru Gray & Rogers; Royal Bedding Co. First 2 placing *The Handyman* series, with Norman Brokenshire . . . Tea Council's fall & winter ad budget will be devoted exclusively to TV, following test survey in Syracuse; 20-week spot schedule begins Nov. 3 thru Leo Burnett Co. in N. Y., Chicago, Los Angeles, Philadelphia, Detroit, Pittsburgh, Boston, Washington, Baltimore, Providence . . . Pacific Borax's new 30-min. films, *Death Valleys Days*, now being placed in nearly all TV markets for 52 weeks, thru McCann-Erickson, reputed to be costing advertiser \$2,750,000 for time, talent & production . . . Miller Brewing Co. (High Life Beer) now placing *March of Time Through the Years* in 45 markets, including new CBC outlets in Toronto and Montreal, thru Matthisson Adv., Milwaukee . . . Among other advertisers reported using or preparing to use TV: Southern California Gas Co., thru McCann-Erickson, Los Angeles; Lawry Products Inc. (seasoned salt & garlic spread), thru California Adv., Los Angeles; Procter & Gamble (Pert home permanent), thru Biow Co., N. Y.; Dawson's Brewery Inc., thru Bresnick Co., Boston; Croton Watch Co., thru Doyle Dane Bernbach, N. Y.; Maple Island Inc. (Maple Island dry milk), thru Olmstead & Foley Adv., Minneapolis; Saladmaster Sales Inc. (kitchen tools), thru Ted Workman Adv., Dallas; Flako Products Corp. (Flakorn pancake mix), thru H. B. LeQuatte Inc., N. Y.

List of the 68 New TV Grants to Date

CPs Issued by FCC to Oct. 4, 1952

Star (★) indicates station already in operation under STA. Dagger (†) denotes non-commercial educational grantee. BPCT number is FCC file reference. Factbook or Addenda reference (in parentheses) indicates issue in which original application with more complete data is digested.

ALABAMA

WKAB-TV, Mobile—Pursley Bcstg. Service (WKAB). UHF Channel 48 granted 8-6-52; 22.5-kw visual, 12-kw aural, 250-ft. BPCT-988. (TV Factbook No. 15.)

WCOV-TV, Montgomery—Capital Bcstg. Co. (WCOV). UHF Channel 20 granted 9-17-52; 88-kw visual, 44-kw aural, 520-ft. BPCT-822. (TV Factbook No. 15.)

ARKANSAS

NEW, Little Rock—Little Rock Telecasters. UHF Channel 17 granted 9-17-52; 22-kw visual, 12.5-kw aural, 490-ft. BPCT-1160. (Addenda 15-F.)

CALIFORNIA

KMJ-TV, Fresno—McClatchy Bcstg. Co. (KMJ). UHF Channel 24 granted 9-17-52; 105-kw visual, 53-kw aural, 1980-ft. BPCT-449. (TV Factbook No. 15.)

† NEW, Los Angeles—University of Southern California, Allan Hancock Foundation (KUSC). UHF Channel 28 granted 8-28-52; 46-kw visual, 26-kw aural, 2910-ft. BPET-14. (Addenda 15-C.)

COLORADO

★ KBTB, DENVER—Colorado Television Corp. (KVOD). Channel 9 granted 7-9-52; on air 10-2-52; 240-kw visual, 120-kw aural, 946-ft. BPCT-933. (Addenda 14-X.)

KDEN, Denver—Empire Coil Co. Inc. UHF Channel 26 granted 7-9-52; 105-kw visual, 52-kw aural, 1040-ft. BPCT-921. (Addenda 14-W.)

★ KFEL-TV, DENVER—Eugene P. O'Fallon Inc. (KFEL). Channel 2 granted 7-9-52; on air 7-18-52; 56-kw visual, 28.5-kw aural, 780-ft. BPCT-691. (Addenda 14-T.)

NEW, Denver—Mountain States Television Co. UHF Channel 20 granted 9-17-52; 89-kw visual, 53-kw aural, 440-ft. BPCT-1063. (Addenda 15-B.)

CONNECTICUT

WSJL, Bridgeport—Harry L. Liftig. UHF Channel 49 granted 8-13-52; 99-kw visual, 60-kw aural, 660-ft. BPCT-1019. (Addenda 15-A.)

WICC-TV, Bridgeport—Southern Connecticut & Long Island Television Co. UHF Channel 43 granted 7-9-52; 81-kw visual, 46-kw aural, 700-ft. BPCT-944. (Addenda 14-Y.)

WKNB-TV, New Britain—New Britain Broadcasting Co. (WKNB). UHF Channel 30 granted 7-11-52; 180-kw visual, 90-kw aural, antenna 920-ft. BPCT-870. (Addenda 14-Y.)

FLORIDA

WITV, Fort Lauderdale—Gerico Investment Co. (WBRD). UHF Channel 17 granted 7-30-52; 18.5-kw visual, 11-kw aural, 420-ft. BPCT-994. (TV Factbook No. 15.)

WFTL-TV, Fort Lauderdale—Gore Publishing Co. (WFTL). UHF Channel 23 granted 7-30-52; 100-kw visual, 56-kw aural, 270-ft. BPCT-997. (TV Factbook No. 15.)

ILLINOIS

WEEK-TV, Peoria—West Central Bcstg. Co. (WEEK). UHF Channel 43 granted 8-28-52; 175-kw visual, 88-kw aural, 550-ft. BPCT-701. (TV Factbook No. 15.)

NEW, Rockford—Winnebago Television Corp. UHF Channel 39 granted 9-10-52; 15.5-kw visual, 9.2-kw aural, 640-ft. BPCT-1052. (TV Factbook No. 15.)

INDIANA

WSET-TV, South Bend—South Bend Tribune (WSBT). UHF Channel 34 granted 8-28-52; 170-kw visual, 88-kw aural, 540-ft. BPCT-1017. (TV Factbook No. 15.)

KANSAS

† KSAC-TV, Manhattan—Kansas State College of Agriculture & Applied Science (KSAC). Channel 8 granted 7-24-52; 52-kw visual, 26-kw aural, 450-ft. BPET-1. (TV Factbook No. 15.)

KENTUCKY

WPTV, Ashland—Polan Industries. UHF Channel 59 granted 8-13-52; 250-kw visual, 130-kw aural, 470-ft. BPCT-1009. (TV Factbook No. 15.)

LOUISIANA

WAFB-TV, Baton Rouge—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). UHF Channel 28 granted 8-13-52; 225-kw visual, 115-kw aural, 490-ft. BPCT-1026. (TV Factbook No. 15.)

MASSACHUSETTS

WSEE-TV, Fall River—New England Television Co. Inc. UHF Channel 46 granted 9-4-52; 19.5-kw visual, 9.8-kw aural, 400-ft. (Addenda 15-A.)

WHYN-TV, Holyoke—Hampden-Hampshire Corp. (WHYN). UHF Channel 55 granted 7-9-52; 65-kw visual, 35-kw aural, 990-ft. BPCT-463. (Addenda 14-W.)

WNBH-TV, New Bedford—E. Anthony & Sons Inc. (WNBH). UHF Channel 28 granted 7-9-52; 200-kw visual, 100-kw aural, 490-ft. BPCT-217. (Addenda 14-Y.)

WWLP, Springfield—Springfield Television Broadcasting Corp. UHF Channel 61 granted 7-9-52; 115-kw visual, 58-kw aural, 980-ft. BPCT-955. (Addenda 14-Y.)

MICHIGAN

NEW, Ann Arbor—Washtenaw Bcstg. Co. Inc. (WPAG). UHF Channel 20 granted 9-25-52; 1.75-kw visual, .93-kw aural, 340-ft. BPCT-1119. (TV Factbook No. 15 & Addenda 15-I.)

WCTV, Flint—Trans-American Television Corp. UHF Channel 28 granted 7-9-52; 17.5-kw visual, 8.7-kw aural, 490-ft. BPCT-930. (Addenda 14-X.)

NEW, Saginaw—Lake Huron Bcstg. Corp. (WKNX). UHF Channel 57 granted 10-1-52; 1-kw visual, .6-kw aural, 470-ft. BPCT-1200. (Addenda 15-G & 15-H.)

MISSISSIPPI

WJTV, Jackson—Mississippi Publishers Corp. UHF Channel 25 granted 9-10-52; 205-kw visual, 105-kw aural, 490-ft. BPCT-719. (TV Factbook No. 15 & Addenda 15-F.)

NEBRASKA

NEW, Lincoln—Cornhusker Radio & Television Corp. (KDLN). Channel 12 granted 10-1-52; 21.5-kw visual, 11-kw aural, 310-ft. BPCT-1044. (Addenda 15-B & 15-J.)

NEW JERSEY

NEW, Asbury Park—Atlantic Video Corp. UHF Channel 58 granted 10-1-52; 100-kw visual, 50-kw aural, 470-ft. BPCT-1213. (Addenda 15-G.)

NEW YORK

† WRTV, Albany—University of the State of New York. UHF Channel 17 granted 7-24-52; 205-kw visual, 110-kw aural, 1410-ft. BPET-3. (TV Factbook No. 15.)

† WQTV, Binghamton—University of the State of New York. UHF Channel 46 granted 8-13-52; 200-kw visual, 105-kw aural, 540-ft. BPET-11. (TV Addenda 15-B.)

† WTVF, Buffalo—University of the State of New York. UHF Channel 23 granted 7-24-52; 205-kw visual, 105-kw aural, antenna 630-ft. BPET-4. (TV Factbook No. 15.)

† WGTW, New York—University of the State of New York. UHF Channel 25 granted 8-13-52; 205-kw visual, 110-kw aural, 680-ft. BPET-5. (TV Factbook No. 15.)

† WROH, Rochester—University of the State of New York. UHF Channel 21 granted 7-24-52; 205-kw visual, 105-kw aural, antenna 700-ft. BPET-6. (TV Factbook No. 15.)

† WHTV, Syracuse—University of the State of New York. UHF Channel 43 granted 9-17-52; 200-kw visual, 105-kw aural, 560-ft. BPET-7. (TV Factbook No. 15.)

OHIO

WAKR-TV, Akron—Summit Radio Corp. (WAKR). UHF Channel 49 granted 9-4-52; 145-kw visual, 73-kw aural, 320-ft. BPCT-230. (TV Factbook No. 15.)

WMAC-TV, Massillon—Midwest TV Co. UHF Channel 23 granted 9-4-52; 99-kw visual, 50-kw aural, 430-ft. BPCT-1010. (Addenda 15-A.)

WUTV, Youngstown—Polan Industries. UHF Channel 21 granted 9-19-52; 170-kw visual, 85-kw aural, 530-ft. BPCT-948. (TV Factbook No. 15 & Addenda 15-G.)

WFMJ-TV, Youngstown—Vindicator Printing Co. (WFMJ). UHF Channel 73 granted 7-9-52; 175-kw visual, 89-kw aural, 960-ft. BPCT-259. (Addenda 14-S.)

WKBN-TV, Youngstown—WKBN Broadcasting Corp. (WKBN). UHF Channel 27 granted 7-9-52; 200-kw visual, 100-kw aural, 510-ft. BPCT-275. (Addenda 14-P.)

OREGON

★ KPTV, PORTLAND—Empire Coil Co. UHF Channel 27 granted 7-9-52; on air 9-18-52; 87.9-kw visual, 43.9 aural, 1023-ft. BPCT-925. (Addenda 14-W & 15-I.)

PENNSYLVANIA

NEW, Harrisburg—WHP Inc. (WHP). UHF Channel 55 granted 9-25-52; 240-kw visual, 120-kw aural, 920-ft. BPCT-192. (TV Factbook No. 15 & Addenda 15-B.)

WKST-TV, New Castle—WKST Inc. (WKST). UHF Channel 45 granted 9-4-52; 20.5-kw visual, 10.5-kw aural, 370-ft. BPCT-985. (TV Factbook No. 15.)

WHUM-TV, Reading—Eastern Radio Corp. (WHUM). UHF Channel 61 granted 9-3-52; 260-kw visual, 135-kw aural, 1780-ft. BPCT-268. (TV Factbook No. 15 & Addenda 15-G.)

WEEU-TV, Reading—Hawley Bcstg. Co. (WEEU). UHF Channel 33 granted 9-3-52; 225-kw visual, 120-kw aural, 1030-ft. BPCT-239. (TV Factbook No. 15 & Addenda 15-G.)

WTVU, Scranton—Appalachian Co. UHF Channel 73 granted 8-13-52; 11-kw visual, 5.9-kw aural, 760-ft. BPCT-506. (Addenda 15-A.)

WGBI-TV, Scranton—Scranton Bcstrs. Inc. (WGBI). UHF Channel 22 granted 8-13-52; 290-kw visual, 150-kw aural, 1170-ft. BPCT-780. (TV Factbook No. 15.)

NEW, Wilkes-Barre—Louis G. Baltimore (WBRE). UHF Channel 28 granted 10-1-52; 1000-kw visual, 500-kw aural, 1220-ft. BPCT-134. (TV Factbook No. 15.)

NEW, Wilkes-Barre—Wyoming Valley Bcstg. Co. (WILK). UHF Channel 34 granted 10-1-52; 250-kw visual, 130-kw aural, 1010-ft. BPCT-231. (TV Factbook No. 15.)

WNOW-TV, York—Helm Coal Co. (WNOW). UHF Channel 49 granted 7-9-52; 96-kw visual, 54-kw aural, 470-ft. BPCT-356. (Addenda 14-V.)

WSBA-TV, York—Susquehanna Broadcasting Co. (WSBA). UHF Channel 43 granted 7-9-52; 170-kw visual, 86-kw aural, 530-ft. BPCT-302. (Addenda 14-U.)

SOUTH CAROLINA

WCOS-TV, Columbia—Radio Columbia (WCOS). UHF Channel 25 granted 9-17-52; 89-kw visual, 45-kw aural, 650-ft. BPCT-1074. (TV Factbook No. 15.)

(Continued on next page)

WNOK-TV, Columbia—Palmetto Radio Corp. (WNOK). UHF Channel 67 granted 9-17-52; 680-kw visual, 340-kw aural, 590-ft. BPCT-764. (TV Factbook No. 15 & Addenda 15-D.)

TENNESSEE

NEW, Chattanooga—Chattanooga T-V Inc. (WMFS). UHF Channel 49 granted 8-20-52; 20-kw visual, 10-kw aural, 460-ft. BPCT-980. (TV Factbook No. 15.)

WTVT, Chattanooga—Tom Potter. UHF Channel 43 granted 8-20-52; 275-kw visual, 140-kw aural, 1270-ft. BPCT-1043. (Addenda 15-B.)

TEXAS

KCTV, Austin—Capital City Television Co. UHF Channel 18 granted 7-11-52; 210-kw visual, 105-kw aural, 320-ft. BPCT-785. (Addenda 14-X.)

KTVA, Austin—Tom Potter. UHF Channel 24 granted 8-20-52; 280-kw visual, 145-kw aural, 640-ft. BPCT-1037. (Addenda 15-B.)

KTBC-TV, Austin—Texas Broadcasting Corp. (KTBC). Channel 7 granted 7-11-52; 102.9-kw visual, 51.45-aural, 740-ft. BPCT-876. (Addenda 14-W & 15-G.)

KROD-TV, El Paso—Roderick Bcstg. Corp. (KROD). Channel 4 granted 7-30-52; 56-kw visual, 28-kw aural, 1050-ft. BPCT-673. (TV Factbook No. 15.)

KTSM-TV, El Paso—Tri-State Bcstg. Co. Inc. (KTSM). Channel 9 granted 8-13-52; 64-kw visual, 32-kw aural, minus-60-ft. BPCT-999. (TV Factbook No. 15.)

† KUHT, Houston—University of Houston: Houston Independent School District (KUHF-FM). Channel 8 granted 8-20-52; 30.2-kw visual, 15.4-kw aural, 310-ft. BPET-9. (TV Factbook No. 15.)

VIRGINIA

WSLS-TV, Roanoke—Roanoke Bcstg. Corp. (WSLS). Channel 10 granted 9-10-52; 250-kw visual, 125-kw aural, 1970-ft. BPCT-855. (TV Factbook No. 15.)

WROV-TV, Roanoke—Radio Roanoke Inc. (WROV). UHF Channel 27 granted 9-17-52; 105-kw visual, 62-kw aural, 670-ft. BPCT-689. (TV Factbook No. 15 & Addenda 15-B.)

WASHINGTON

KXLY-TV, Spokane—KXLY-TV (partnership) (KXLY). Channel 4 granted 7-11-52; 100-kw visual, 55-kw aural, 840-ft. BPCT-972. (Addenda 14-Y.)

KHQ-TV, Spokane—KHQ Inc. (KHQ). Channel 6 granted 7-11-52; 100-kw visual, 55-kw aural, 940-ft. BPCT-885. (Addenda 14-U.)

TERRITORIES

KGMB-TV, Honolulu, Hawaii—Hawaiian Bcstg. System Ltd. (KGMB). Channel 9 granted 8-6-52; 35-kw visual, 17.5-kw aural, 1770-ft. BPCT-1004. (Addenda 15-A.)

WKAQ-TV, San Juan, Puerto Rico—El Mundo Bcstg. Corp. Channel 2 granted 7-28-52; 100-kw visual, 50-kw aural, 1280-ft. BPCT-952. (TV Factbook No. 15.)

CLOSED-CIRCUIT TV system serving Minot, N. D.—believed to be first of its kind in U. S.—is paying off for AM station KCJB in both money and TV experience. Operated by a CBS affiliate which also owns KSJB, Jamestown, N. D. and is applying for TV in Minot and Fargo, N. D., setup differs from conventional community antenna systems in that all programs are locally originated.

The service operates 9 hours daily except Sunday, its most popular program material being sports. All home games of local baseball team were televised this summer, high school and college football games are now the principal fare, and basketball will be covered in season. Also shown is an hour of films daily, mostly sport shorts. Simulcasts of local AM programs—including 30 minutes of music by staff band and half-hour home economics show—also draw good audiences, reports president John W. Boler. "When we have nothing else," he adds, "we televise the announcer playing records for 3 hours a day."

System has about 50 paying subscribers, but Mr. Boler estimates potential circulation at 300 to 500 within next 3 months. Many sets are now in business establishments and store windows, where televised sports draw large crowds. Says Mr. Boler: "We are not selling advertising on the TV, but of course our AM sponsors enjoy the benefit of the TV audience." Business establishments which don't advertise on AM station are charged \$200 for the TV installation, plus \$25 a month. Advertisers pay \$100 installation, no monthly fee. Charge for residences is \$110 installation, \$10 a month; multiple dwellings \$67.50 & \$5.

"The purpose of establishing this operation," says Mr. Boler, "principally was to train our staff and to learn how to produce low-budget programming for TV with limited audience. If we are going to have TV stations in North Dakota, where we have limited population, they will have to be operated with a small staff who will double in brass."

Has experiment been successful? Replies Mr. Boler: "We think we have the formula for small-town TV, but we still have to prove it. So far with our closed circuit we are ahead financially. We are learning at the same time—so how can we lose?"

San Diego interests, notably new TV station applicants, preparing to dispute new Mexican-licensed station XEAC-TV's projected San Diego studios and proposed hookup with U. S. networks. Station is being built in nearby Tijuana, assigned Channel 6, due on air in early November (Vol. 8:39).

Cuban Ministry of Communications has barred *Ante La Prensa*, a sort of "Meet the Press" program on CMQ-TV, on grounds that it violates decrees for Sunday rest for journalists. Emilio Ochoa, anti-govt. leader, recently was fined \$1000 and jailed for 18 days for seeking to incite to rebellion by his remarks on the program.

HIGH TOWERS permitted by new allocation report shouldn't necessitate any changes in FCC rules governing clearance procedures by airspace subcommittees. This advice was submitted to FCC and CAA Sept. 29 by unofficial group representing organizations in telecasting and aviation industries as well as staff members of FCC, CAA and other interested govt. agencies. With virtually no changes, group approved report prepared by working committee which studied subject 4 months (Vol. 8:17, 19-20, 22, 30, 35).

In effect, group decided new allocation report necessitates new rules to tell airplanes where and how to fly—rather than new rules to tell telecasters where and how to build towers (Vol. 8:35). Only FCC rule-making suggested in report was proposal for new rules for obstruction marking and lighting of antenna structures. In line with report, CAA is expected to hold hearings on new obstruction clearance procedures for aircraft.

Only discordant note in Sept. 29 hearing was strong protest by consulting engineer A. Earl Cullum, Dallas, against portions of report. He leveled his fire at statistics indicating no more than 5% of TV towers will exceed 1000 ft., said most applications for big city stations hadn't been submitted to FCC when report was written. Bulk of high tower applications are yet to come in, he said, therefore the statistics are misleading.

Telecasters and broadcasters are invited to submit nominations for 1952 awards of Alfred I. duPont Foundation presented annually to TV or radio news commentator for excellence in reporting, and one each to a TV or radio station under and over 5000-watt power. Nominations for \$1000 cash prizes and citations should be submitted by Dec. 31 to the curator, Alfred I. duPont Awards Foundation, Washington & Lee University, Lexington, Va. Judges are Mrs. Jessie Ball duPont, who established awards in 1942 in honor of her husband; W&L president Dr. Francis P. Gaines; *Washington Star* editor Ben McKelway; Dr. Hadley Cantril, director of Princeton's Office of Public Opinion Research; Mrs. Oscar A. Ahlgren, president of General Federation of Women's Clubs.

Seventh Statler hotel equipped with RCA sets served via multiple-distribution system, Washington's 1000-room Statler, unveiled system Oct. 3 to group of local bigwigs including all FCC commissioners except Bartley. It's biggest such installation yet. Others of Statler chain equipped are in Los Angeles, Boston, Cleveland, St. Louis, Buffalo, New York.

Tax of \$4.50 on each TV set, levied by town assessors of Stow, Mass. (pop. 1700) on basis of \$100 personal property valuation, has local citizenry up in arms.

OPPONENTS OF ABC-UPT merger had their say this week as DuMont and FCC Broadcast Bureau filed proposed findings. Both parties insisted that merger wouldn't be in public interest and DuMont went one step further, saying that FCC's Aug. 1 order—precluding consideration of old anti-trust evidence—violated Administrative Procedure Act because it wiped out solid bloc of evidence and forced examiner to carry out duties inconsistent with the Act.

Both Broadcast Bureau and DuMont gave these reasons for opposing merger: (1) Merged company could refrain from promoting one medium or other—TV or movies—to protect its investment in each field. (2) It would lessen competition in theatre TV because TV division wouldn't compete against theatre division.

In addition, Broadcast Bureau argued: (1) Other theatres would feel compelled to merge with TV networks and vice versa, laying groundwork for new monopolistic pattern in entertainment field. (2) Merged company would be natural enemy of pay-as-you-see TV, even though FCC might find latter service to be in public interest. (3) Merged company's certificate authorizes it to act as business agent for foreign bodies, prohibited by Communications Act. (4) Interlocking ownership of some stockholders of KECA-TV and KTLA, Los Angeles, would violate duopoly rules.

DuMont added these reasons for opposing merger: (1) Merged company would have unfair advantage—it could offer sponsors theatre, as well as TV, outlets. (2) UPT's proclivity to anti-trust actions couldn't be examined properly because FCC's Aug. 1 order prevented examiner from considering "intent." (3) ABC can now get needed capital from sources other than UPT, even if it couldn't when merger was first considered.

Swing to filmed shows for TV has increased employment 20% among members of Screen Directors Guild of America, reports Sept. 25 *Variety*, which notes at least 100 directors in 750-member guild are now actively working for TV—in addition to cutters, asst. directors, art directors, etc. And Oct. 1 *Variety* sees as symptomatic of continuing public demand for feature films, regardless of age, fact that Matty Fox's Motion Pictures for Television anticipates record \$4,000,000 in gross billings for 1952—even though no recent domestic feature films have been made available for TV. Syndicating to all but 2 or 3 TV markets, MPTV has increased its gross by \$1,000,000 this year, has practically exhausted its vaults, but Fox sees demand for 1930-40 vintage films continuing at least 2 more years.

Theatre-TV proponents won promise from AT&T to supply cost data for intercity transmission facilities at amicable Sept. 30 meeting in Washington (Vol. 8:30, 36-37, 39)—but information won't be furnished until after Oct. 20 FCC hearing. Commission officially notified all parties Oct. 3 that hearing will be held in National Museum auditorium for MPAA & NETTC testimony, will be confined to engineering & accounting data—including technical requirements and standards, sample theatre-TV microwave distribution systems, projection equipment, costs—and will exclude cross-examination until proceeding resumes in January (Vol. 8:26, 30).

New president of RKO Pictures is Ralph Stolkin, head of group that bought Howard Hughes' controlling interest last week (Vol. 8:38-39). He succeeds Ned E. Depinet. Arnold M. Grant was named board chairman and general counsel. Other new board members are Mr. Stolkin, Edward Burke, Sherrill Corwin, William Gorman, A. L. Koolish, Gordon Youngman. Mr. Stolkin, Mr. Corwin and Mr. Burke have interests in radio stations and several TV applications.

"Mentioning" possible successors to the FCC commissionership resigned by Robert F. Jones Sept. 19 (Vol. 8:38) continues to be favorite pastime of Washington trade reporters. Fact is nobody really knows as yet, probably not even President Truman, now on his whistle-stop tour. But "mentions" are good publicity, hurt no one, might possibly hit right name. Lumping all that everyone has mentioned, several known to be getting considerable political buildups, we can list: Wm. P. Massing, FCC asst. secy.; Wm. J. Norfleet, FCC chief accountant; Benedict Cottone, FCC chief counsel; Mrs. Fanney Litvin, FCC examiner; Edward P. Morgan, ex-OPS executive who recently returned to Welch, Mott & Morgan law firm; Neville Miller, ex-NAB president, now Washington attorney; Philip G. Loucks, Washington radio attorney; Justin Miller, NARTB chairman; J. Leonard Reinsch, gen. mgr. of Cox TV-radio stations (including WHIO-TV & WSB-TV), now special advisor on TV-radio to Democratic National Committee; Telford Taylor, onetime FCC gen. counsel, recently administrator of Small Defense Plants Administration, now practicing law; Dr. Franklin Dunham, TV-radio chief, U. S. Office of Education; ex-Rep. Clinton D. McKinnon (D-Calif.), former San Diego publisher, who ran unsuccessfully against Sen. Knowland in 1950. *Note:* Comr. Frieda Hennock has interested President Truman in her educational TV crusade to such extent that *Billboard's* correspondent, noting that Telford Taylor is again representing Joint Committee on Educational TV, reports that Taylor is "doing some backstage advising at the White House" on the next appointee. There's also reason to believe Mr. Truman himself, contemplating his retirement in January and talking rather often about his plans to pursue "political educational" projects, may be thinking in terms of working with prospective educational TV stations after he becomes a private citizen.

Public reaction to color compatibility tests, conducted by RCA over WNBT, New York (Vol. 8:36), indicates it makes little difference to viewer whether subcarrier frequency is 3.58, 3.75 or 3.89 mc. Last is the NTSC field test specification. Engineers say that net effect, therefore, is to dismiss compatibility as a major consideration in choice of subcarrier frequency. Meanwhile, industry leaders continue to venture predictions as to when commercial color will emerge. Dr. E. W. Engstrom, RCA Labs v.p., interviewed on NBC-TV's *Today* during this week's Electronic Conference in Chicago, said, "color TV is definitely on its way. We can look forward to the enhancement of TV in the not too distant future by the addition of color." Admiral president Ross D. Siragusa told Oct. 2 meeting of N. Y. Society of Security Analysts that color is "feasible immediately" but costs are so high that sets won't be on market in quantity for "at least 2 and possibly 4 years." He estimated tri-color tubes would cost \$150 each, even in quantities of 10,000. Dr. Allen B. DuMont is still bearish, according to Portland *Oregon Journal* interview which reported him estimating commercial color to be 5-10 years off. And Motorola's Robert W. Galvin, in *New York Journal of Commerce* interview, is quoted as saying color will "sort of slide in sideways as a supplementary service." He added: "The change from black-&white will be evolutionary, not revolutionary. I think it will be 3 or 4 years before color reaches the market, and then only in limited volume."

Theatre TV grossed an estimated \$400,000 from 120,000 spectators at 50 theatres for Walcott-Marciano heavyweight title fight (Vol. 8:39), according to president Nathan L. Halpern of Theatre Network TV Inc. Despite record theatre-TV total, International Boxing Club is reported in Oct. 1 *Variety* to be offering Walcott-Marciano return match to Pabst for \$100,000 on home TV.

RECORD HIGH OUTPUT, LOW INVENTORY: Upsurge in production continues, along with drop in factory inventories, according to weekly RTMA report. Year's record TV output of 168,308 (10,091 private label) is shown for week ended Sept. 26; in fact, it's highest figure since mid-March 1951. At same time, factory inventories fell to 172,631 from 205,658 the week before -- lowest since first week in January.

Week was 39th of RTMA's statistical year -- meaning first 3 quarters have resulted in TV output of 3,674,682 (preliminary total subject to slight revision). Since last quarter is normally best, it's foregone certainty year's total will go to 5,000,000 -- very likely will be even more.

Radio production was 212,841 (92,811 private label) for week ended Sept. 26, up nearly 25,000 from the week before. Radio inventory was 244,631, virtually unchanged. Week's radios were 87,930 home sets, 29,598 portables, 44,254 clock, 51,059 auto. Total radio output for 39 weeks was 6,736,024.

PRICES ARE UP, KEYED BY PICTURE TUBES: Not much question about it now -- TV prices are going up due to higher component costs, especially tubes. Also due to shortages and to higher labor costs. Increases usually are \$10 or \$20 per set, sometimes \$30.

Besides those reported last week as having raised some lists (Admiral, CBS-Columbia, Muntz, Scott, Sylvania), similar \$10 to \$30 hikes in at least part of their lines were announced this week by Crosley, Motorola, Packard-Bell, Trav-Ler, Kaye-Halbert -- and more seem to be on the way.

As we stated last week, "No one will be surprised if more are announced before these words are read." The wavering attitude of those who say they're still "studying" the situation is reflected in this statement by Westinghouse TV-radio manager Tod Sloan: "We are making every effort to hold the line; however, in the face of steadily rising costs that every industry is feeling, some upward price adjustment may have to be made."

And DuMont general manager Irving Rosenberg: "We have no present intention to raise set prices but, with labor and materials going up, anything can happen."

Even small radios are up: Admiral this week raised 2 clock radios by \$2 & \$3 and its table radio-phono by \$10 to \$80. RCA table radio-phono went up \$10 to \$70.

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Scarcities fast developing in the boom TV market, unrelieved by govt. material restrictions, provide key to price situation. There are some who now feel sure TV production will go to 6,000,000 this year, provided materials can be had. These are components people who generally have better "feel" of overall situation than do individual manufacturers. Among latter, Zenith v.p. Sam Kaplan is quoted in New York Journal of Commerce as predicting output of 3,000,000 TVs for final 6 months of this year, Admiral's Ross Siragusa predicting 2,700,000 same period.

TV price trends are sparked by picture tubes more often than not -- and the current situation is no exception. Though RCA says it has no present plans to raise tube prices, GE wires us it's "giving serious consideration to increasing picture tube prices based on analysis in process to determine effect of rising labor costs."

There would seem to be little doubt what's coming, however, in light of what other major tubemakers have done. Following Sylvania's new picture tube prices for Oct. 1 (with 90-day protection), DuMont this week announced same increases:

Standard all-glass tubes went up as follows: Type 21FP4A, 21-in. electrostatic focus, cylindrical-faced tube, from \$26.50 to \$27.75; 21EP4A, with magnetic focus, from \$25 to \$26.75; 17LP4, 17-in. electrostatic focus, cylindrical-face, and 17HP4, spherical-face, both from \$16.50 to \$17.75; 17B4A, magnetic focus, spherical-face, from \$15.75-\$16.25 to \$17.25.

Said DuMont tube manager Fred Rice: "Tubes are short, and the outlook is not good." The larger tubes (notably the top-selling 21-in.) are slower to produce than the old sizes, he added, and he looked to continued shortage of 21-in. "Next year it's going to be worse, when you consider the replacement market."

RCA says it increased 10, 12, 16 & 19-in. prices about month ago because volume had dropped off so greatly as to preclude mass production. They're now sold almost entirely for replacements.

* * * *

Tuner situation seems to be getting better in new Portland market. Biggest strip manufacturer Standard Coil has assured its customers all they need within week or two; Crosley, Mallory, RCA converters are coming along. Success of that market, from standpoint of availability of receivers, seems assured. "It's another Denver."

Axiomatic in the trade is fact that second station in any one-station area stimulates sales -- and that's what's already reported from Denver, even though new KBTW is only testing as yet and won't go on schedule (with CBS-TV programs) until end of next week (Oct. 12). Anticipation of this station, to say nothing of World Series and new fall programs, jumped sales to Denver area's 500 dealers some 25,000 during August. Claim is now made that there were 38,919 sets-in-use as of Sept. 1 and that 50,000 will be in use by Oct. 12.

World Series also helped keep Portland on fire with TV enthusiasm, say local reports. Whole trade is still looking to that city not only as testing ground for uhf but, like Denver, as example of what will happen in other new TV areas.

Resentment toward KPTV owner Herbert Mayer, for his failure to take trade into his confidence while planning his sudden start (Vol. 8:38), has pretty well worn off in view of (1) the excellent trade now being enjoyed, helped by new influx of tuners; (2) Mayer's explanation that he couldn't be sure either that he'd get his transmitter on the air so soon or that FCC would authorize immediate operation, and (3) this statement to the Portland Oregonian:

"We weren't sure ourselves whether it [uhf] would be successful, and also we wanted to help prevent sale of bootleg sets. I'm glad that condition has been avoided in Portland." Stable elements in the industry can hardly quarrel with that.

PREVIEW TELEVISION CORP., 224 S. Michigan Ave., Chicago, subject of numerous inquiries growing out of its current efforts to enfranchise local interests throughout the country, including some broadcasters & telecasters, looks like the most ambitious venture yet undertaken in coin-operated TV field.

Its plans are built around novel Electronic Program Preview System, or "previewer," a device which automatically turns on set for free 4-minute preview at beginning of each program to entice viewers to drop quarter into coinbox to see rest of program. It's proposed to place previewers primarily in the nation's 40-50,000 motels having total of some 1,000,000 rooms, according to principals, and secondarily in another 1,500,000 hotel rooms.

Current goal is 7500 "demonstration" receiver installations in some 300 motels by end of year. Company spokesman tells us sample sets have already been installed in 200, claims 400 motels have signed 10-year contracts, says hope is to have 50,000 sets-in-use by end of 1953. He estimates 300,000 coin-operated TVs of all kinds are already in use in nation's hotels & motels.

Preview's TV sets and previewer device are manufactured by Transvision Inc., New Rochelle, N. Y. While it has been building Preview receivers for some time, Transvision hasn't yet gone into mass production of previewer device itself. Receivers are 17-in. consoles and table models employing heavy-duty circuitry and believed to cost about \$400 each. Previewer and coin device can also be attached to existing sets.

Under Preview plan, an exclusive franchise operator or distributor is appointed for each area. He's responsible for installation of sets, emptying coinboxes, arranging re-

pairs, etc. For his franchise, he pays \$2 per month per set to Preview Corp. TV sets cost motel operator nothing, and he receives 25% of coinbox "take" in exchange for long-term contract; franchiser gets other 75%. Of the \$2 per month franchise fee, parent company pays 75¢ to American Institute of Television Manufacturers, Sheraton Bldg., Washington (Wm. Robichaud, exec. secy.), organized primarily to own and manage patents on previewer and other electronic inventions (Vol. 8:24). Of this 75¢, previewer inventor E. C. MacReady, Chicago, gets 15¢.

Franchise operator sets up control room in each motel or in area where it can service several motels. All receivers in motel or area are keyed by automatic timing device connected by wire from control room, which turns them on every half-hour in evening, after first commercial at beginning of program. During the 4 minutes of free viewing, motel patron may switch from one station to another, or turn set off if he wishes. Preview Corp. estimates this "free sample" viewing increases coin TV take sixfold.

Preview TV Corp. is headed by 35-year-old Bruce Hantover, who entered TV field in 1948 when he formed Chicago company called Bedside Television Co. to rent sets to hospital patients. Statement by firm says it has 90 engineering and administrative employes, lists total assets at \$236,873, claims to have spent some \$750,000 on development of previewer.

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August excise tax collections on TVs, radios, phonos were \$3,152,145, compared with \$5,165,031 in Aug. 1951. On refrigerators, air conditioners, etc., Govt. collected \$9,862,115 in August vs. \$5,644,944 in Aug. 1951.

Topics & Trends of TV Trade: Facts and more facts about every conceivable angle of TV—from transmission to reception—are being made available to Portland residents through their newspapers in both ads and stories heralding new KPTV (Vol. 8:38-39)—examples of new area buildups that may well be emulated when other new markets open up later. Drumfire of data began with 40-page special TV section in *Portland Journal* Sept. 22 and 32-pager in *Oregonian* Sept. 29, and is still continuing daily. Both newspapers own rival radio stations, are also applicants for TV.

Inner workings of uhf are explained and emphasized in abundance of manufacturer-distributor-dealer ads; editorial content runs gamut from interference caused by local taxicab radio signals to explanation by NBC sports editor Bill Stern of how TV complicates his problems. Significant, too, is Better Business Bureau ad offering free advice to prospective purchasers in doubt about uhf reception, qualifications of dealers and service contracts.

We tabulated these 31 brand names advertised in special editions, which presumably means these are the sets already being offered in new market: Admiral, Airline, Arvin, Bendix, Capehart, CBS-Columbia, Coronado, Crosley, DuMont, Emerson, GE, Hallicrafters, Hoffman, Kaye-Halbert, Magnavox, Majestic, Motorola, Olympic, Packard-Bell, Philco, Raytheon, RCA, Silvertone, Sparton, Stromberg-Carlson, Sylvania, Tele King, Trav-Ler, Westinghouse, Wilcox-Gay, Zenith.

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Receiving antenna business is booming, and materials allotments to antenna makers for fourth quarter may not be enough to satisfy the demand. Representatives of antenna manufacturing industry, meeting with NPA officials in Washington, explained that only part of the upsurge in demand can be attributed to usual seasonal increase. They said antenna replacements have almost doubled in recent months, and the new antennas are generally much larger than the ones they replace. Other factors which they said have increased the demand are opening of new stations, channel shifts by existing ones, higher sensitivity of TV sets permitting more fringe installations.

Picture tube sales by RTMA members for first 8 months of 1952 totaled 2,479,539 worth \$55,338,117 compared to 2,851,944 valued at \$72,733,096 in same period of 1951. For August, sales totaled 394,605 valued at \$8,913,358 compared to 239,625 units worth \$5,165,256 in July and 210,043 worth \$4,327,234 in August 1951. Rectangular 16-in. and larger represented 98% of August total; 18-in. and larger, 68%. Receiving tube sales in August totaled 30,141,536 worth \$20,827,635 compared to August 1951 sales of 23,761,253. For first 8 months of 1952 sales totaled 211,269,893 worth \$151,864,441, of which 130,885,095 went for new sets, 49,913,776 replacement, 20,695,064 Govt., 9,775,958 export.

TV set exports for 30 weeks of 1952 ended July 25 totaled 41,185, a tiny fraction of total U. S. production of 2,517,157 for same period, according to new RTMA report to be issued monthly henceforth. Of total exports, 22,742 went to Cuba, 8240 to Argentina, 5545 to Brazil, 1946 to Mexico, 1018 to Italy—mere 6 going to Britain, none to France. Radio exports in same period totaled 175,339 out of U. S. production of 5,280,079.

Motorola's price increases affect 7 of the 21-in. models in recently-introduced line of 33 units: open-face walnut console up \$20 to \$320, mahogany up \$10 to \$330, blonde up \$20 to \$350, mahogany half-door up \$20 to \$390, blonde half-door up \$20 to \$410, mahogany full-door up \$20 to \$420, French Provincial full-door up \$20 to \$450.

OPS creating industry advisory committee to consider tightening TV-radio servicing price ceilings in form comparable to auto repair rate manual.

Merchandising Notes: Sept. TV-radio sales by N. Y. dept. stores ran well under year ago, reports *Herald Tribune* monthly survey; only 2 stores gained, one by 135%, other 16%, all others showing decreases of 7-57% . . . Philadelphia Electrical Assn. reports 10,214 TV sets sold in August vs. 9769 in Aug. 1951, making total for 8 months 88,926 vs. 117,791; report covers 19 brands in area covered by local TV stations . . . World Series promotion by Admiral has distributors placing TVs in United Air Lines waiting rooms in 23 cities, each set noting: "United Air Lines is happy to bring you the World Series through the courtesy of Admiral" . . . 70-page section saluting RCA Victor's 50 years in phonograph and record business in special feature of Oct. 1 *Variety*—including 52 pages of ads, 33 of them by RCA. That now-booming phonograph records are big business is amply indicated by fact that more than \$200,000,000 worth of them were sold in U. S. during 1951—more than public bought during whole 8-year period preceding World War II . . . Westinghouse's 25 TV models all on strict allocation, reports Tod Sloan, mgr. of TV-radio div. at Sunbury, Pa., where he said production is running 35% over same 1951 period, employment 28% higher . . . Bendix takes double-spread in *Retailing Daily* Oct. 2 to announce in 5-in. letters: "Bendix TV Sales Up 700% 1952 over 1951" . . . Tee-Vee Sales Inc. reported set up in Portland, Ore. by Jack Horton, secy., with Boyce Mayer, local retailer, as first of projected chain of GE-franchised TV & appliance stores in Oregon, Washington, Idaho; Horton is ex-RCA International.

Distributor Notes: Admiral appoints newly-formed Connecticut Appliance Distributors Inc., New Haven (George Wolfe, pres.), replacing Dale Connecticut Inc. . . . Arvin appoints Free Service Tire Co., Johnson City, Tenn. (Dan B. Wexler, pres.) . . . Hallicrafters Los Angeles distributor, Horn & Cox, to open branch at Colton, Cal., within 2 or 3 weeks . . . Kaye-Halbert names Moore Co., Portland, Ore. . . . CBS-Columbia names J. S. George Supply Co., Burlington, Vt.



Educational TV picked up added industry support last week as National Assn. of Radio & Appliance Dealers announced plans to render "maximum support to [its] creation and expansion," appointed new educational TV committee headed by Don Gabbert, Minneapolis. On local level, Richard A. Hintz, Wisconsin NARDA educational TV committeeman, told state legislative committee that dealers in that state favored educational TV as effort to give "maximum service" to the public. So far, 9 non-commercial educational CPs have been granted out of 14 applications but Ralph Steetle, executive director of Joint Committee on Educational TV, estimates 61 more applications are in an "advanced state of preparation" and 47 more are under consideration. State meetings of educators and other interested parties to discuss problem are scheduled in Salt Lake City, Oct. 8; Montgomery, Ala., Oct. 9; Washington, D. C., Oct. 16-17. Illinois also has scheduled meeting for October, date not yet specified.

RCA filed reply brief Oct. 1 in New York Federal Court to govt. demand for compliance with grand jury summons for voluminous documents on patents, color and FM for sweeping investigation of electronics industry. Company contended, as it had previously argued before Judge Edward Weinfeld (Vol. 8:26), that 1932 Delaware consent decree barred future litigation on patents, that Govt. was attempting to retry case it had previously lost. No date has been set for court's ruling.

Sonora Radio & Television Corp., which since its receivership in 1949 has been turning out private label sets in Chicago factory, reported in trade circles to be preparing to introduce own 21-in. combination shortly, to be sold through exclusive dealerships.

Financial & Trade Notes: "Year of solid growth" is way *New York Journal of Commerce* sizes up 1952 for TV industry—from manufacturer to dealer—in 4-part series that ran Sept. 30-Oct. 3. Roundup quotes Admiral's Ross Siragusa as saying outlook for the industry has never been brighter and stating that the boom has settled down to consistent, steady upturn.

Siragusa, also speaking before N. Y. Society of Security Analysts Oct. 2—a repetition largely of speech he made a few days earlier before St. Louis Society of Financial Analysts—stated the industry should be able to manufacture about 5,385,000 TVs this year if current production can be increased rapidly enough. That is about same as in 1951 (except that this year the sets are moving as fast as they're being made). He estimated 30,000,000 sets will be sold in next 5 years, figuring on nearly 27,000,000 homes that have yet to buy TVs in present and prospective new TV areas.

"Obsolescence," said Siragusa, "will be a large factor in future TV sales. At least half of the 19,000,000 present set owners have screen sizes smaller than 16-in., and 5,000,000 have sets 4 or more years old with screens of 14-in. or less. These sets are obsolescent." He also predicted multiple set ownership will eventually become the rule rather than the exception, as in radio.

It was revealed that Admiral intends to enter the home air conditioner, home freezer and dehumidifier fields—but no details were released. Siragusa stated Admiral's third quarter sales will run about 20% higher than the \$31,331,832 for same 1951 quarter but earnings will probably fall short of the \$1,306,735 (68¢ a share) for that 1951 period because of heavy starting costs on new TV line (including \$250,000 spent to develop 21-in. tube for new plastic table at \$200).

For all 1952, earnings will be slightly under 1951's net of \$9,586,833 (\$4.97), said Siragusa, and for 1953 he predicted sales of \$250,000,000.

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Magnavox, reporting net profit of \$1,343,760 (\$1.80 a share) on sales of \$36,837,503 for year ended June 30 vs. \$2,233,237 (\$3.01) on \$44,177,645 year ago, says it has \$50,000,000 backlog in military orders, anticipates contracting for additional \$3,000,000 per month in military equipment in current fiscal year. Current assets were listed as \$15,954,921, liabilities \$8,615,253 vs. \$14,988,966 & \$6,983,887 in June 1951. Company also plans expansion into commercial electronic apparatus field as soon as military program tapers off, said president Frank Freimann.

Proxy statement accompanying notice of Oct. 29 annual meeting discloses that, of 730,102 shares of common stock outstanding, Freimann (salary: \$75,000) holds beneficially 76,308, or approximately 10%; chairman R. A. O'Connor (salary: \$65,000), 58,412 shares; v.p. Gerard M. Ungaro (salary: \$25,000), 6122; directors Arnold S. Kirkeby 1045, E. S. Pridham 170, Thomas A. McKiernan 50, A. J. McAndless nonc.

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Raytheon profit picture begins to look brighter, after lean years in TV, as evidenced in net profit of \$640,000 for first fiscal quarter ended Aug. 31 (27¢ a share) on sales of \$31,260,000 compared to profit of \$110,000 (3¢) on sales of \$16,756,000 for corresponding quarter last year. For fiscal year ended May 31, Raytheon showed profit of \$2,047,000 (84¢ a share) on sales of \$111,000,000 vs. \$2,179,063 (\$1.12) on \$5,740,044 year preceding (Vol. 8:30).

Sparks-Withington Co. reports net profit of \$528,293 (56¢ a share) on sales of \$20,621,271 for year ended June 30 vs. \$879,320 (95¢) on \$23,978,292 for same period year ago. President John J. Smith reported increase in TV set sales, decline in TV cabinet business, backlog of \$22,500,000 defense orders.

Trade Personals: James M. Toney, director of public relations, RCA Victor consumer products dept., promoted to director of distribution, post which has been unfilled for a year; successor to be named next week . . . Gordon C. Knight, asst. to Capehart-Farnsworth president Fred Wilson, appointed asst. to IT&T president H. C. Roemer, succeeding George Scharffenberger, who returns to Federal as aide to president Wm. H. Harrison . . . Leo W. Burns promoted to special asst. to Arvin v.p. Harlan B. Foulke, taking charge of planning for TV-radio div. . . Wladimir A. Reichel elected v.p. and director of General Precision Equipment Corp., Frederick D. Herbert Jr. named director; they were executives of Kearfott Co., now a subsidiary; Herman G. Place, GP president, adds duties of chairman, Earle G. Hines having retired . . . Andrew Hood, ex-American Lead Pencil Co., named production manager of new New York plant by Helipot Corp., So. Pasadena, Cal.; Victor Tile, ex-National Union, production engineer; Michael Kluczewicz, ex-Emerson, chief inspector; Alton Hansee, ex-GE, mgr. of production control . . . Victor Lindemann, Crosley southwest regional mgr., assumes same post with Capehart-Farnsworth in Ft. Worth, succeeding John Conger . . . Mort D. Barron promoted to asst. sales promotion mgr., CBS-Columbia . . . Howard Briggs, handling Hoffman Radio's govt. contracts in Washington, named asst. to president of Hoffman Labs . . . John A. Cavaliere, supervisor of GE tube dept. commercial service, Syracuse, named mgr. of company's new central tube warehouse being built at 3800 N. Milwaukee Ave., Chicago . . . Harold A. Jones promoted to new post of mgr., Motorola technical information center . . . John H. Adams, ex-Muter Co., named asst. sales mgr., Rola Co. . . Frank W. Mansfield, Sylvania, reappointed chairman of 21-man RTMA industry statistics committee . . . O. Robert Coblenz named DuMont western div. mgr., headquartering at 1136 N. Las Palmas, Los Angeles.

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Outlet Co., Providence dept. store, admits "increased importance of broadcasting activities" (owns WJAR & WJAR-TV) in 6-month statement released this week, showing net profit to July 31 of \$323,783 (\$3.26 a share) compared with \$248,730 (\$2.50) for same 6 months of 1951. For 12-month period, net was \$695,741 (\$7) vs. \$727,584 (\$7.32) for preceding 12 months. Sales figures weren't disclosed, but 6-month profits were after provisions for Federal taxes of \$350,800 vs. \$296,700.

Short interest in TV-radio and related stocks on N. Y. Stock Exchange showed these changes Aug. 15-Sept. 15: Admiral, 9825 Aug. 15 to 9500 Sept. 15; Avco, 7703 to 6086; GE, 10,964 to 10,066; General Precision, 5700, no change; Loew's, 625 to 3665; Magnavox, 7285 to 7805; Motorola, 21,940 to 19,067; Philco, 7131 to 6742; RCA, 23,725 to 24,131; Zenith, 11,225 to 11,096.

Universal Pictures shows net profit of \$1,752,427 (\$1.63 per share) on sales of \$45,831,682 for 39 weeks ended Aug. 2 vs. \$1,127,182 (98¢) on \$44,033,789 same period last year.

Zenith Radio, selling close to all-time peak, appears to be candidate for stock dividend or split, said Sept. 27 *New York Times*.

Oak Mfg. Co. reports first-half 1952 net income of \$567,570 (\$1.08 a share) on sales of \$7,654,016, compared with \$583,342 (\$1.11) on sales of \$7,090,723 year earlier.

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Mrs. Emilio Azcarraga Jr., wife of the head of Emilio Azcarraga Sr.'s TV operations in Mexico City, died Oct. 1 in Doctor's Hospital, New York. She was admitted as a patient Sept. 27. Body was taken to Mexico City for burial.

EFFECTS OF TV on the economics of radio broadcasting are strongly evident in FCC's final revision of last spring's preliminary report on 1951 AM-FM financial data (Vol. 8:16). New report (Public Notice 81093) shows that while radio station & network revenues hit record high of \$450,400,000 in 1951, the increase over 1950 was only 1.3%—in sharp contrast with TV's 122.6% increase to \$235,700,000 in 1951 (Vol. 8:34).

Earnings of radio stations & networks, before taxes, dropped 15.7% to \$57,500,000 in 1951 from preceding year's \$68,200,000. Decrease was result of 46.8% drop in earnings of the 7 national and regional networks, on top of dip of about 4% in earnings of radio stations themselves. Other significant data in new report:

(1) "The year 1951 marked the first time that the proportion [of AM stations reporting losses] was greater in TV markets than in non-TV markets. Almost 31% of the former lost money as compared to 21% of the latter. The proportion of losers appeared to be greatest among non-network affiliates in TV markets, with 36.5% of such stations reporting losses." Over-all percentage of AMs reporting losses was about 24%, lowest since 1946.

(2) Only appreciable revenue gain over 1950 was in local time sales, up 5.6%. National spot increased less than 1% and, significantly, nationwide network time sales dropped 10%.

Report also contains tabulation of financial data by metropolitan areas and communities, compilations of average profit & loss by size and type of station, finances of FM-only stations, etc.

NBC-Radio says all affiliates have accepted new rate & discount structure, approved at Chicago meetings Sept. 3-4 (Vol. 8:36)—and it went into effect as of Oct. 1, with usual 6-month protection to advertisers whose total costs might be increased. On Sept. 29, sales v.p. John K. Herbert sent letter with text of amendments to Rate Card No. 34, noting that the changes reduce evening net time costs about 25%; increase Mon.-thru-Fri. morning costs about 4%, Sat. & Sun. 8%; keeps afternoon costs at present levels.

"Tighten up" TV programming and commercials, NARTB's Code Review Board advised subscribers in its first formal action this week. Board adopted resolutions at 2-day New York meeting after studying criticisms from public, organizations, religious groups, govt. quarters. It suggested that stations: (1) Keep mystery programs at high level. (2) Avoid "drinking" and "killing" scenes during children's hours. (3) Exercise care in buying films that include such scenes. (4) Prohibit ad libbing unless licensee establishes controls to guard against violations of good taste. (5) Eliminate "pitchman" type of advertising.

New TV-radio talent union, American Federation of TV & Radio Artists (AFTRA), formed in merger of AFRA & TVA. names George Heller national executive secy.; he held same position with TVA. Knox Manning and Lawrence Tibbett, former president and chairman of AFRA & TVA, respectively, are temporary co-chairmen of AFTRA.

Oldtime radio station WREN, Topeka (5 kw on 1250 kc) has been sold to ex-Gov. Alf M. Landon, who assumes indebtedness totaling more than \$125,000. ABC affiliate showed deficit of \$65,000 last July 31. Gov. Landon is applicant for uhf Channel 42 in Topeka, as was WREN.

Eidophor gets *Life Magazine* treatment, including full-color picture taken at last summer's demonstration (Vol. 8:26), in article in Oct. 6 issue titled "15-ft. Weapon Against TV."

Latest station to shift channel, among the 30 required to do so, is WJAC-TV, Johnstown, which went from Channel 13 and 9.3 kw to Channel 6 and 70 kw on Oct. 4.

Merlin Hall (Deke) Aylesworth, 66, founding president of NBC, who left that post in 1936 to head the then RCA-controlled RKO, died Sept. 30 in St. Luke's Hospital, New York, after a long illness. Recently he has been in the corporate and public relations field, including Cities Service among his clients. A native of Iowa and law graduate of Drake U, Mr. Aylesworth was managing director of National Electric Light Assn. when tapped by Owen D. Young, former RCA chairman, to head its newly formed NBC subsidiary in 1926, founded mainly to provide programs of such quality that they would impel people to buy radio sets. When he turned in a gross of around \$3,000,000 from time sales the first year of operation, Mr. Young expressed surprise; it was Aylesworth who really pioneered commercial network radio. On leaving RKO in 1937, he became general business mgr. of the Scripps-Howard Newspapers, then publisher of the *New York World-Telegram*. He resigned from Scripps-Howard in 1940, devoting his time to corporate consulting and various business enterprises and boards. He is survived by his widow, whom he married in 1945, and 2 children by his first marriage which ended in divorce, Barton Jerome and Dorothy Aylesworth.

Among 16 applications for new TV stations filed this week, 8 of them for uhf, are 2 more for Pittsburgh—one for uhf Channel No. 16 with local WDTV executives and others as principals, other for No. 53 by Morgantown (W. Va.) publisher-broadcaster Agnes Greer. There's also a commercial application by Harding College's WHBQ, seeking Channel 13 in Memphis, and in commercial application for Detroit's No. 50 the list of principals includes Prof. Waldo Abbott, veteran U of Michigan director of broadcasting. For Cedar Rapids, Ia., Channel 9 applicant includes one-time Republican National Committee chairman Harrison Spangler; that application also lists theatreman Myron N. Blank. Also an applicant this week, for No. 27 in Rochester, N. Y., is Schine theatre chain. Other applications are from Gadsden, Ala., No. 21; Rome, Ga., WRON, No. 9; Terre Haute, Ind., No. 63; Topeka, Kan., No. 9; Meridian, Miss., WMOX, No. 11; Bismarck, N. D., No. 5; Minot, N. D., No. 10; Camden, N. J., WKDM, No. 17; Charleston, W. Va., No. 8. With 3 applications dismissed this week, total now pending is 756, of which 298 are for uhf. [For details about foregoing applications, see *TV Addenda 15-L* herewith; for listing of all post-freeze applications, see *TV Factbook No. 15* and *Addenda* to date.]

Educators should "go commercial" in their TV aspirations, says Lester E. Cox, member of U of Missouri's board of curators. Veteran AM owner and TV applicant for Springfield, Mo., Cox gave Portland (Ore.) convention of state university governing boards these reasons why U of Missouri applied for commercial rather than educational TV channel: (1) TV's high cost can be afforded only by institutions with unlimited funds. (2) Universities can't justify operating expensive non-commercial station for only few hours per day. (3) Only a professional station can train students properly for future TV careers. (4) Educational radio's failure proves that 100% educational programming has little audience appeal. (5) Profits from commercial educational station can help provide better programming for other TV stations. Also scheduled on convention panel were president Charles E. Friley, of Iowa State College, whose WOI-TV operates commercially; Michael Hanna, gen. mgr. of Cornell U's commercial radio station WHCU; ex-FCC Comr. T. A. M. Craven, now a consulting engineer.

Three armed robbers wearing dark glasses and carrying briefcases held up NBC's second floor treasurer's office in RCA Bldg. at noon Friday (Oct. 3), lined up supervisor Tom O'Connell and cashier Ernestine Thomas and 4 others in room, made away with \$4000.

MARTIN CODEL'S
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UTAH ENGINEER WITH DPA GETS FCC POST: Successor to the FCC vacancy left by Comr. Robert F. Jones' resignation (Vol. 8:38) is a stocky, white-haired, genial mining engineer from Salt Lake City -- 44-year-old Eugene Hyde Merrill.

He steps into a job that may last only 3 months or so, though Jones' term runs to June 30, 1954. That's because appointment is recess, requiring Senate confirmation, and was open to either a Democrat or Republican. Merrill is a Democrat.

If Eisenhower is elected, it's unlikely he would let this political plum go to a Democrat. If Stevenson wins, he may prefer the patronage for one of his own.

That politics played a part in the appointment -- as happens more often than not with FCC selections -- is evident from fact that President Truman announced it Monday during a speech at Brigham Young U, Provo, Utah, while on his whistle-stop campaign tour, noting particularly that Merrill's father was once on school's board. His political backers were Utah's Democratic Congressmen -- Reps. Bosone & Granger.

It was by curious chance that the vacancy left by Republican Mr. Jones was available for either a Democrat or Republican. Party in power can have majority of the 7-man board. The 6 others line up 3 Democrats, 2 Republicans, 1 independent. One of the Republicans is career man Rosel Hyde, of Idaho; he's a Mormon, as is Mr. Merrill, but they're not even distant kin despite Merrill's middle name.

Graduate of University of Utah School of Mines & Engineering, Merrill since 1950 has been with National Production Authority and Defense Production Administration. Before that he was for 5 years chief of communications, responsible for radio as well as other media, for the U.S. Military Govt. in Germany. After college, he worked on various inter-mountain construction, mining and smelting projects and in 1935 became chief engineer of Utah Public Service Commission. In 1940 he was president of National Conference of Public Utilities Commission Engineers. He joined War Production Board in 1941, handling materials allocations to telephone industry. He's father of 4, resides in Washington, will be sworn in next Tuesday (Oct. 14).

4 VHF GRANTS, 1 UHF AS SPEEDUP IMPENDS: FCC continued making grants at fair clip this week, knocking out 5 and bringing total to 73 (17 vhf, 56 uhf). Surprisingly, 4 of the latest batch are vhf. Filing of applications has trickled down to modest stream, 10 being submitted this week to make total pending 756 (299 of them uhf).

FCC intends to permit nothing to interrupt flow of grants. With less than a quorum to be present next week, Commission nevertheless will act upon uncontested applications. And after theatre-TV hearing starts Oct. 20, FCC will take time out to go through regular TV agenda.

All this week's grants came from Group A priority list, and Commission got down to 57th city, Springfield, Mo. The week's CPs:

Amarillo, Tex., KGNC, No. 4; Lubbock, Tex., KCBD, No. 11, and Texas Tele-casting Inc., No. 13; Springfield, Mo., KTTS, No. 10; St. Petersburg, Fla., WSUN, uhf No. 38. In addition, 25 applicants were notified they must go to hearing.

Under new processing procedure starting Oct. 15, FCC staff will give only

cursory glance at such contested applications, concentrate on "clear" applications -- and materially step up rate of grants.

Though Commission will bypass contested applications under new procedure, it will continue to consider applications filed in competition with those already designated for hearing or notified that hearings are required. If in proper shape and filed 20 days or more before hearings start, they can join hearings.

[For list of contested applications going to hearing, applications filed this week, details on week's other FCC actions, see TV Addenda 15-M herewith.]

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Commission has submitted its budget for next year -- asking for increased appropriation, of course, but feeling it has exceptionally strong case. New McFarland Act requires Commission to act upon non-hearing applications within 3 months, on hearing cases within 6 months -- or supply Congress with list of applications not acted upon together with reasons for delays.

"It's up to Congress," as one commissioner puts it. "Since they've given us these deadlines, they should give us the money to meet them."

Commission's potential speed in making final hearing decisions is a big question under McFarland Act. Commissioners can no longer rely on staff for recommendations, are supposed to get personal assistants to do the spadework. But Commission has little money for such assistants and competent help is mighty scarce.

Another examiner was added to Commission's string, Comr. Hyde's assistant Benito Gaguine, who brings total to 12. FCC has funds for only 2 more. It's obvious that with only 14 examiners and dozens of hearings already set, scores of applicants will cool their heels for many months -- some of them maybe for years.

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Aftermath of end-of-freeze decision -- i.e., requests for changes in allocations, etc. -- is rapidly being cleaned up by FCC. One particularly important decision, covering evidence on population and area to be covered, came this week.

Such evidence may be admitted, Commission said, but it surrounded this ruling with mass of warnings. It said that methods of predicting coverage are by no means exact; that difference in coverage between competing applications won't necessarily carry any weight with Commission; that coverage is only one of many factors involved in decisions; that granting permission to introduce such evidence is not a "prejudging" of the factor's significance.

Comr. Hennock issued "separate views", saying she expects coverage question "will play an improperly important role" and that it will offer "an apparently tangible distinction between the applicants which is temptingly simpler to rely upon than other less finite considerations, such as the character of the applicant, its proposed programming and whether it meets the needs of the local community." Inclusion of the issue, she said, will favor "the most affluent contestant."

FCC has apparently generated another court appeal in decision this week denying petition of WSAL, Logansport, Ind., and WOMI, Owensboro, Ky., to delete Channel 10 from Terre Haute and assign it to those cities. Reason given was that Terre Haute is bigger in all important respects than the other 2 cities combined. WSAL wrote Commission, after decision, asking it to withhold action on all applications involved, including some shifts of stations, "until litigation is completed."

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Warning to educators was contained in Comr. Bartley's maiden speech, delivered Oct. 10 to Alabama Assn. of Broadcasters in Tuscaloosa. Recalling that he had urged FM channel reservation for educators when he was an official of old FM Broadcasters Inc., and saying he spoke as educators' friend, he stated bluntly:

"In the light of what I have observed since becoming a member of the Commission, I must say frankly that unless the next several months reveal substantially greater activity on the part of the educators in acquiring and using the channels now set aside, there will be slight basis for justifying all the 242 channels now reserved for education." Showdown comes next June 2, he said, when Commission will entertain petitions to throw unused reserved channels open for commercial use.

GRANTEES HURRYING TO GET ON THE AIR: There may be some more surprises -- but right now it looks like the next new vhf station on the air will be KTBC-TV, Austin, Tex. Next uhf should be either WHUM-TV, Reading, Pa., or WSBA-TV, York, Pa.

Rumors are rampant about upcoming new outlets, traceable often to lack of candor on the part of grantees or their mere wishful thinking about deliveries of transmitter equipment, which in case of uhf is extremely scarce (see p. 4).

Even the receiver manufacturers, who with their distributors will provide the "circulation department" for new stations, aren't always getting straight dope from their regional distributors -- with result that they're often going off half-cocked in planning for the new markets.

Yet fact remains that, except for such checking as can be done with equipment makers, there's only the word of the new station enterprisers to go by. We're going to continue passing on that word as fast as each one reports to us.

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Best information on Austin's KTBC-TV (Channel 7) is that it will likely make its Dec. 1 target date. Down in El Paso, too, vhf grantees KTSM-TV & KROD-TV are on the beam, trying to beat New Year but making no definite promises.

Another report on the new vhf prospects comes from Spokane's KHQ-TV, which first announced an "early spring" debut but now figures to get its Channel 6 operation going "soon after New Year" from 826-ft. tower on Moran Prairie. Also pushing is KXLY-TV there (Channel 4) but it's making no definite promises.

This week's grantee KGNC-TV, Amarillo, Tex., reports Channel 4 equipment on order from RCA, construction on transmitter building started, estimated time to get on air 6-8 months -- though might make it as early as next March. "If we could hook up TV sets to the rabbit ears in this country," wires gen. mgr. Tom Kritser, "we would have one helluva set circulation."

And this added report on Channel 2 grant for El Mundo's WKAQ-TV, San Juan, Puerto Rico: Publisher Angel Ramos frankly says "not for at least 18 months."

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On the uhf side, it looked like a horse race between Reading's WHUM-TV and York's WSBA-TV until veteran radio broadcaster Louis G. Baltimore, granted CP only 10 days ago for WBRE-TV, Wilkes-Barre, disclosed he has been assured quick delivery of an RCA 1-kw transmitter, has 400-ft. FM tower atop nearby 2200-ft. Wyoming Mountain all ready, has transmitter building built and wired, studios nearly done.

WBRE-TV debut date is Dec. 15, and Mr. Baltimore is already selling time. Reading's WHUM-TV, GE's first 12-kw installation and showcase, is still shooting for Dec. 1 or earlier, as is York's WSBA-TV. Latter has tower up, admits to hope (which it prudently isn't publicizing) that it might be able to telecast Nov. 4 elections.

Another dark horse could be WWLP, Springfield, Mass., which hopes to get GE's second 12-kw transmitter before year's end. Currently, it's waiting for FCC to grant modification of CP for new site.

In New Castle, Pa., near Ohio border and Youngstown, WKST-TV reports its RCA transmitter due "sometime in December" for service "as early as January."

Peoria's WEEK-TV will have transmitter house completed by Nov. 1, tower up by Nov. 15 and 100-watt interim GE transmitter on hand Dec. 15 (12-kw due April 15) -- and mgr. Fred E. Mueller reports that "as an outside date we should be on the air by the end of January." Because of careful planning, he thinks this is going to be one of the country's showcase uhf installations.

Little Rock's uhf grant to Arkansas publisher Donald Reynolds and associates is said to be aiming for April 15. New WCEE, Asbury Park, N.J., granted the Walter Reade theatre interests, hasn't ordered equipment yet, plans to remodel whole theatre building for TV studios, is "shooting for end of '53," says Walter Reade Jr.

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Foregoing is the latest dope direct from grantees, all of whom we've asked to keep us up-to-the-minute on their plans and progress -- and this information should be added to what we reported in preceding issues.

Other big new-station news of week, of course, is the formal inaugural of

Denver's KBTW which this Sunday (Oct. 12) begins Channel 9 commercial operation with both CBS-TV & ABC-TV service, having tested 12-kw RCA transmitter since Oct. 2 (Vol. 8:40). Here's report on tests from builder-mgr. Joe Herold:

"Reception reports have indicated coverage far beyond all expectations. Excellent reception at Cheyenne, Wyo., Colorado Springs and across the Continental Divide at Granby, Colo., and many other points, indicate service will be extended to radius of 100 miles. This coverage is attributed to ideal transmitter location on Lookout Mt., 2500 ft. above Denver. Servicemen report very little adjustment in receivers and antennas necessary to get Channel 9 signal."

What TV means to the economy of a new market, especially advent of second station, is evident from report of Rocky Mountain Electrical League that there were 57,964 sets in area as of Oct. 1, less than 3 months after KFEL-TV began operation, and that up to 100,000 sets (some \$27,000,000 worth) will be sold by Jan. 1.

PROSPECTS FOR UHF TRANSMITTERS STILL SLIM: Uhf transmitter situation remains same, as far as we can learn. Besides one or two 12-kw GE units, no transmitters above 1 kw are promised by any manufacturer for balance of this year.

Of the 1-kw units to be delivered this year, RCA will produce lion's share -- and it isn't telling how many. From the estimates by uhf grantees, we'd guess it expects to deliver 10-15. We doubt whether rest of transmitter makers together will ship as many as five 1-kw units this year. A few 100-watt GE transmitters (drivers for 12-kw units) will be delivered, but these aren't being counted upon for regular service. Because of their low output, signal may not be of commercial quality, and they may be used experimentally until amplifiers can be delivered.

GE is farthest along in higher power. Its competitors concede that, but some doubt whether it will meet Dec. 1 deadline for WHUM-TV, Reading. GE is still getting all its klystron tubes from Varian Associates, San Carlos, Cal., but plans to start producing own about April-May. GE says it's already backlogged with orders covering 12-kw production until next August, wonders how it will handle demand if FCC accelerates present rate of grants, as expected (Vol. 8:40).

In race for high power, with ripe reward in sales awaiting manufacturer who gets there firstest with the bestest, engineers are trying everything in the book. GE has the 12-kw klystron, is reported readying 5-kw tetrode. Federal is currently hopeful about traveling wave tube. DuMont likes the 5-kw Eimac klystron, continues to experiment with other tubes. RCA says "we've got 'em all," but won't say whether it has settled on any particular one.

Pressure for delivery of any kind of uhf transmitter was heavy enough before Portland's KPTV took to the air. Now, the success of that station, with only a 1-kw transmitter (Vol. 8:38-40), has convinced many hesitant entrepreneurs -- and the clamor for transmitters has been redoubled.

Vhf is no problem. Grantees can get all the equipment they need as fast as they want it. FCC rules give grantees 2 months to start construction and 6 more to finish it. If FCC's current and past attitude towards stallers means anything, vhf CP-holders better be on air in time -- or have airtight excuse.

\$750,000,000 IN TV ADVERTISING SOON: Another angle on the fabulously meteoric rise of TV advertising -- despite the existence today of only 111 U.S. stations and the 4 networks -- was provided by McCann-Erickson's marketing v.p. Sidney W. Dean Jr. in a little-publicized talk before recent meeting of Assn. of National Advertisers.

At mid-year, we predicted -- some said much too optimistically -- that commercial telecasting this year may achieve total of \$400,000,000 in time sales, as against the then newly announced FCC-audited revenues of \$239,500,000 for 1951 (Vol. 8:30). Now, Mr. Dean comes forth with these calculations:

Cost of TV time-&-programs is currently running at rate of \$415,000,000. By end of 1954, there should be total of 26,800,000 TV homes in the 63 original markets and 62 new markets, embracing 78% of population and 80% of all retail sales.

"If as projected for the end of 1954, the cost of equivalent TV advertising in the 125 primary markets increases 83% over the current level of costs for 63 mar-

kets, it would therefore call for a stepup of total TV advertising outlays to approximately \$750,000,000 to secure equivalent market coverage," said Mr. Dean.

This total would surpass the all-time high of all other basic media except newspapers -- exceeding the current level of magazine advertising, for example, by \$175,000,000. As for trends, for whatever one wants to make of the figures, Dean notes that the 100 largest national advertisers (smallest spending \$1,900,000 in space-&-time in 1951) gave the TV networks 69% of their 1951 time revenues, the magazines 65% of their total revenues and newspapers 54% of their total revenues.

Which if any must give way for the other, whether total advertising budget of the country will grow apace, is subject the pundits will be contemplating and debating from now until TV's place (and radio's, too) is clearly delineated. But --

Fact remains that TV revenues continue to lead all other classifications in rate of increase, as shown in every index -- notably those of PIB and Printers' Ink, published monthly. They cover networks only, but networks are bellwether. Fact is they accounted for nearly \$112,000,000 in time sales during first 8 months of 1952, according to PIB (Vol. 8:39); could go to \$200,000,000 in remaining 4 months; and, with higher station rates and a few more stations, spot and local advertising might very well double the network total.

Personal Notes: Wm. Dozier, CBS-TV story dept. head, reported planning to become Broadway producer of new play, *Maria and the Captain*, with Richard Aldrich, Richard Myers and Otto Preminger . . . Robert W. Sarnoff, NBC v.p. in charge of film div., returns from London business trip next week . . . Edward R. Boroff resigns as gen. sales mgr. of Westinghouse Radio Stations Inc. . . . Bill Brennan, program director of KNXT, Hollywood, named script coordinator for CBS-TV, Hollywood . . . Fred Keller promoted to program director, WBEN-TV, Buffalo . . . J. Robert Myers, purchasing mgr., named NBC-TV production dept.'s director of production controls . . . Edward M. Keath, ex-TV-radio director and columnist of *St. Louis Globe-Democrat*, joins WTTV, Bloomington, Ind., as director of news & special events . . . Paul A. Porter, Harry Plotkin and other associates of Arnold, Fortas & Porter, Washington law firm, have moved offices to own building at 1229 19th St. NW; new phone Executive 7300 . . . Albert S. Goustin, ex-Blair TV Inc., named eastern div. sales mgr., Walter Kingsley western sales mgr., Ziv Television Programs Inc. . . . Roy Hofheinz, operator of 3 radio stations, who headed old FMA and who was once a county judge in Texas, reported planning to run for mayor of Houston . . . Lewis Allen Weiss has returned from long European vacation to his home at 627 No. Alpine Dr., Beverly Hills, Cal. . . . Jack Barton, ex-Capitol Records Inc., Hollywood, formerly with Georgia stations, joins NARTB station relations dept. as field representative; Wm. Treynor, NARTB west coast station relations rep, opens office at 210 Post St., San Francisco . . . Stephanie Siddle promoted from space buyer to media director, Birmingham, Castleman & Pierce, handling all TV-radio timebuying as well as space . . . Edward Ratner, ex-Product Services Inc., named TV-radio director, Friend-Reiss-McGlone Agency, N. Y. . . . Karl E. Irvin Jr. named TV-radio research chief, J. Walter Thompson Co., Chicago.

Station Accounts: Phillips Petroleum Co. buys *International Theatre*, series of 39 half-hour films produced for NBC film syndicate in England by Douglas Fairbanks Jr.'s Dougfair Corp.; it has been placed in 19 midwest markets thru Lambert & Feasley . . . California dried fruits to be promoted in \$1,000,000 drive, including TV-radio, planned jointly by California Prune Advisory Board, California Fig Institute, Dried Fruits Assn., Dried Fruit Institute and various brand advertisers . . . Olympia Beer Co. buys Ziv's *Favorite Story*, film series starring Adolph Menjou, for 6 Pacific stations; Blatz also buys rights for WTMJ-TV and other stations to be announced . . . Motorola this week began saturation drive, using TV-radio spots in 64 TV markets and 30 non-TV cities, thru Ruthrauff & Ryan, Chicago . . . Prudential Life has had six 60-min. test spots produced by American Film Producers, New York, for placement thru Calkins & Holden agency . . . Mennen Co., for new Foam Shave Bomb, breaking TV-radio spots following big newspaper-magazine campaign starting next week, thru Cecil & Presbrey, N. Y. . . . Canadian Fund, mutual investment trust, trying out TV and radio via KOB & KOB-TV, Albuquerque, thru Doremus & Co. . . . Among other advertisers reported using or preparing to use TV: Rapidol Distributing Corp. (Blensol hair coloring), thru Dowd, Redfield & Johnstone, N. Y.; Hartz Mountain Products (bird & pet products), thru Kenneth Rader Co., N. Y.; Bercut Richards Packing Co. (Sacramento California tomato juice), thru Lawrence C. Gumbinner Adv. Agency, N. Y.; Nicolay-Dancey Inc. (New Era potato chips), thru Canaday, Ewell & Thurber, Chicago; Coastal Chemical Co. (Clo-White, Co-Chem nylon whitener), thru Liller, Neal & Battle, Atlanta; Halben Food Mfg. Co. (Alaska Col drink), thru Harold Kirsch Co., St. Louis; Likwid Gro Inc. (fertilizers), thru West-Marquis Inc., Long Beach, Cal.

Buying \$10,000 worth of TV time, International Brotherhood of Teamsters will televise its convention in Los Angeles, Oct. 13-17. Opening-day proceedings in novel public relations experiment will be telecast for 3½ hours on KTTV, election of officers closing day for 2 hours on same station.

DuMont continuous-motion film scanner, hit of NARTB convention last spring (Vol. 8:14), is scheduled for mid-1953 deliveries, according to Herbert Taylor, manager of transmitter div.

Kliegl Bros., manufacturers of TV and stage lighting equipment, appoints DuMont as its sales representative in TV field.

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New officers of SMPTE, who begin 2-year terms Jan. 1: Herbert Barnett, General Precision Equipment Corp., president; Dr. John G. Frayne, Westrex Corp., exec. v.p.; Dr. Norwood L. Simmons, Eastman Kodak Co., editorial v.p.; John W. Servies, National Theatre Supply Co., convention v.p.; Edward S. Seeley, Altec Services Corp., secy. Named to board of governors were: Gordon A. Chambers, Eastman Kodak; Charles L. Townsend, NBC-TV; Frank E. Carlson, GE; Malcolm G. Townsley, Bell & Howell; William A. Mueller, Warner Bros.; LeRoy M. Dearing, Technicolor Corp.

Telecasting Notes: Good writing and enjoyable reading, if you're able to take some not-too-good-natured kidnap about TV-radio people and programs: John Crosby's *Out of the Blue*, just published by Simon & Shuster (301 pp., \$3). It's a compilation of the best of that trenchant columnist's syndicated newspaper writings of the last 6 years—often cynical, occasionally serious, sometimes very funny . . . 4-hour walkout of NBC's TV-radio engineers in Washington Oct. 5 disrupted entire TV network when Hollywood engineers, in sympathy action, refused to handle *Colgate Comedy Hour*; as result that top NBC-TV show was televised only over KNBH, Los Angeles. Washington-originated *Meet the Press* was also blacked out. Walkout cost network \$120,000 in rebates, was in protest over reduction of jobs to result from Oct. 15 consolidation of NBC Washington TV-radio operations (Vol. 8:40) . . . Screen Actors Guild demands for repayment of actors in filmed commercials, similar to those in effect for filmed programs (Vol. 8:37), threaten to drive out of TV many small advertisers who can't afford repeat payments, concludes Oct. 6 *Sponsor Magazine*—which compares plight of small advertiser to position of old-time car owner: "It wasn't the initial payment but the upkeep that proved staggering" . . . Petrillo this week lifted AFM demand for 5% royalty payments from TV stations for filmed announcements of one minute or less in favor of fixed fee at \$27 per musician; 5% still applies to all shows over one minute . . . Amazing success of filmed situation comedies underscored by fabulous rating credited by Trendex to Philip Morris' *I Love Lucy* on CBS-TV: 60.2 for Oct. 6 in 10 cities, or 90.4 share of audience. Same network's *Life with Luigi* few weeks earlier made sight-unseen debut and rated 42.6, or 64.4 share . . . NBC-TV preparing to get into the act with *Life of Riley* series starring Wm. Bendix and situation comedy series featuring Mickey Rooney, both ready for early openings . . . Independent TV film distribu-

tors are rubbing their hands in anticipation of expanded market as more stations go on air; president Milton Blink of up-&-coming United Television Programs Inc., Chicago, quoted in Oct. 8 *Variety* as saying demand for inexpensive 15-min. filmed shows will boost his company's gross from \$1,500,000 to \$2,000,000 this year, foresees \$3,000,000 next year, adds banks have become more amenable to financing films for TV . . . Good news for a change from purse-poor ABC, still awaiting FCC approval of merger with United Paramount: President Robt. Kintner announces in Hollywood that \$250,000 has been allocated to KECA & KECA-TV to improve programming; he also forecast ABC-TV western network of 20 stations in next 2 years . . . Canadian Assn. of Broadcasters proposes to change name to Canadian Assn. of Broadcasting & Television Operators at March convention in Montreal—depending on whether govt. permits private TV construction by then . . . Wolfson chain's big Capitol Theatre building in downtown Miami, remodeled in entirety as studio building for WTVJ and including one 68x100-ft. studio, will be dedicated Nov. 10 with lots of out-of-town VIPs invited . . . Seminar on TV scheduled by WBTV, Charlotte (Vol. 8:40), postponed to Dec. 3-4, will include talk by FCC Chairman Walker, NARTB's Dick Doherty, WTAR-TV's John Peffer, WFMY-TV's Gaines Kelley, among others . . . For direct mail campaign for TV, NBC this week received 3 "best" awards, one "best of all industry grand award," of Direct Mail Advertising Assn. at Washington convention . . . U of Michigan resumes credit courses via TV Oct. 19, with Sun. 1-2 p.m. "telecourses," which last year had 3800 registrations, offered via hookup of WWJ-TV, WJIM-TV, WKZO-TV . . . TV-radio spots for United Nations Week, Oct. 19-25, being offered stations by American Assn. for the UN . . . Rate card for new KBTB, Denver (Vol. 8:40), effective Oct. 12, sets Class A hour rate at \$250, one-min. \$60, same as KFEL-TV's.

Financial & Trade Notes: ABC continues to show losses, latest statement revealing estimated net loss of \$659,000 for 9 months ended Sept. 30, after carry-back tax credit of \$336,000. Comparable 1951 period saw net profit of \$77,000. For all of 1951, company showed \$368,943 profit, while profit in 1950 was \$84,605, loss in 1949 was \$519,085 (Vol. 8:12).

TV is blamed for \$472,389 drop in net profit of Monogram Pictures Corp. from fiscal 1951 to 1952. It reports \$589,259 profit for year ended June 28 which, despite decrease from preceding year, was second highest in company's 16-year history. President Steve Broidy said decline was due, at least in part, to reduction in revenue received from TV showing of older pictures, the cost of which previously had been amortized in theatre showings.

Official Films Inc., TV program producing-distributing firm organized by Isaac D. Levy, reports net loss of \$524,027 on year's operations to June 30, at which time deficit in earned surplus was \$786,867 as against \$262,840 deficit of June 30, 1951.

Allied Electric Products Co., which embraces Sheldon tube-making subsidiary, reports net loss of \$608,065 for 10 months to April 30 vs. net profit of \$454,733 (47¢ a share) for fiscal year ended June 30, 1951.

Excess profits tax refunds totaling \$1,574,611 were granted 3 companies this week for overpayments under now-superseded 1945 tax law: Philco, \$932,445 for 1945 fiscal year; Oak Mfg. Co., \$211,642 for 1942-46; Bulldog Electric Products Co., Detroit (electrical apparatus), \$430,524 for 1940-42 & 1945.

Cornell University Associates has been formed in Ithaca for closer cooperation between the university and industry, with 1951-52 grants totaling \$6,375,203. Among charter members are Avco and Philco.

Its TV-radio station holdings contributed considerably to Meredith Publishing Co.'s 14.7% rise in revenues for year ended June. 30. Fiscal report of publisher of *Better Homes & Gardens* and *Successful Farming* shows gross of \$33,587,255 and net of \$2,938,616 (\$4.55 per share) after \$4,478,333 tax charges and other deductions. This compared with gross of \$29,277,838 and nearly identical net of \$2,934,841 (\$4.55) after taxes of \$3,645,855 for preceding fiscal year. Magazine advertising accounted for \$21,855,114 of gross, subscriptions & newstand \$6,297,485, books \$2,987,548, and TV-radio stations \$2,057,460 (including 12 months of operation of WHEN, Syracuse, and 9 months of WOW & WOW-TV, Omaha, purchased Sept. 29, 1951). The TV-radio revenues compare with \$523,922 the preceding year (WHEN alone). Meredith now also owns KPHO & KPHO-TV, Phoenix (Vol. 8:18, 26).

Heavy emphasis on all-channel vhf-uhf receivers is planned by Crosley, and asst. gen. mgr. Leonard Cramer predicts uhf-equipped sets will soon account for half of company's TV output. Crosley has featured all-channel sets in its higher-priced "custom" line for some time, and starts production this month on uhf-equipped models in lower-priced "de luxe" line. Continuous uhf tuner adds \$50 to price of set, and "Ultratuner" is also available at same price housed in own cabinet for attaching to Crosley vhf sets. Meanwhile Zenith is preparing for opening of WHUM-TV (Channel 61) by rushing pre-tuned strips (\$5 list) to Reading, Pa., backed by heavy advertising campaign in Reading newspapers. RCA Service Co. announced this week that Anaconda is now manufacturing special uhf antenna lead-in line developed by RCA engineers. Balanced line with 270 ohms impedance is being used successfully in Portland, says RCA Service Co. president E. C. Cahill, and is designed to minimize effects of rain, salt water, dirt and electrical interference.

TRADE IS STRONG & TRENDS ARE FAVORABLE: So strong is the current TV market and so buoyant are the spirits of manufacturers, distributors and many dealers these days, that they see nothing but a continued boom the rest of this year and are expecting it to spill over into first quarter 1953. That could very well be -- particularly since so many new markets are due to open up shortly after Jan. 1.

Several more manufacturers raised list prices on selected models last week -- Hallicrafters, Olympic, Zenith -- so that by now most of the majors have posted some new price schedules (Vol. 8:39-40). It's altogether likely that most others have also done so quietly, or will do so.

If any other basic trend is discernible in a trade that also relies heavily on appliances, it's the growing tendency among distributors and dealers to "cross lines." Where this will lead, no one can foretell yet.

Admiral is about to widen its appliance line by taking on air conditioners and freezers. RCA, already marketing air conditioners, is entering the stove field with its recent purchase of Estate Stove Co. from Noma (Vol. 8:39). Motorola has considered going into white goods, though reportedly has rejected the idea.

So it's apparent that the manufacturers want more and more to diversify, for seasonal reasons or otherwise, making their distributors and dealers dependent on them for complete lines. Philco did it long ago.

Since most distributors already have appliance tieups, this "crossing of the lines" presents some perplexing aspects which, as one of biggest RCA distributors put it, could mean a period of "deletions and additions." Shall he, for example, chuck his present line of ranges in favor of RCA's new one? If RCA goes into refrigerators, shall he repeat the process?

The one big supplier idea has its advantages, perhaps, but it also has its hazards. And if a distributor doesn't stay with one big supplier, will that supplier turn to a franchiser who will -- or open its own distribution branch?

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One of the interesting aspects of current TV sales picture is that dept. store sales of TVs are good in old as well as new TV areas. In former, dept. stores are said to be warming up to TV trade despite some past sour experiences.

As explained by one distributor: (1) In the new markets, stores are profiting by mistakes of the old. (2) Open nights in more and more dept. stores allow them to compete with appliance dealers who always built traffic that way. (3) Lines are being reduced to a few brands. (4) Service tieups either with factory servicers or with other dependable outfits are eliminating this former loss factor.

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TV factories continue to maintain high rate of output as they enter year's final quarter. First statistical week of fourth quarter, ending Oct. 3, resulted in 167,861 sets (13,182 private label), according to RTMA. So far this year, the week's output is second only to preceding week's 168,308.

Factory inventories continued to fall -- went to 147,313 from 172,631 week preceding, new low for year and comfortable far cry from peak 480,343 last June 13.

Radio output was 189,617 units (68,390 private) for week ended Oct. 3, down from 212,841 preceding week. Radio inventories dropped to 224,608 from 244,631. Week's radios were 66,309 home sets, 31,060 portables, 42,499 clock, 49,749 auto.

RTMA released figures on retail TV sales during summer, showing that 700,490 sets were sold in normally slack June, July & August. Retail sales of radios of all types, exclusive of auto sets, totaled 1,139,467 in same months. No comparison with previous periods is available, since such figures weren't gathered last year. RTMA noted that there are 95,000 retail outlets for TVs and radios in the U.S.

Topics & Trends of TV Trade: "No architect with utility in mind would design a house today without making provision for the placement of a TV set," said recent editorial in *Baltimore Sun*. "But is that enough?" it asked, pointing to the "congestion" that reigned on the air one evening—at 9 p.m. pre-Stevenson rally on one station, at 9:30 Sen. Nixon on another, at 10 Gov. Stevenson, at 10:30 the Stevenson address rebroadcast on radio, and between time the Walcott-Marciano fight. While latter wasn't telecast or broadcast, there were thousands, said the newspaper, who must have been impatient to hear the latest news bulletins and the commentators.

"What an evening it was!" exclaimed the editorialist. "Nor is there any guarantee there will not be others when the air is just as crowded. Was one TV set enough for the family for a complete coverage of all that was going on? Hardly. From 2 to 3 TV machines and at least one radio would be more like it . . ."

Plethora of good programs every night is causing plenty of family disputes over what to watch, opening way to multiple TV sales—same as radio once enjoyed ("a radio in every room"). DuMont sales mgr. Dan Halpin, accompanying Dr. DuMont on recent Pacific Coast trip, even went so far as to suggest to dealers in one-station Portland: "You'll be able to sell 3 sets to each family—one for children, one for parents and one for the mother-in-law."

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Olympic Radio adopted inboard pricing for first time this week, announcing at same time that it was increasing list prices of its 14-set line by \$10 to \$20, starting with 17-in. table at \$190, up to 21-in. combination at \$450. Said Olympic president Percy Schoenen, in explaining increase: "We have increased our prices only sufficiently to compensate for recent further advances in the cost of numerous components, picture tubes, record changers and cabinets, plus the 10¢ an hour increase in our labor rates, the latter of which has been made retroactive to June 1, 1952." Hallcrafters raised 6 models by \$10 & \$20 and Zenith raised 9 by same amounts.

Kaye-Halbert, announcing new list with inboard pricing of excise tax, is also out with "Selectronic Robot," remote control unit listing for \$29.95. Line embraces mainly 21-in. models, ranging from \$290 to \$490, includes three 24-in. consoles with full doors at \$570, \$580 & \$590.

Radio Televisione Italiana will manufacture TV, radio and recording equipment for RCA in Italy, headed by Count Galeazzi, governor of Vatican City, under arrangements made by RCA president Frank Folsom during current European trip.

Pacific Mercury Television Mfg. Corp. (Joe Benaron, pres.) and California Eastern Airways Inc. reported to have made offers in Federal court in Newark to reorganize bankrupt Tele-tone (Vol. 8:5, 7, 17).

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Western community antenna activity is showing nice progress, according to Jerrold sales mgr. Caywood Cooley, just back from trip to coast. He reports system in Laguna Beach, Cal. will start Oct. 15, using Jerrold's new 7-channel system, first in country. Company's regular system is 3-channel. Status of others: San Bernardino, due to start next week; Lone & Auburn, Cal., and Centralia Wash., now in operation; Palm Springs (Paramount's International Telemeter Corp.) has completed 6½-mile run from mountain, now plans to hook up town. Last is 7-channel system to which an 8th channel, slightly above Channel 6, is being added for locally originated subscription-TV programs. Plans for Banning & Fillmore, Cal., appear to have petered out, Cooley says. Many others are being planned, should be announced shortly, he says.

Merchandising Notes: Admiral's home air conditioner, promised for early next year by president Ross Siragusa (Vol. 8:40), will be made by Lonergan Mfg. Co., Albion, Mich., according to trade reports; Admiral, however, won't own any of the company . . . OPS industry advisory committee on TV-radio service price ceilings (Vol. 8:40) holds first meeting Oct. 21 at OPS Washington headquarters . . . Philco accessory div. (Herbert J. Riband, gen. mgr.) has sent servicemen and dealers more than 50,000 copies of booklet *It's Philco Accessory Time*, with contests and other inducements, in promotion drive lasting to end of Nov. . . . Merix Chemical Co., 1021 E. 55th St., Chicago, offering new cleaner for TV picture tubes, called "TV Tele-Clear," to keep TV picture tubes free from dust attracted by static electricity (\$1.50) . . . Service parts directory, containing diagrams and parts lists for the 71 RCA 1950 & 1951 TV receivers, is available from RCA tube and parts distributors . . . CBS-Columbia buys *Doris Day Show* on CBS-Radio in first big use of network radio to promote its TV sets . . . RCA adds sponsorship of radio version of *Kukla, Fran & Ollie* on NBC, Mon.-thru-Fri., 2:45-2:55 p.m.; TV show continues Sun. 4-4:30 p.m.

Distributor Notes: RCA names Warren M. Singer appliance sales mgr. of its RCA Victor Distributing Corp., Kansas City: he's ex-Chicago sales rep and succeeds E. J. McGranahan . . . Westinghouse promotes Roland R. Hand from TV-radio district sales mgr. to consumer products sales mgr. of its Westinghouse Electric Supply Co., Rochester . . . Capehart's N. Y. distributor, IT&T Distributing Corp., names 5 sales reps: Edward Lehrer, Brooklyn; Emerson Dickman, Manhattan; Joseph Faigan, Bronx; Walter Stevens, Westchester-Staten Island; John Goodman, Queens . . . CBS-Columbia names Burden-Bryant Co., Springfield, Mass. . . . Stewart-Warner names Home Makers Supply Co., Portland, Ore. . . . Sentinel Radio appoints Stusser Electric Co., Seattle . . . Pacific Mercury appoints Key Co., Portland, Ore. (Roy Chilton, pres.) . . . Fada closes its factory branch, Fada of New York Inc., with N. Y. distribution handled from Belleville, N. J. factory; N. Y. sales mgr. Irving Blumstein resigns . . . Kaye-Halbert to open Seattle factory sales & service branch about Nov. 1.

Admiral's 8 wholly-owned subsidiaries—in New York, Newark, Boston, San Francisco, Chicago, Milwaukee, Los Angeles, San Diego—account for one-third of company's total volume at distributor level, says president Ross D. Siragusa. He also reveals: (1) Company has 81 distributors which sell to about 30,000 retail outlets. (2) Admiral will spend \$16-17,000,000 this year for advertising, or equivalent of 5¢ on retail dollar—one of largest sums spent on single brand name by any American business. (3) About 75% of Admiral's current production is for electronics, 25% for appliances.

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Canadian RTMA reports August TV set sales by factories jumped to 12,790, retail value \$5,683,208, apparently brought on by new CBC stations in Montreal and Toronto. Sales for first 8 months of 1952 rose to 50,968, worth \$23,387,009. Montreal led month's sales with 40.3%, Toronto-Hamilton 35.7%, Niagara Peninsula 10.1%, Windsor 9.8%, remaining 4.1% going to other areas. Inventory totaled 15,462 as of Aug. 31. Cumulative sales of Canadian-manufactured TVs to that date were 129,406 valued at \$60,901,034. Note: Canadian govt. this week released figures showing factory value of radio & radio parts (including TVs) turned out by Dominion plants during 1951 was \$85,624,000 compared with \$66,597,000 in 1950—so that the industry accounted for about 13% of the country's whole electrical appliances & supplies industry.

Electronics Reports: Some TV-radio manufacturers have been hopping mad over recent newspaper reports variously quoting Air Force Undersecretary Roswell Gilpatric and procurement chief Lt. Gen. O. R. Cook that upturn in demand for TVs & radios has caused manufacturers to slow down production on govt. orders for test equipment.

A quick check shows that very few TV-radio manufacturers produce test equipment for the military. Actual transcript of Pentagon press conference Sept. 19, which inspired the newspaper reports, reveals that Gen. Cook actually said, in response to question on progress of aircraft electronics procurement: "We are not particularly handicapped with respect to the basic equipment itself, but we are still having difficulty getting the test equipment, meters, silicones and special test equipment that goes in aircraft. That situation, I believe, in my opinion results mainly from the manufacturers of TV sets and commercial radio sets and other electronic equipment, who had expected to have no commercial work find themselves now with commercial work and in some cases our defense work doesn't get the preference that we think it is entitled to."

At meeting of TV-radio manufacturers advisory committee with NPA in Washington Oct. 9, Air Force Col. Philip Gugliotta tried to pour oil on troubled waters. He told the 11 TV-radio makers that "deliveries of end equipment are doing fine [and] delivery rates of electronic equipment to the Air Force has increased 1000% since Korea." He called the newspaper accounts of Gen. Cook's statement "distorted," but added that "every word of the statement was true and nobody was hurt."

Industry representatives told NPA that shortages are beginning to plague them again—particularly 21-in. picture tubes and some receiving tubes and components. Scarcity of assembly-line workers in Chicago is another problem. NPA officials predicted steel supply situation will gradually improve, but warned of possible setbacks in copper and aluminum supply between now and next March. The manufacturers approved an NPA proposal to limit priority orders for tubes to those needed for military and machine tool programs, but urged that there be no cut in percentage share of tubes available for non-military uses.

Sylvania's expansion in electronics field was keynoted Oct. 8 in Woburn, Mass., where president Don G. Mitchell dedicated new headquarters of electronics division. New 50,000-sq. ft. plant employs 850, houses administrative, sales, engineering & manufacturing staffs, produces microwave & special purpose tubes, transistors, other semi-conductor devices. Last spring Sylvania acquired plant in Newton, Mass. for production of magnetron radar tubes. It is building laboratories at Mountain View, Cal., for development and production of microwave tubes. With opening of new parts div. plant in York, Pa., Sylvania will have plants and laboratories in 35 communities in 10 states, employing some 26,000. Opening early next year will be defense plant of wholly owned Sylvania Electric (Canada) Ltd. at Drummondville, Ont.

Dr. E. F. W. Alexanderson, pioneer TV-radio-electronics inventor, 1921 IRE president, holder of IRE Medal of Honor, joins RCA as consulting engineer; he was its chief engineer in 1920-24 when RCA was largely owned by GE, from which he recently retired.

"Modern Communications with Microwave" is new 20-min. 16mm film in color available without charge from Film Distributing Dept., Federal Telephone & Radio Corp., 100 Kingsland Rd., Clifton, N. J.

Sir Ian Jacob, recently acting chief staff officer to the Minister of Defense, appointed director-general of British Broadcasting Corp., succeeding Sir Wm. Haley, now editor of *London Times*.

NPA ELECTRONICS DIV., reduced in size as result of economy-dictated slash in personnel, is scheduled to move this month from Temporary "T" Bldg. to New General Accounting Office Bldg., 5th & G Sts. NW, which houses most DPA-NPA offices. Key staff members leaving division, in addition to those listed in Vol. 8:39: Justin R. Sypher Jr., military production asst. to director Richards W. Cotton, switches to DPA as fulltime asst. to chairman of Electronics Production Board (also Mr. Cotton). Francis E. Corr leaves TV-radio section for Electronics Procurement Resources Agency, Defense Dept.

In newly reorganized division, Mr. Cotton and Donald Parris continue as director and deputy director, J. E. Dillon as labor specialist. W. E. Dulin, formerly chief of special components section, succeeds Mr. Sypher as military production asst., Eric Bovet becomes mobilization planning asst., Ruth Cannon statistical asst. Added to division's TV-radio section from Scientific & Technical Equipment Div. is George J. Ikelman, onetime FCC engineer.

Branch and section chiefs in reorganized division: Priorities & allocations branch, Mr. Parris, acting chief; expansion & expediting section, Wm. J. Bapst; CMP section, O. W. McDaniel; equipment branch, Robert R. Burton; radio & TV receiver section, Lee Golder; broadcast & communications equipment section, J. Bernard Joseph; components branch, Elmer Crane & James A. Mendenhall; transformer & special components section, E. MacDonald Nyhen; electron tube section, H. G. Butterfield; capacitor & resistor section, R. D. Parker.

Note: John D. Small, ex-Emerson v.p., plans to resign as chairman of Munitions Board by year's end. He's silent on his future plans, but isn't expected to return to Emerson.

Trade Personals: Julius Haber, who joined RCA as an office boy in 1922, now is adv. director for RCA technical products, promoted to RCA Victor director of public relations as of Nov. 1, succeeding James M. Toney, named director of consumer products distribution . . . John A. Kuneau, Philco public relations v.p., has resigned; company officials could not be reached for official report . . . Fred D. Wilson, president of Capehart-Farnsworth, sailed for Europe last week with Mrs. Wilson, to be gone until Oct. 28 . . . Herbert Riegelman, ex-v.p., Montgomery Ward, named mgr. of marketing for GE receiver dept. under gen. mgr. Willard H. Sahloff . . . Thornton S. Thomas is new gen. operating mgr., Westinghouse Electric Supply Co. . . . John C. Weisert, mgr. of Magnavox's Washington office, has resigned to join Mutual Security Agency in Paris . . . Joe Chapman Lane Jr. named advertising representative for Westinghouse's new electronic tube div. . . . James E. Farrell, ex-RCA and Crosley in Buffalo, named Crosley eastern divisional sales mgr.; Don F. Miersch, southwest mgr. for Crosley appliance div., named western mgr.—both headquartering in Cincinnati and reporting to H. E. McCullough, field sales mgr. for electronics . . . Henry Goldsmith, ex-Pathé and Jackson Industries, named mgr. of newly-revived Sonora brand sales (Vol. 8:40) . . . Jack Kay, v.p. of International Television Corp., private-label manufacturer, has resigned . . . J. L. Fowler, ex-GE Supply Corp., Kansas City, named CBS-Columbia district mgr. there . . . John H. Adams promoted to asst. sales mgr. of Rola Co., Cleveland (div. of Muter Co.), succeeding Elmer F. Steffens, resigned . . . Wm. W. Posey named Chicago district mgr., National Union Radio Corp. . . . Wm. B. Croxville, ex-gen. mgr. & chief engineer, Fidelity Tube Co., named director of electronic tube equipment div., James L. Entwistle Co., Providence.

Sir Noel Ashbridge, BBC director of technical services since 1948, who retired in 1952, named to board of Marconi's Wireless Telegraph Co. Ltd.

List of witnesses for theatre-TV hearing's engineering and accounting phases, beginning Oct. 20, was submitted to FCC by Motion Picture Assn. of America and National Exhibitors Theatre-TV Committee this week. Testimony on video standards for theatre-TV system will be presented by engineer Andrew F. Inglis; audio standards, choice of frequencies, intercity relays, engineer Stuart L. Bailey; bandwidth, allocation principles, number of channels, intracity distribution, engineer Frank H. McIntosh; instantaneous kinescope projection system, General Precision Laboratory exec. v.p. Herbert Barnett; film storage projection system, Paramount v.p. Paul Raibourn; Eidophor system, 20th Century-Fox research & development director Earl I. Sponable; cost of theatre-TV transmission, Bailey, McIntosh and common carrier cost analyst Manfred K. Toeppen. FCC has scheduled conference for theatre-TV hearing attorneys at 10 a.m., Oct. 14. Direct testimony phase is expected to take 7-8 days, after which hearing will be recessed until Jan. 12, 1953.

Realistic rather than academic approach to problem of non-commercial education TV stations, for which FCC has issued 6 CPs to U of State of New York, is assured with Gov. Dewey's appointment this week of 7-member commission authorized by recent Legislature to study and recommend on 10-station network project proposed by state board of regents. Chairman of group is Douglas M. Moffat, New York attorney, president of the Church Club of N. Y., and vice chairman is Y. B. Smith, dean of Columbia Law School. Other members: Clarence U. Caruth Jr., New York attorney; Bernard Duffy, president of BBDO ad agency; Michael R. Hanna, gen. mgr. of WHCU, Ithaca, commercially-operated radio station owned by Cornell U; Mrs. James W. Kideney, Buffalo, ex-asst. secretary of Cornell College of Arts & Sciences; Dr. Paul Lazarsfeld, Columbia U professor of sociology.

Witnesses may refuse to testify at Congressional hearings if they are disturbed by TV cameras, microphones and flash bulbs, according to Washington court ruling in long-delayed aftermath of Kefauver Crime Committee hearings (Vol. 7:8-9, 11-13). Federal Judge Schweinhaut freed Morris Kleinman and Louis Rothkopf Oct. 6 of contempt of Congress on charges growing out of refusal to testify on Cleveland gambling activities. Said the judge: "The concentration of all these elements [TV cameras, newsreel and still cameras, flash bulbs, microphones] seems to me necessarily so to disturb and distract any witness to the point that he might say today something that next week he will realize was erroneous. And the mistakes could get him in trouble all over again."

New football TV proposal next year to "share the wealth" of TV receipts among all members of National Collegiate Athletic Assn. was blasted this week by Notre Dame athletic director Ed (Moose) Krause. He termed plan "illegal and immoral," "socialistic and communistic," said it would "kill" NCAA because members who wouldn't go along with it would get out. NCAA's TV director Asa S. Bushnell said his committee has discussed proposal for long time and would offer it to 1953 Washington convention. But any future TV restriction may hinge on outcome of govt.'s anti-trust suit against National Football League, based on latter's own TV limitations. Trial was postponed again this week to Jan. 26 because of Judge Allan K. Grim's crowded docket.

Theodore C. (Ted) Streibert, who headed WOR & WOR-TV before their sale by Macy's to General Tire, resigned this week as president of WOR and v.p. of General Teleradio Inc., General Tire subsidiary, for which he has lately been handling film syndication project. He was one of founders of Mutual Broadcasting System, formerly its chairman, and remains on its board. He's onetime asst. dean of Harvard Business School.

RCA and Teleprompter have signed 5-year contract whereby RCA Service Co. will handle all "public speaking" rights for the prompting device, which gained considerable fame during July political conventions and is still being used by Gen. Eisenhower on his current speaking tour. RCA has exclusive rights for U. S. and possessions, will provide local service for banquets, public gatherings, etc., furnishing apparatus and operators on a fee basis. Service will first be offered in New York, Philadelphia, Detroit, Chicago, Los Angeles, then in other large cities. Production of additional apparatus, meanwhile, will be stepped up by Teleprompter Service Corp., which now has leasing arrangements also with CBS-TV, NBC-TV and some stations. Former NBC v.p. I. E. (Chick) Showerman, Teleprompter sales chief, is now on tour of TV stations offering local leases.

Senate subcommittee on privileges & elections this week sent letter to all political groups and committees supporting Presidential and Senatorial candidates, asking how much is being spent for TV & radio time—idea being to gather data for possible bill to raise legal limit on campaign expenditures. Meanwhile, Republicans aren't changing plans to use spot TV-radio time in big way (Vol. 8:40), depending on money it can raise for purpose, while Democrats are asking for contributions for increasingly heavy use of TV-radio by Stevenson in final campaign weeks. This week, FCC replied to George Ball, executive director of Volunteers for Stevenson, who asked for investigation of alleged \$2,000,000 GOP "blitz" via TV-radio planned for closing days of campaign. Commission said it has no specific information about such a plan so doesn't know whether "equal opportunity" section of Communications Act will be violated. It suggested that, if corrupt practices might be involved, inquiry might better be pursued with Dept. of Justice.

Ten new-station applications filed this week, 5 for uhf, bring total now pending to 756, of which 299 are for uhf. This week's applicants are from Phenix City, Ala., WPNX, for Channel No. 28; Sacramento, Cal., KAA-TV Co., No. 40; Joliet, Ill., WJOL, No. 48; Minot, N. D., KCJB, No. 10; Muskogee, Okla., KBIX, No. 8; Tulsa, Elfred Beck, No. 23; Houston, KNUZ, No. 39; Midland, Tex., Permian Basin TV Co., No. 2; Temple, Tex., KTEM, No. 6; Wichita Falls, Tex., Neely G. Landrum (Dallas), No. 3. [For details about foregoing applications, see *TV Addenda 15-M* herewith; for listing of all post-freeze applications, FCC actions, etc., see *TV Fastbook No. 15* and *Addenda* to date.]

Don't throw pop bottles at the umpire—you may break his cathode ray tube. It happens every year between spring training and end of World Series—somebody announces an electronic umpire. Latest is called "TV Automatic Umpire" by its developer, Radio Receptor Co., Brooklyn. Offshoot of company's new industrial TV equipment, camera scans path of each ball thrown. Company says it will demonstrate system to major league ball clubs during next spring training.

"Radio Spectrum Conservation," JTAC's remarkable study, has been published in book form (221-pp.) by McGraw-Hill, is now available at \$5. Brilliant document, which we headlined "JTAC's Socio-Engineering Tour de Force" in our review of multilith copy early this year (Vol. 8:4), tells not only what's wrong with our use of radio spectrum but what can and should be done about it.

Networks and reps aren't snubbing uhf any more, now that Portland's KPTV has proved efficacy of uhf operation (Vol. 8:38-40). This week's batch of new uhf affiliations signed, all with stations now being built and due on air around Jan. 1: NBC-TV with WFMJ-TV, Youngstown; CBS-TV with WJTV, Jackson, Miss.; ABC-TV with WICC-TV, Bridgeport.

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(For Survey of Individual Receiver Manufacturers on Their UHF Production, Future Plans, Etc., See p. 9)

HIGH STAKES IN SETMAKERS' UHF BATTLE: Continuous tuners...strips..."matchboxes"...

Portland the proving-ground has become Portland the battle-ground, as TV receiver manufacturers slug it out with conflicting claims for their various methods of translating a uhf signal into a TV picture.

The bickering over tuners in Portland -- the advertising claims and counter-claims -- are not aimed solely at Portlanders. Indeed, selling uhf sets in Portland is no problem. But the set and tuner makers are staking their reputations there, jockeying for position in the whole new nationwide field of uhf.

Tuners and converters now in use fall into 3 basic types: Strips (installed internally), 1, 2 or 3-channel "matchbox" converters (internal or external), and continuous tuners (internal or external). Each has its faithful following among the manufacturing fraternity, although some set makers offer customers choice of 2, or all 3 types. (For report on uhf activities of individual manufacturers, see p. 9.)

Uhf sets now in use are basically standard vhf receivers with circuits added to pick up uhf signals. During first weeks of Portland operation, thousands of vhf sets were shipped there, to be converted to uhf by addition of external converter, internal tuner "kit" or strip, inserted by distributor, serviceman or customer.

Today most manufacturers are building complete internally-converted sets at the factories -- the main difference being that sets are converted before, rather than after, shipment. An exception is the strip-tuned set, which can be converted nearly as easily after it is sent to distributor.

While supply and demand are by no means balanced in Portland, the initial surge is over. The original compulsion to "get anything out there that will pick up uhf" has given way to more orderly program of shipping -- and of planning for the many new uhf markets which are upcoming soon.

All manufacturers say they won't be caught short again -- that they'll be ready with sets wherever uhf crops up next. While they can't promise to fill demand as soon as new stations go on air, they do pledge that each area will get its "fair share" from the start. They're already "scouting" all new uhf territory.

From our conversations with set manufacturers we get impression that every one will offer all-channel tuners eventually -- including those who now have only the 1-&-2-channel converters and strips. Obviously, there will be some areas where 2 or 3 uhf channels just won't be enough, while in others less expensive limited-channel tuners will continue to be adequate.

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The ultimate in tuners -- a single tuner that will cover the entire range of vhf & uhf -- is yet to come, but tuner makers appear to be hot on the trail. Some sets use separate uhf & vhf tuners coupled mechanically to provide "one-knob tuning"

-- but real all-channel tuner will require some completely new tubes & circuits.

Standard Coil reportedly is "reworking" its detent-type all-channel tuner, an engineering model of which was displayed last winter (Vol. 8:9). Mallory has a vhf-uhf tuner in semi-final stages of development, according to executive v.p. Ray Sparrow, who says it will be ready "in reasonable time" after "bugs" are taken out. General Instrument is developing prototype all-channel tuner which executive v.p. Monte Cohen says will be ready for sampling in first quarter 1953. Sarkes Tarzian, too, has something in works, but no details have been disclosed.

Principal tuner makers have had engineering crews in Portland, checking on their own and competitors' products. Here's what they're offering and what they tell us about their current production:

Mallory is concentrating on its continuous tuner, which it offers under own brand name as converter at \$42.50. Thousands have been shipped and production is being boosted every day, according to Mr. Sparrow, who says demand in Portland is far greater than supply. Crosley, Sylvania, Magnavox and others are building Mallory tuners into their sets and marketing them separately as external converters.

Sarkes Tarzian is exponent of matchbox type single-channel converter. Of the setmakers, his biggest uhf customer probably is Westinghouse, whose 16-position tuner accommodates 2 of the individual plug-in receptors without sacrificing any vhf channels. More than 5000 Tarzian receptors have been shipped to Portland, and some 300,000 Westinghouse sets now in use can accommodate them. Now being sampled is a self-powered one-channel matchbox which can be attached by customer to back of any set. Wholesale price will be about \$11.25.

Standard Coil continues to step up production of strips -- now at both Los Angeles and Chicago plants -- with manufacturers still clamoring for more and more. Demand for them in Portland apparently is bottomless. Standard supplies Admiral, Emerson and some 40-50 other large and small manufacturers.

General Instrument, which concentrates on continuous tuners, is shifting into high-gear production. In addition to supplying Motorola and others, it will market converter under own brand name (Silverline), is now lining up distributors. Company is also beginning production of tuning strips for its turret tuners, but describes this as "stop-gap" service for customers who require it.

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How do the tuning devices stack up in Portland? Since nearly everyone who offers opinion has ax to grind, it's difficult to get objective facts. As we've reported previously, reception in general is surprisingly good. And one reliable engineering source (non-manufacturing), who has tested many of the uhf devices now being offered, makes the following observations:

In sensitivity and selectivity, present uhf devices are about as good as the first vhf tuners, and constantly improving to point where transition from vhf to uhf should be quite painless.

None of the conversion methods introduced to date takes advantage of the protection from interference which FCC provided in its allocation plan through the designation of 41 mc as standard intermediate frequency. With only one station in an area, this type of interference poses no problem, but as new uhf stations go on air, receivers will be susceptible to intermodulation, image and other types of interference unless they're built around 41-mc IF.

Even present vhf sets with 41-mc IF lose the protection afforded by this standard frequency when they're converted to uhf by currently employed methods.

The reception provided by any type of uhf converter or strip depends on how it's used and the circuitry of the vhf receiver to which it's applied. For example, one manufacturer's set adapted with a certain make of tuner was found most sensitive of all sets tested, while another make of receiver using same make tuner was the least sensitive set tested.

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Ire of some distributors and dealers was aroused when Portland newspapers quoted KPTV owner Herbert Mayer as saying "tuners which cover the whole range of uhf bring in a better picture than strips and are a better buy even if they cost \$25 or

so more." Already in dutch with some manufacturers because of suddenness with which his pioneer uhf took the air (Vol. 8:38), Mayer has since become more noncommittal in his statements regarding efficacy of various types of tuning devices.

In letter to RTMA, Mr. Mayer suggests that the manufacturers' organization investigate problems of uhf tuners, antennas and transmission line with a view to establishing "minimum standards [to which] the manufacturers and service companies should be required to adhere." As to tuning devices, he finds "quite a bit of variance, even between strips of different manufacturers," adding that "one type, for example, has 7 possible frequencies that could interfere, another has 19."

Antenna and lead-in line problems are as important in many respects as tuner problems. Mr. Mayer thus sizes up the transmission line situation in Portland: "We believe that the use of ribbon type transmission lines will prove unsatisfactory for uhf during rainy periods, whereas wet weather is unlikely to affect either the tubular or ladder-line types. Unfortunately, the tubular type has been in short supply and the ladder-line is quite a bit more difficult to install. Hence, many installations have been made with ribbon-type transmission line. We expect that this will result in diminished signal strength once it starts to rain."

One by-product of KPTV's unexpectedly early debut was lack of the "dumping" which characterized Denver's early TV days. A major TV manufacturer is quoted in New York Herald Tribune: "I didn't run into one of those shabby operators who moved into Denver at the end of July."

EARLY HONOLULU STARTER & OTHERS COMING: Dark horse in the new-station sweepstakes is Honolulu's KGMB-TV -- granted Channel 9 on Aug. 8, announcing at first that it would not get going until mid-1953, now seeking an STA from FCC this week for Dec. 1 start, and just about certain to open up that brand new market by that date.

Engineer-manager C. Richard Evans, the capable 43-year-old ex-manager and builder of Salt Lake City's KSL-TV, was in Washington this week to advise Commission about plans to install 500-watt RCA transmitter and antenna on present 338-ft. radio tower on Kapiolani Blvd. Equipment, already shipped, is due in Honolulu by Nov. 15, so that starting prospects are definite enough to begin shipping sets into area.

Evans plans 10-kw installation within year, capable of 39-kw ERP, operating from 100-ft. tower atop 3200-ft. Konahuanui Mt. He's also planning either satellite or community antenna system at Hilo, where same owners (Consolidated Amusement Co., Honolulu Star-Bulletin, Mormon Church) also operate local AM station KHBC.

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News of early-operation prospects from vhf grantees continues good, because they can get equipment reasonably promptly. From uhf grantees, however, it's best described as "hopeful" due to equipment situation (Vol. 8:41). On basis of latest word from vhf principals, we can add this information to what we've been reporting in our running weekly surveys:

Latest from hard-pushing KTBC-TV, Austin, Tex. (Channel 7) is that RCA equipment is all in hand or on way, including Ideco tower; that antenna will be ready for Nov. 1 hoisting; that station ought to make Dec. 1 target. Station is telling folks "Regarding TV" in so-titled radio series, and working with dealers and servicemen.

From Spokane's KHQ-TV (Channel 6) on letterhead of "Sidewalk Superintendents Club" comes report that Ideco tower should be ready Nov. 1, delivery of 35-kw GE transmitter set for Dec. 1, then shortly thereafter first test patterns.

KOLN-TV, Lincoln, Neb. (Channel 12) has ordered all DuMont equipment, and manager Harold E. Anderson tells us it should get on the air by Feb. 1.

KCBD-TV, Lubbock, Tex. (Channel 11) begins construction next week, assistant manager Robert L. Snyder reporting his best guess for on-the-air as April 1953.

KTTS-TV, Springfield, Mo. (Channel 10) will require 6-8 months to get on, according to manager Pearson Ward, but stores are already stocking TV sets.

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Latest from uhf vary in their promises, most indicating early 1953. But it still looks like WSBA-TV, York, Pa., will be next starter, possibly before Dec. 1, with WBRE-TV, Wilkes-Barre, racing it to be first. From WNOW-TV, York's second uhf,

comes word that DuMont equipment has been ordered, starting time set for March 1953.

WWLP, Springfield, Mass., due to get GE's second 12-kw GE transmitter--first going to Reading's now-building WHUM-TV -- will definitely get its Stainless Inc. tower Nov. 1 and, says v.p. Alan C. Tindal, "we feel confident at this time that we will be on the air with full power before the end of January."

New uhf in Rockford, Ill., granted Chicago theatremen Harry & Elmer Balaban, has been promised RCA transmitter and Ideco tower for January delivery, may be able to get going Feb. 1 or 15, according to Elmer Balaban. Being 90 miles from Chicago, 110 from Rock Island, Rockford now has few TVs, he reports, so that "this looks like virgin uhf territory and we have high hopes for our station."

WNOK-TV, Columbia, S.C., has ordered from DuMont, and manager R. O. Darby estimates it should get on the air "sometime between February and April."

KRTV, Little Rock, Ark., "might make Feb. 1 [but] March 1 might be a better date," reports Kenyon Brown. WSUN-TV, St. Petersburg, "hopes" for May 1, according to manager George Robinson. Empire Coil's KDEN, Denver, planned for Thanksgiving or Christmas start, is asking for new site, now says "next spring." KMJ-TV, Fresno, has ordered RCA 1-kw interim transmitter, looks to May 1 start. WFMJ, Youngstown, isn't sure of delivery date of RCA interim transmitter but hopes for end of year.

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Texas oilman Charles H. Coffield, grantee of KCTV, Austin, Tex., who earned neat profit on his considerable share of \$1,050,000 sale of San Antonio's KEYL to George Storer last year (Vol. 7:30), and who was one of founders of KPHO-TV, Phoenix, writes: "There will be no developments...until after the November election [when] we will advise as to the course we plan to take getting KCTV on the air."

And uhf grantee for Bridgeport, Conn., Harry L. Liftig, continuing mum about plans, is said to be dickering for custom-built transmitter to be fabricated for him by J. R. Popkin-Clurman, head of Telechrome Inc., Amityville, N.Y., maker of special equipment, including color scanning gear.

REPS EAGERLY SIGNING UP NEW STATIONS: Not until about 2 years ago, when it became evident that TV station operation was becoming profitable, did many of the radio sales representatives perk up much enthusiasm for the business of telecasting.

Now they're hot on the trail of every grantee, have many of them signed up well before they can get on the air (see p. 7), sometimes are even signing up applicants long before they're likely to get grants.

Result will be new national sales representation alignments during next few years of TV's upbuilding, very likely the emergence of some new top ranking firms.

Except for one which plunged heavily into TV during its early red-ink phase, and another which splintered off an old-line radio rep firm to handle TV exclusively, few representatives can claim much credit for "pioneering" the commercial side of TV. Unlike the early days of radio, growth of TV's time sales came in spite of lukewarm attitude of some national sales reps.

Several are known to have opposed the entry of their AM principals into TV in the days when TV was all outgo, little income. Some consented to be order takers -- but few could claim to be originators of business.

From now on, however, with more stations coming in and spelling more competition, with radio billings slipping, much more attention will be paid to TV. Biggest of the rep firms, the one which plunged into TV early, the Katz Agency, is now doing considerably more billing for the 19 TV stations it represents than for its 35 radio stations -- albeit most of latter are top-level.

Only exclusive TV representative as yet is Harrington, Righter & Parsons, whose youthful partners broke away from Petry several years ago, now have formidable list of 8 stations. Second largest list to date is Petry's 13. Then come Blair with 10, Free & Peters 9, CBS-TV Spot Sales 7, Branham 6, Weed & Hollingbery 4 each, 3 each for Avery-Knodel, Headley-Read, Meeker & H-R Representatives, 2 for Raymer.

All of these old-line firms will have new stations to add as they go on the air, and quite a few reps not now in TV will be in it soon. (For analysis of actual and probable new-station representations, see p. 7.)

5 MORE CPs, HEARINGS TO BE STREAMLINED: Not only did FCC maintain batting average in granting CPs, awarding 5 this week (3 vhf, 2 uhf), but prospects for streamlining and speeding hearings brightened considerably. Some quite heartening examples of FCC-industry cooperation and imagination are bearing fruit.

This week's grants brought Commission down to 60th city on Group A priority list, and it reached back to 41st city in Group B for one CP. The new grants:

Lincoln, Neb., KFOR, No. 10; St. Joseph, Mo., KFEQ, No. 2; Amarillo, Tex., KFDA, No. 10; Raleigh, N.C., Sir Walter Television and Broadcasting Co., No. 28; E. Lansing, Mich., Michigan State College (WKAR), No. 60. Though last received commercial channel, it plans "primarily educational operation on a non-profit basis."

FCC has passed over those ticklish applications wherein 2 AM operators in same city joined forces in single TV bid, but Commission will have to make up mind on question soon -- particularly since Sen. Johnson is so interested in the matter (Vol. 8:16). To date, these cities have such joint applications involved: Macon and Columbus, Ga.; Elmira, N.Y.; Wichita Falls, Tex.; Springfield, Mo.; Fargo, N.D.

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Speeding up of hearings is being achieved in several ways. Commission has instructed staff to be liberal about "stipulations", i.e., to omit testimony on matters about which there is no argument. This week, the 3 applicants for Wichita's Channel 3, contemplating identical coverage areas, stipulated the whole coverage question -- thus eliminating all testimony on it, a truly novel development.

FCC's archaic rules on depositions, quite fertile in production of delays, are due for amendment next week to conform generally with court procedure. Federal Communications Bar Assn. committee, working with FCC staff under Comr. Hyde, rates credit for the long-needed surgery.

Also in the works is severe pruning of issues in hearings -- eliminating questions of applicants' "legal, technical and financial" qualifications, for example, whenever FCC staff finds all competing applications meet minimum standards. It will be up to contestants themselves to ask FCC to include such issues if they consider them worth arguing about.

Actual withdrawal of contestants, leaving single applicant for channel, is of course fastest way of getting rid of hearings. There were several such this week.

In Harrisburg, former FM operator WABX Inc. agreed to accept \$50,000 worth of preferred stock in its competitor for Channel 71, Harrisburg Broadcasters Inc., in return for property including FM equipment -- and dropped its application.

In Wichita, KFBI decided to pull out of fight for Channel 16, leaving field to Wichita Beacon (KWBB). In Jackson, Mich., WKHM withdrew from competition for Channel 48 with WIBM and Sparks-Withington Co., set-maker with home base there.

WKHM's interesting reasons for dropping out were that its engineers have determined that plenty of additional uhf channels may be allocated to Jackson; that it can ask FCC to allocate those channels after next June 2; that it may very well receive uncontested grant then, even before currently scheduled hearing for Jackson is finally decided; that other stations' experience with uhf, in interim, will prove valuable in determining exactly what powers and heights should be used in Jackson.

WKHM's reasoning follows that of WBRV, Waterbury, Conn., which sought to avoid hearing by finding another uhf channel. FCC declined to allocate the channel, stuck to its "one-year" rule on changing allocation plan, and WBRV withdrew, leaving WATR clear for uncontested grant (Vol. 8:39).

Such withdrawals in uhf are likely to continue to appear as hearing show-downs near, but most vhf applicants will stick to bitter end. The vhf allocation is very "tight" in critical market areas, with few more channels to be "found" by engineers. In contrast, uhf allocation is quite "loose" in many areas. A glance at our special tabulation of uhf channels by frequency (pp. 91-94, TV Factbook No. 15) shows that many channels have very few assignments -- some at top end of band with none at all. Furthermore, today's interference-dictated "taboos" on uhf allocations, which severely limit manipulation of channel assignments, are likely to be removed as time goes by, permitting substantial increase in channel availability.

FCC now has hearings in 7 cities underway or scheduled for specific dates.

Five more will be scheduled to start next month. Denver, Portland and Tampa-St. Petersburg are in progress, first 2 having concluded hearings on the first channel involved. Harrisburg started Oct. 15, recessed to Nov. 17. Wichita begins Oct. 20, Jackson, Mich., Oct. 29; Canton, O., Dec. 8. To be given November starting dates are: Flint, Beaumont-Port Arthur, Duluth-Superior, Sacramento, Ft. Wayne.

Each applicant has taken about a week to present his case in Denver and Portland hearings, a fairly good rate considering what's at stake. With virtually everyone cooperating to minimize delays, it will be up to the examiners and commissioners to come up with the end product -- final decisions -- as fast as possible.

There's no question about commissioners' anxiety to make haste, and there's every evidence that the examiners have become equally infected with the spirit of "let's-get-the-job-done" engendered by the end of freeze.

Personal Notes: Wilbur S. Edwards, mgr. of KNXT, Hollywood, named gen. sales mgr. of CBS-TV film sales, with Fred Mahlstedt continuing to handle sales & operations; Mr. Edwards will headquarter in New York after Nov. 1 . . . Wayne Kearl, ex-KNXT, Hollywood, joins KGMB and upcoming KGMB-TV, Honolulu, as sales promotion mgr. under new gen. mgr. C. Richard Evans, ex-KSL & KSL-TV, who on Nov. 1 takes place of Fitz Donnell, recently resigned in order to join Kenneth Ault Co., manufacturers' distributor for Hawaii . . . Tom G. Morrissey, ex-chief engineer who built KFEL-TV, Denver, and formerly with Bell Labs, has opened consulting engineering service at 5700 W. 28th St., Denver; phone Belmont 3-5300 . . . Joseph H. McConnell observed third anniversary as president of NBC Oct. 9 . . . F. M. (Scoop) Russell, NBC Washington v.p., isn't moving with staff to Wardman Park Hotel, where all studio & transmitter operations are now centered; he and staff are moving out of Trans-Lux Bldg. this weekend to Commonwealth Bldg., 1625 K St. NW, phone District 1620 . . . Karl Plain promoted to national TV-radio sales mgr., KSTP & KSTP-TV, St. Paul; Wm. Brazzil, onetime WMC & WMCT, Memphis, named local TV sales mgr. . . Clifford Ogden, ex-Capitol Records, named west coast rep of NBC-TV film div. . . Myrtle Tower named ABC-Radio program operations director; Clayton Shields, program dept. business mgr.; Wm. D. Hamilton, eastern production mgr. . . Elliott M. Sanger, gen. mgr. of *New York Times*' WQXR, to be honored by Columbia School of Journalism Alumni Assn. Nov. 13 with award for community service . . . Claude Mahoney, of CBS Washington news staff, named one of 30 alumni of DePauw U cited for outstanding achievements reflecting honor on his alma mater . . . Henry G. Little, Campbell-Ewald executive v.p., elected president, Henry Ewald becoming chairman . . . A. E. Aveyard succeeds Hays MacFarland as president of MacFarland, Aveyard & Co., Chicago agency; Mr. MacFarland becomes chairman . . . Morton Freund, head of ad agency bearing his name, will become executive v.p. of Lawrence C. Gumbinner Adv. Agency in merger of firms . . . Wm. A. Chalmers resigns as TV-radio v.p., Grey Adv. . . Joseph F. Kelly Jr., ex-Gimbel and Lord & Taylor stores, named head of new merchandising dept. of George F. Foley TV-radio production firm . . . W. D. (Dub) Rogers, ex-mgr. of KEYL, San Antonio, heads newly-granted KDUB-TV, Lubbock, Tex. . . Robert Wood promoted to asst. director of CBS station relations . . . Craig Moodie Jr. named head of new audio-visual section in Armstrong Cork Co. adv. dept., set up to handle TV commercials, etc.

Full NARTB board meets in Washington Dec. 3, radio board Dec. 4, changed from previously set meetings in Miami Beach.

NBC has canceled plans to hold another affiliates convention this winter in Boca Raton, Fla.

PREVIEW of upcoming educational applications was given this week by Ralph Steetle, executive director of Joint Committee on Educational TV, in talk to group planning Washington application.

Civic and educational groups in Birmingham, St. Louis and 3 Connecticut cities—Bridgeport, Hartford, Norwich—will be next applicants, he revealed, without giving order of filing. He also listed following cities where applications will be forthcoming soon: Denver, Jacksonville, Atlanta, New Orleans, Boston, Cleveland, Cincinnati, Toledo, Oklahoma City, Tulsa, Portland, Ore., Pittsburgh, Philadelphia, Providence, Salt Lake City, Richmond, Milwaukee and unnamed cities in Washington and North Carolina.

Although local in nature, meeting heard pleas from FCC chairman Paul Walker and Dr. Franklin Dunham, U. S. Office of Education's TV-radio chief, that Washington should serve as "showcase" and "flagship station of the nation." Walker stressed tremendous opportunities available for Washington, which has been assigned uhf Channel No. 26, to take advantage of such cultural resources as Library of Congress for handy program source material.

NARTB chairman Justin Miller was extremely critical of educational TV's value, although he wished project good luck. He said educational TV contained seeds of possible totalitarianism if private financing failed and the Govt. or tax-supported institutions took over channels. Thought control could be next step, he said.

As expected, meeting snagged on question of finances. Proposals to finance stations included: (1) Educational corporation comprising minimum of 30 groups, each to pledge \$10,000 annually for 5 years. (2) Non-profit foundation which would sell bonds. (3) "Tax" of \$1 on each of estimated 388,000 set owners in area. A plan will be adopted at next meeting Nov. 6.

In other educational TV developments, National Assn. of Educational Broadcasters awarded 13 grants-in-aid totaling \$78,500 under Ford Foundation fund for educational TV and radio. For TV, grants of \$9000 each went to Miami, Minnesota, Oklahoma, Stanford, Syracuse, Wayne universities.

In Wisconsin, Assemblyman W. W. Clark introduced bill for establishment of state-owned educational TV network financed by \$1 annual tax on each set owner and \$5 sales tax on each receiver sold.

Demands of children, more than any other reason, prompts purchase of TV sets, according to survey conducted by Boston U school of public relations and communications among 350 TV families in nearby Allston and Brighton. Other findings: (1) TV owners don't read as frequently as non-owners. (2) Those of lower education, income and occupation are "more avid viewers than their superiors in these categories."

WHAT SALES REPS will represent what TV stations in the national field? For the most part, the AM operators holding CPs for new TV stations are inclined to stick with their national radio representatives—but a lot of changes may be in the offing (see story, p. 4). Analysis of the 69 new commercial station grantees to date reveals these facts:

Of the 3 post-freeze stations already on the air, Blair signed up Denver's KFEL-TV, Free & Peters got Denver's KBTB, NBC-TV Spot Sales represents Portland's KPTV (although latter is owned by same interests as WXEL, Cleveland, represented by Katz).

Among the rep firms already in TV, these are now handling the radio representation of grantees of the following yet-to-be-built stations and presumably will also handle TV representation:

Avery-Knodel—WILK-TV, Wilkes-Barre; WSLs-TV, Roanoke.

Blair—WGBI-TV, Scranton (Blair recently added ABC's WENR-TV, Chicago, and WXYZ-TV, Detroit).

Bolling—WHP-TV, Harrisburg.

Branham—KFDA-TV, Amarillo.

Free & Peters—KGMB-TV, Honolulu.

Headley-Reed—WBRE-TV, Wilkes-Barre; WEEU-TV, Reading; WMAC-TV, Massillon, O.; WFMJ-TV, Youngstown; WCOS-TV, Columbia, S. C.; WEEK-TV, Peoria; KFEQ-TV, St. Joseph, Mo.

Hollingbery—WWLP, Springfield, Mass. (WSPR); KTMS-TV, El Paso, Tex.

H-R Representatives—WHUM-TV, Reading.

Katz—KHQ-TV, Spokane; WJTV, Jackson, Miss.

Meeker—WKST-TV, New Castle, Pa.

Pearson—KRTV, Little Rock, Ark.

Petry—WICC-TV, Bridgeport; KFOR-TV, Lincoln, Neb. (Petry recently added ABC's WJZ-TV, New York; KGO-TV, San Francisco; KECA-TV, Los Angeles).

Raymer—WKBN-TV, Youngstown; WSBT-TV, South Bend; KMJ-TV, Fresno.

Weed—WAKR-TV, Akron; WSUN-TV, St. Petersburg; new station in Rockford, Ill.

In addition we find these reps, who never before handled TV stations, representing radio stations which hold grants for TVs as follows: Adam Young Inc.—WAFB-TV, Mobile (firm also now represents XEW-TV Mexico City, and XELD-TV, Matamoros). Forjoe—WNOK-TV, Columbia, S. C.; WKAB-TV, Mobile; WKNB-TV, New Britain, Conn. Pearson—KOLN-TV, Lincoln, Neb.; KCBD-TV, Lubbock, Tex. Taylor—KTBC-TV, Austin, Tex.; KGNC-TV, Amarillo; KROD-TV, El Paso; WCOV-TV, Montgomery, Ala. Walker—KXLY-TV, Spokane; WNBH-TV, New Bedford, Mass. Sears & Ayer—KTTS-TV, Springfield, Mo.; WFTL-TV, Ft. Lauderdale, Fla. McGillvra—WOUC, Chattanooga; WPAG-TV, Ann Arbor, Mich. Burn-Smith—WROV-TV, Roanoke. Best—WBRD-TV, Ft. Lauderdale. Holman—WKNX-TV, Saginaw, Mich. Radio Representatives Inc.—WSBA-TV, York, Pa.

Network Accounts: Willys-Overland Motors Inc. (new Aero-Willys car), thru Ewell & Thurber Associates, is first of 5 sponsors to be signed for *Omnibus*, 90-min. weekly program produced by Ford Foundation's TV-Radio Workshop, scheduled to start 26-week schedule Nov. 9 on CBS-TV, Sun. 4:30-6 p.m. Willys commercials will be produced by Ford Foundation. Same company is sponsoring N. Y. Philharmonic on CBS-Radio . . . Charles Antell Inc. (Formula No. 9 hair & scalp treatment) sponsors *Live Like a Millionaire* starting Oct. 18 on ABC-TV, Sat. 7:30-8, thru Television Adv. Associates, Baltimore . . . Westinghouse will sponsor *Freedom Rings* on CBS-TV, Tue. & Thu. 2-2:30, starting next spring, thru McCann-Erickson . . . Lucky Strike starts *Biff Baker, U. S. A.* Nov. 6 on CBS-TV, Thu. 9-9:30, thru BBDO . . . Vitamin Corp. of America Oct. 5 bought 6:30-6:45 Sun. for *Billy Daniels Show* on ABC-TV, thru Kastor, Farrell, Chesley & Clifford . . . Reynolds Metals will replace *Doc Corkle* Oct. 26 with *Mr. Peepers* on NBC-TV, Sun. 7:30-8.

Station Accounts: "They bought an idea, just as they buy a product," said president Robert M. Ganger, of P. Lorillard & Co., Oct. 14, in reporting to Sales Executive Club of N. Y. on results of cigarette industry's combined "tax education" campaign of last spring. Featuring slogan "Half the Pack Goes for Tax," 6-week drive on 27 TV and 38 radio stations had these "astounding" results, he reported: Before campaign, only 9% of smokers knew Federal tax was 8¢ a pack; after drive, 32% said they did. Before campaign, nearly half smokers thought Federal tax on cigarettes should be increased if Govt. needs money; after drive, only one-third thought cigarettes should bear the additional burden—i.e., 13% of smoking public reversed its thinking . . . AT&T has signed Frank Capra, the Hollywood producer, to produce 13 one-hour semi-documentary science films at average cost of \$200,000 each for placement on TV; it's said to be most costly such project in TV history. First film will be titled *The Sun*, second *The Moon*, and series will be placed next year . . . Charles Antell Inc. (Formula No. 9 hair cream & shampoo) will spend \$4,000,000 of its \$5,000,000 advertising budget for 1953 on TV-radio (including new ABC-TV show; see Network Accounts), thru Television Adv. Associates, N. Y. . . Amoco buys 5-min. every half-hour Election Night starting at 8:25 p.m. on WJZ-TV, New York, for local election coverage, thru Joseph Katz; same night, Newsweek Magazine will sponsor series of 20-sec. spots and S. W. Farber Inc. (Farberware appliances) will use 10-sec. . . Among others reported using or preparing to use TV: Amurol Products Co. (Amurol chlorophyll tooth powder), thru Jones Frankel Co., Chicago; Anahist Co. Inc. (Super-Anahist), thru Ted Bates & Co., N. Y.; Oakite Products Inc. (cleaning aids), thru Calkins & Holden, Carlock, McClinton & Smith, N. Y.; Kansas Milling Co. (Silk Floss flour), thru Lago & Whitehead Co., Wichita, Kan.; General Foods (Birds Eye Chicken Pie), thru Young & Rubicam, N. Y.

LAST OF RADIO NETWORKS to reduce rates is Mutual Broadcasting System, which this week announced new Jan. 1 rate card will cut evening rates about 25%, the cut to be "concentrated largely in TV areas"; will increase morning rates to new advertisers by about 5% in all areas; will restore last year's 10% cut in afternoon rates.

Simultaneously, as against general radio trend, MBS reported gross billings of \$14,534,119 for first 9 months of this year, up 13% from \$12,861,185 for same 1951 period. September billings alone totaled \$1,607,104 vs. \$1,324,061 for same 1951 month.

This week, also, *Chicago Tribune's* WGN sliced its evening rates in half, said to be first to place day and

night rates on same basis. New formula does away with Class C & D. Class A time (7 a.m.-10:30 p.m.) will be \$450 as of Nov. 1. Class A formerly was \$900. Class B will be \$300, applying to 6-7 a.m. and to time after 10:30 p.m. Spots are reduced accordingly.

WGN-TV retains base rate of \$1200 per Class A hour, but as of Nov. 1 changes Sun. 2-5 p.m. time to Class C at \$600 an hour.

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New standard contract form for spot telecasting, drawn up by NARTB and AAAA after 2-year study, was released to all stations this week. It's similar to standard contract for spot radio, chief differences being in contract terminations, signal interruptions, program substitution.

Telecasting Notes: Even more optimistic about upward trend in TV billings than McCann-Erickson's Sidney W. Dean Jr., who predicted advertisers will spend about \$750,000,000 on time-&-programs by end of 1954 (Vol. 8:41), is DuMont sales chief Ted Bergmann, who told Philadelphia Television Assn. the other day that network and national spot advertisers in 1956 will be spending \$1 billion on the TV medium. This, he noted, would be "2½ times peak radio dollars" . . . DuMont Network itself, said Bergmann, will exceed \$10,000,000 in billings this year (Jan.-Aug. PIB figure: \$5,988,966) and will triple this by 1956. They totaled \$7,761,506 in 1951, about \$4,500,000 in 1950, less than \$1,000,000 in 1949 (p. 8, *TV Factbook No. 15*) . . . Doom of 700 AM stations (out of some 2350 now operating) was forecast by Ted Cott, who manages NBC's WNBT & WNBC, New York, at NARTB district meeting in Memphis; to escape being among those weeded out, Cott suggested low costs, originality in programming, more special events to "give listeners a reason for listening" . . . Hollywood will originate more than half of all CBS-TV network shows by 1954, said program v.p. Hubbell Robinson and Pacific Coast v.p. Harry Ackerman in *Variety* interview pegged on anticipated full use of new "Television City" studios to be dedicated Nov. 15 . . . Tieup of independent WOR-TV, New York, and ABC-affiliate WFIL-TV, Philadelphia, both with network time to spare, plus setup of new CBS-TV 5-station Pacific network, impels Oct. 15 *Variety* to foresee emergence of "netlets" or regional networks along lines of those that have flourished in AM . . . NBC's WNBT & WNBC will have own electric "spectacular" at southwest corner of Times Square atop Hermitage Bldg. as of Nov. 15; animated electric sign 90 ft. long with 30-ft. high letters will plug TV-radio programs and sponsors . . . "Blurb boom" is the way Oct. 13 *Wall Street Journal* headlines its story on tremendous

growth of production of filmed commercials for TV, noting that 77 such producers are located in New York alone, several grossing over \$1,000,000 a year . . . Daily telecasts of UN sessions finally began on NBC-TV 11-noon Oct. 16 after 2-day delay caused when network engineers, members of NABET, refused to accept feeds from UN cameras operated by rival IBEW; dispute was resolved when NBC camera manned by network engineers was given space in booth assigned to still photographers. CBS-TV's 30-min. coverage at 4:30 wasn't affected since network has contract with IBEW . . . 20% pay boost for directors is embraced in new contract negotiated by Radio & TV Directors Guild with networks, agencies & packagers . . . Election night banquet, at which it will play host to 600 local bigwigs, planned by WCCO & WCCO-TV, Minneapolis, with staff of 70 handling news reports, including mobile unit for local returns . . . Unique promotion by Pittsburgh's WDTV last week saw station deliver popcorn to several hundred local homes between halves of local pro football game it was televising . . . Old GE 5-kw transmitter of KSL-TV, Salt Lake City, has not been sold to Ed Craney for new KXLY-TV, Spokane, as originally reported, though deal was made and then fell through; purchaser is KID, Idaho Falls, not yet granted CP . . . Headley-Read named national sales rep for new WBRE-TV, Wilkes-Barre, due on air between Dec. 15-Jan. 15 (Vol. 8:41), with \$275 set as base hour rate, \$46 for 1 min. . . . Weed & Co. signs to represent new independent uhf station in Rockford, Ill. (Balaban), due on air in Feb. . . . CBLT, Montreal, has increased hour rate from \$500 to \$750, with 5-min. rate now \$187.50, 1-min. \$150, 20 sec. \$112.50, 8 sec. \$56.25 . . . New CBS-TV rate card, dated Nov. 15 and incorporating all rate card changes plus new affiliations, due shortly . . . New uhf WAFB-TV, Baton Rouge, La., due in early 1953, signs affiliation with CBS.

FIVE FOOTBALL TV substitutions so far this season of major games in National Collegiate Athletic Assn.'s NBC-TV schedule (Vol. 8:37), testify to problems inherent in drawing up pre-season one-game-a-week program. Nationally televised this week was Yale-Cornell contest, but public clamor forced TV substitution in Washington of sold-out Maryland-Navy game and of Oklahoma-Kansas game in Lawrence, Kan. Last week, Texas-Oklahoma appeared on local screens only, and 2 weeks ago, story was same for Michigan-Michigan State and Texas-Notre Dame.

NCAA hasn't yet permitted 2 major games on TV in same area, as U of Pennsylvania requested 3 weeks ago. At last minute, latter withdrew plans to telecast Penn-Notre Dame game (Vol. 8:39) when NCAA said it would necessitate "bumping" Princeton-Columbia contest off TV.

NCAA's plan calls for intermittent substitution of "small college" games in local areas (Vol. 8:23), but so far only 4 small colleges have appeared on TV. Growing practice of inserting one "big game" for another serves only to point up contradictions in NCAA's program, despite fact that respected *New York Herald Tribune* sports writer Red Smith, in Oct. 17 column, called program "an effort to find a way for football and TV to live together, not an attempt to wipe football off the screens."

Importance of TV receipts to professional football was emphasized by National Football League commissioner Bert Bell, who said at Oct. 13 New York luncheon that, if Dept. of Justice wins its anti-trust suit against NFL's restricted TV policy, only alternative will be to cut all games off TV if crowds are to be enticed to attend. He said that would "put players' salaries back 10 years, because radio and TV contribute largely to the clubs' incomes."

Justice Dept. spokesman pointed out this week that suit isn't aimed at contracts by individual clubs, but only at league's "conspiracy" to set TV rules for all members.

SOME VITAL TV statistics on station operation are being produced by NARTB at its current district meetings—using material derived from surveys of stations and expert advice from panels of experienced telecasters.

After studying reports from 6 smallest TV markets, labor relations director Richard Doherty gave District 5 meeting in Atlanta his "educated guess" that TV can make a go of it with annual revenues as low as \$150,000 in markets as small as 50,000. On other hand, panel of telecasters at Oct. 14 District 3 session in Harrisburg said expenses should run at least \$250,000 before adequate revenues begin to flow.

Lawrence Rogers, mgr. of WSAZ-TV, Huntington, noted that his station's expenses ran \$10,000 monthly for first 6 months and that profit wasn't achieved until expenditures reached \$40,000 rate. Other panel members: Paul Raibourn, KTLA, Los Angeles; Roger Clipp, WFIL-TV, and Charles Vanda, WCAU-TV, Philadelphia; Freeman Cardall, WBAL-TV, Baltimore.

Several statistics on rate of station growth were disclosed by Mr. Doherty at Oct. 16 District 2 meeting at New York's Westchester Country Club. Analysis of 83 non-network-owned stations, comparing May-June with same period year ago, showed that station payrolls increased 24%, personnel 15%, hours of operation 20%. Other findings: (1) Average station employs 97 persons, 71 of them fulltime, with 10 smallest averaging 33. (2) Of fulltime employes, 41% are technical, 28% are program & production, 21% general administration, 6% sales & promotion, 4% film.

First post-freeze stations to join NARTB are KFEL-TV, Denver, upcoming WWLP, Springfield, Mass., & KDUB-TV, Lubbock. Additions bring NARTB membership to 93 of the 112 TV stations now on the air.

UHF RECEIVER production is beginning to hit its stride. Telephone survey this week of large segment of TV receiver industry showed output picking up sharply, and manufacturers enthusiastic about Portland's uhf (see story, p. 1). Needless to detail here each manufacturer's unqualified endorsement of his own product and the engineering data he can produce to show his set outperforms all others; nevertheless, our survey gave revealing glimpse of plans, accomplishments and attitudes of manufacturers on the challenge of uhf.

Admiral and Zenith, leading exponents of strip approach to uhf, both were non-committal when asked if they have all-channel tuners in works. As to strips, "there just aren't enough, but the supply is picking up," said Admiral spokesman. Receivers are piling up in Portland distributor's warehouse, he added, awaiting arrival of Standard Coil strips, of which Admiral is biggest user.

Zenith is now producing its own strips full blast, and sales v.p. H. C. Bonfig said all of company's sets in Portland are adapted for Channel 27, most also ready for Channel 21, Portland's only other uhf assignment. Zenith strips are now going to all potential uhf markets, he added.

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DuMont is sticking to strips in Portland, but undoubtedly has continuous tuner in works to convert its older sets now being used in vhf areas. "We will have whatever the market requires," said sales mgr. Dan Halpin, "but it would be unwise now to increase the cost of the set with expensive converters." DuMont had some bad moments in Portland when some of its sets picked up interference from taxicab radios. Some strips had to be exchanged or rewired.

"There is no problem with 21-mc strips," said Dr. DuMont, "but with 41-mc strips the taxicab calls interfere." DuMont, too, reports supply of strips improved, but for a time shortage was so severe that DuMont employes in Los Angeles rushed strips from Standard Coil factory to airport as fast they they could get them, and salesmen leaving Los Angeles for Portland even carried pocketfuls of them.

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Emerson, big user of Standard Coil strips, expects to offer sets with continuous uhf tuners after first of next year. President Ben Abrams said all his sets going to Portland are equipped with uhf strips. He said strips give good performance there, but described the strip approach as "an interim way of handling the situation." Pointing to the suddenness of KPTV's debut, he added: "The manufacturers had their backs to the wall, and did the best they could under the circumstances."

Hallcrafters' Wm. Halligan expressed view of many manufacturers when he said "at first we had to use anything we could get to carry us through." Company's first shipments to Portland were of vhf sets plus Mallory converters in separate cabinets. Beginning next week, Hallcrafters plans to supply set with Mallory tuner built in,

priced about \$30 higher than vhf-only. Company equips some of its turret tuner sets with strips, which Halligan said "work well, but not as well as converters."

One company which is using all 3 approaches to uhf tuning is CBS-Columbia. Until now, its Portland-bound sets have been equipped with Standard Coil strips, but it plans to use some Sarkes Tarzian single-channel matchbox converters, which it considers "more practical." CBS also sells Mallory continuous tuner in own cabinet as external converter. "We've been using any kind of converter we can get our hands on," said sales mgr. R. D. Payne. "The station went on the air 90-120 days too early for the industry."

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RCA builds 3 different converters, is concentrating on self-powered 2-channel \$24.95 job for Portland market, while production is just beginning on \$49.95 continuous tuner. Company's program is flexible, and its experts say that while 2-channel converter is ideal for Portland, continuous tuner will be better suited to areas where there will be many uhf stations, and the \$9.95 one-channel matchbox is best for big cities where there are many vhf stations but only one uhf.

GE, after shipping several thousand continuous tuner vhf-uhf sets to Portland (\$49.95 extra), is now concentrating on its 3-channel uhf translator, which it is ready to ship in "sizeable quantities." Installed at factory, it adds \$39.95 to cost of set, and is also available in kit form for internal adaptation of GE sets at \$32.90 (controls in front of set) and \$24.95 (side controls). GE continuous tuner is now out of production, and there are no plans to build it into new sets.

Motorola is pushing General Instrument continuous tuner, selling it at \$39.95 in 3 forms: Built-in at factory, as field kit for building into existing sets and as converter in own cabinet. Company also has 2-channel "outboard" matchbox type converter at \$14.95 which it is de-emphasizing because "Portland's response to the continuous tuner has been so gratifying." Shipments of the all-channel set are reported "very heavy."

Westinghouse says it's supplying Portland distributors with all the plug-in matchbox receptors they can use. Listing at \$14.95 each, there's room for 2 in all recent Westinghouse sets. Company is also beginning production of all-channel sets using continuous uhf tuner at \$50 more than vhf-only.

Philco is shipping sets to Portland with own make continuous tuner installed (\$50 extra), says it's now in position to supply Portland and any other new markets with "their rightful share." Crosley, too, is concentrating on built-in continuous tuner at same price.

Sylvania's set with Mallory tuner built in (also \$50 extra) will be "delivered in considerably more substantial quantities" beginning next week.

Arvin made its mark in Portland by being ready early with vhf-uhf sets with Mallory tuner (\$40 extra), on which first production began last spring (Vol. 8:19).

Gobbledygook of TV ad writers got thorough spoofing when *Denver Post* staff writer Dan Partner wrote guest article in *Sunday Portland Oregonian*, giving Portland residents the benefit of Denver's experience in coping with new "pseudo vocabulary which makes a salesman sound like an electronics engineer." Samples of Mr. Partner's advice: "Needless to say, any receiver without a supersensitive syncro-brain with audiomatic sound and radiomatic tube serviced by a picture magnet antenna isn't worth having around the house. A dual power custom twin chassis, super-powered, of course, with a super-selenium speaker and focalized one-knob tuning with the automatic triple

lock is merely mandatory. [It is] common knowledge that opticlear panoramic vision and dynamic performance won't be available unless the picture-lock is synchronized to the transmitted signal. Some Denver folks have been influenced against a particular set just because the salesman doesn't know how to turn it on. That, obviously, is unfair and is the result of a snap judgment. He may be a clerk recently transferred from the ribbon dept. and hasn't had time to learn which gadget is which."

Kenneth B. Willson, executive v.p., elected president of National Better Business Bureau Inc., succeeding late Edward L. Green. He's succeeded by v.p. A. E. Backman.

OPS PARTS-CEILING SNAFU ANGERS TRADE: OPS reimposed price ceilings on TV-radio-phonograph parts this week, effective Oct. 27, climaxing an off again-on again snafu within the bureaucracy that left puzzled parts manufacturers angered while the set makers were frankly apprehensive about possible effects on receiver production.

Whole trade, especially the set manufacturers, is now concerned whether the all-but-dead price control agency is girding for a price drive on receiving sets.

OPS officials say they have no such intention -- not as long as prices stay below "trigger" level (Vol. 8:35). But some say frankly they believe recent wave of price increases (Vol. 8:39-41) following ceiling suspensions was ill-timed -- though admitting there's nothing they can legally do about it at present.

OPS listed 2 major reasons for its action: (1) Parts under suspension order are used in other industrial equipment still under controls. (2) Planned tightening of service ceiling charges (Vol. 8:41) would be ineffective unless cost of parts which make up those charges are controlled.

First reason exposed colossal blunder at the time of price suspension (Vol. 8:35). Red-faced officials -- those left after recent mass exodus following appropriations cut -- now admit that consumer goods officials failed to consult industrial division members on industry-wide effects of parts price suspensions. Worse, relaxation committee members charged with over-all standards didn't measure the effects.

Action came as complete surprise to RTMA executive v.p. James D. Secrest, who led fight to suspend controls. Immediately after learning of action the day it was released to press, Secrest got busy on telephone, arranged industry committee meeting with OPS for Oct. 21. Meanwhile, he got agency to postpone effective date of order to Oct. 27. Quam-Nichols president Matt Little heads industry delegation.

Reaction to order was adverse. Most company officials are withholding comment until after Oct. 21 meeting. Hallicrafters president Wm. Halligan said:

"There is already a shortage of 21-inch tubes and we could have a very serious shortage if tube manufacturers continue to lose money, as they will under the ceilings." He said that if Govt. takes away incentive to make a profit, manufacturers may well cancel their expansion plans, leave set makers with severe shortages.

Diversion of facilities to more profitable items was cited as an almost inevitable consequence of the OPS order by 2 manufacturers, who said they preferred to remain anonymous for time being. Both stressed small profit margin on parts now.

Order won't result in lower prices, parts makers agreed. Said National Video Corp. gen. mgr. Donald C. Stixrood: "The restoration of ceiling prices will not drop our prices to jobbers or to manufacturers by 1%."

Some prices may have to be rolled back, a Sylvania spokesman said. But Standard Transformer Corp. sales mgr. Gilbert C. Knoblock commented: "If rollbacks are necessary, they will be very slight, since we've only passed on to our customers the slight increases made by copper and steel suppliers."

DEMAND OUTRUNNING SUPPLY OF TV SETS: Big RCA & GE and little Sparton this week were added to ranks of those posting price increases on TV sets, due to higher costs -- so that the company that hasn't by now raised prices is the exception.

Six of RCA's line of 23 models were hiked by \$10, one by \$15, two \$20, three \$30, while GE raised only 3 of its 15 models -- two by \$10, one \$20. Sparton hiked all units by \$10. The \$10-\$30 raise has been pattern of most others (Vol. 8:39-41).

Over-all demand for TVs continues to exceed supply, with some areas (like new Denver and Portland markets) enjoying boom sales and most old markets doing very well. Some manufacturers are now saying that the upcoming new markets may suffer difficulty in getting sets because demand continues so high in old markets.

Weekly retail survey by Retailing Daily of Oct. 15 shows Chicago's TV sales up average of 10% over year ago, radio up 25%; Philadelphia's TV-radio up 5-10%. But New York's total "electrical appliances" are reported off 6% from last year; Atlanta TV only fair; Boston & Cleveland TV among slowest items.

Our own contacts with manufacturers, large and small, indicate favorable picture at their end. Biggest worry at factories is higher materials prices -- not only components but now also cabinets. (Fact is, trend to higher prices for home furniture is already noted, trade sources forecasting 5% increases by end of year.)

The manufacturers are saying business is "good" to "terrific". As one put it, "Business is terrific and getting better."

Said CBS-Columbia sales chief Dick Payne: "The improvement is not due to the new markets; demand is up everywhere. We're scraping the bottom of the barrel to keep distributors supplied. We have no sets in the warehouse."

Hallicrafters Wm. Halligan said demand is now beyond capacity to produce. Heavy demand is causing spot shortages of parts and tubes -- right now 21-in. CR tubes are hardest to get -- leading Zenith's Henry Bonfig to observe: "We live from day to day, but that's nothing unusual -- it's part and parcel of this business."

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Another record output week was racked up Oct. 10 -- RTMA reporting 179,147 TV sets produced (13,944 private label) as against 167,861 preceding week and year's record 168,308 on Sept. 26. Factory inventories fell to 140,299 on Oct. 10, lowest since December 1950 and down from 147,313 the week before.

With 11 weeks of 1952 statistical year yet to be counted, total TV output has already gone slightly ahead of 4,000,000.

Radios are doing nicely, too. Week ended Oct. 10 saw 206,855 output (76,869 private) vs. 189,617 week before. Factory inventories were 222,088 vs. 224,608. Week's radios were 85,096 home models, 29,461 portables, 46,978 clock, 45,320 auto.

Trade Personals: Rear Admiral Willis E. Cleaves, USN ret., named staff asst. to gen. mgr. of Bendix radio div.; he recently was director of aviation sales, Collins Radio . . . Glen McDaniel, who resigned as of Oct. 1 as president of RTMA, now a partner in N. Y. law firm of Lundgren, Lincoln, Peterson & McDaniel, 63 Wall St.; phone Whitehall 3-7380 . . . Ross D. Siragusa, Admiral president and a leading Catholic layman in Chicago area, to be general chairman of silver jubilee dinner sponsored by Chicago business and professional men at Conrad Hilton Hotel Dec. 2 on behalf of brotherhood program of National Conference of Christians & Jews . . . Jack Siegrist, now with Admiral-New York Inc., to become advertising mgr. of Motorola in Chicago under Ellis Redden, adv. director . . . Marshall A. Williams, ex-Hughes Aircraft, Air Associates & Bendix Aviation, appointed regional mgr. of Philco's govt. & industrial div. in Beverly Hills, Cal.; he succeeds Edward Harbison, resigned . . . Paul Bryant, ex-Herbert Horn and Leo J. Meyberg, California RCA distributors, named to newly created post of western sales mgr., Zenith Radio, covering 11 western states out of Los Angeles . . . Joseph Dworken, Dynavox pres., elected pres. of Phonograph Manufacturers Assn. Inc.; I. Rothman B&R Electronics Inc., v.p.; Harold Kraft, Kraft Bros., secy.-treas. . . Karl von Gaa, ex-DuMont, named sales mgr., Canadian Aviation Electronics Ltd., exclusive DuMont licensee . . . James E. Doughty, ex-Admiral & Philco sales rep, named Capehart's New England sales mgr. . . Ernest Bareuther named Philco controller, replacing William B. Yoder, new chief accountant . . . Isadore Leyden, ex-Majestic-Garod, named chief mechanical engineer, Tele King . . . Wm. L. Thibadeau resigns as Starrett gen. sales mgr. . . S. D. Newman resigns as sales mgr., Mars TV . . . Mort Farr, NARDA president, now on speaking tour, due to address Northwest Appliance & TV Assn. in Seattle Oct. 21, Bakersfield (Cal.) Dealers Assn., Oct. 28.

Jacob Friedus, who with Mrs. Friedus controlled now-bankrupt Starrett Television Corp. (Vol. 8:8, 11, 15), was indicted in Federal court in the District of Columbia this week along with Larry Knohl, who figures in the \$5000 airplane commission deal with ex-Asst. Attorney General T. Lamar Caudle. They were charged with conspiracy to acquire Aireon Mfg. Co., Kansas City jukebox manufacturer, in offering \$700,000 for it to the RFC which had taken it over for non-payment of \$1,500,000 loan. According to charges, Knohl represented himself falsely as a v.p. of Starrett, and with Mr. Friedus told RFC falsely that the firm was making a profit when it actually was deeply in debt. Friedus is now serving 4-year sentence for tax frauds involving nearly \$250,000, and Knohl once served term for violating bankruptcy laws. New charges carry penalties up to \$30,000 fine, 15 years imprisonment.

New "universal" color scanner, designed to generate any known color system, was demonstrated Oct. 17-18 by Telechrome Inc. at its plant in Amityville, N. Y. President J. R. Popkin-Clurman, ex-Hazeltine engineer, reports that gear has been sold to west coast manufacturer Gilfillan Bros. for close to \$75,000; that another will be built for Hytron, CBS subsidiary; that Kollsman Instrument (Standard Coil subsidiary) and Sylvania are considering purchases. Gear is housed in 7 racks, employs flying-spot scanner, uses dichroic-mirror receiver, contains 900 tubes, can be switched from system to system by push-buttons controlling 10 motors. Telechrome has sold a color scanner to FCC for its lab division (Vol. 8:3), but Clurman says that equipment comprised only about "two-tenths" of latest gear which he terms the "Colossus."

DuMont has sold vhf transmitter with full studio equipment and mobile unit to new Radio-TV Roquette Pinto, educational station to be built by city of Rio de Janeiro (Dr. Ferdinando Tude de Souza, director).

Topics & Trends of TV Trade: Curious sidelight on advent of TV in Portland, Ore. only month ago (Vol. 8:38) is fact that TV set sales began to zoom also in Seattle. This despite fact that Portland's uhf KPTV doesn't purport to reach into Seattle, or even the environs of Seattle, whereas Seattle's 4-year-old vhf pioneer KING-TV does claim a good portion of the 150 miles between it and Portland as fringe area.

That the "TV virus" has really infected the northwest is indicated not only by this phenomenon but by fact that a Spokane dept. store is already advertising to "buy now before you get caught in the rush." Spokane should have at least one of its vhf stations on the air right after Jan. 1 (Vol. 8:41). In that city, as in Portland, service schools are reported swamped with students, and dealers are reported building up stocks against T-Day.

A leader in the Portland TV trade, big Meier & Frank dept. store, carrying 16 brands, reveals it sold 1150 sets the first week after KPTV's opening. A sidelight on how TV builds traffic is fact that women shoppers are leaving children in TV dept., now regarded as Portland's best "baby sitter." The kids squat and watch intently. Some even bring their lunches.

Last report from Portland was that 14,900 sets were in area as of Oct. 10, with sales running about 1000 daily.

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Following up TV oscillator radiation problem (Vol. 8:39), FCC chairman Paul Walker wrote to RTMA Oct. 15, saying Commission is glad to learn RTMA is studying performance of TV & FM receivers and expressing hope industry would meet "desirable objective" of 15 uv/m at 100-ft. for vhf TV. Walker reminded that FCC limits recommended by RTMA in 1950—50 uv/m for Channels 2-6 and 150 uv/m for Channels 7-13—are looked upon as only interim limits. Commission is sending technical research chief Wm. C. Boese to meet with RTMA receiver committee during Oct. 20-22 RTMA-IRE meeting in Syracuse.

GE added 3 new models to its TV line this week, making total of 15. New 17-in. table in mahogany wood cabinet is listed at \$240, new 21-in. open mahogany veneer console \$400, new 21-in. open blonde oak in "Stratopower" series \$420. "Stratopower" chassis is considered 267% more sensitive than previous GE models. Prices of 3 sets were raised—17-in. open console, raised \$10 to \$300, and two 21-in. deluxe consoles with half doors, up \$10 & \$20, respectively. All prices are inboard.

RCA Victor Co. Ltd., Montreal, plans \$3,000,000 expansion with new 110,000-sq. ft. electronics plant in Prescott, Ont., costing \$2,000,000 and due to be ready in early 1953; new 52,000-sq. ft. branch & warehouse in Toronto, \$500,000; new branches & warehouses in Winnipeg & Vancouver, \$500,000. Company already has plants in Montreal and Owen Sound. President F. R. Deakins predicted "enormous future" for TV in Canada.

RTMA has petitioned OPS to declare clock radios suspended from price controls, along with all other radios (Vol. 8:35). Clock radios weren't specifically mentioned in original suspension order and agency has yet to rule formally on it.

Total of 5,732,630 germanium diodes was sold during first 9 months of 1952, RTMA reports, 4,539,216 of them for new set equipment. Some 814,521 were shipped in September. Statistics are based on information supplied by GE, Raytheon and Sylvania.

Transistor Products Inc., Boston, subsidiary of Purolator Products Inc. set up to manufacture transistors under Bell Labs license, has elected James A. Abeles as chairman.

Beckman Instruments Inc., So. Pasadena, Cal., building new 20,000-sq. ft. building at Mountainside, N. J. for eastern sales & service offices for subsidiary Helipot Corp.

Merchandising Notes: Present markets, though 70% of families already have TVs, will account for by far largest part of TV set sales for next year or 2, in opinion of Admiral's Ross Siragusa; if 50 new stations go into operation by end of 1953, he guesses the new markets they open up will take not less than 750,000 nor more than 1,250,000 sets . . . One-line-a-year idea espoused by NARDA has apparently taken hold—but question is whether new models will emerge in winter or summer. Way business is going now, looks like shortened lines, accent on a few fast-moving models, better-let-well-enough-alone may be most manufacturers' attitude until next spring . . . Fresno, Cal., whose McClatchy radio station KMJ holds CP for uhf that isn't expected to be ready before May 1, is already showing intense interest in TV; recent Fresno district fair had TV booths displaying Crosley, DuMont, Magnavox, Motorola receivers . . . Next RCA addition to line may be home recorders, on which labs have been working some time . . . Davega looking into possibility of opening Denver store, reports *Retailing Daily* . . . "Wanted, used TV sets for our Texas stores" captions Washington ads by Meck TV Inc., offering \$100 allowance, no down payment, on new Meck or Scott TVs sold via home demonstration or at local factory branch . . . Muntz TV Inc. has set up subsidiary Muntz Industries Inc., incorporated with 1000 shares of common at \$100 par, to produce TVs and air conditioners . . . Motorola creating quite a stir with its new "pin-up" clock radio at \$39.95; it can be hooked to wall, comes in 4 colors.

Distributor Notes: Motorola names Edward L. Pincus pres. of its Motorola-New York Inc. in addition to his duties as pres. of Motorola-Philadelphia Co.; Allen Williams, ex-Motorola-New York v.p., named asst. sales mgr. of parent company . . . Emerson appoints Louis Abrams pres. of Emerson-New Jersey Inc. in addition to presidency of Emerson-New York Inc.; Jack Gaertner resigns as sales mgr. of Emerson-New Jersey . . . Admiral appoints Atlantic Appliances Inc., Portland, Me. (Joseph B. Russell, pres.) . . . Zenith's Cincinnati distributor, Harry Knodel Distributing Co., appoints Rodney B. Young gen. mgr. . . . Arvin's Denver distributor, Savage & Son Inc., merges with Mercury TV's Appliance Distributors . . . Fada names Harry Shamis northern N. J. mgr. of its Fada of New Jersey Inc., replacing D. W. May . . . Andrea's N. Y. distributor, Andrea Sales Corp., announces resignation of sales mgr. Charles E. Sherwood.

Signs of the TV times: Sylvania reports its TV set plants have stepped up from 5-day single-shift to 6-day double shift in order to meet increased demand. CBS's Hytron tube plant in Newburyport, Mass. went from 40 to 43½-hour week as of Oct. 9. And Crosley's electronics sales mgr. E. W. Gaughan, reporting Cincinnati plants operating at capacity, states in news release that Sept. shipments of electronic products (mainly TVs & radios) ran 183% ahead of same month last year, with TV sets on allocation now and probably well into next year.

Dr. Allen B. DuMont is author of leading article in October *Guideposts Magazine*, answering poignant letter from polio-stricken teenager asking "Why did this happen to me?" Inspirational article relates how Dr. DuMont, himself a onetime polio victim, overcame the handicap—indeed, first got interested in radio and electronics because the illness kept him bedridden for year at age 11.

Dr. Harold S. Osborne, ex-AT&T chief engineer, elected president of International Electrotechnical Commission, world clearing house for standards, at current sessions in Holland.

Trav-Ler gets \$1,500,000 revolving credit from Chicago's American National Bank to finance backlog of \$7,500,000 in defense orders.

THEATRE-OWNER Ted Gamble—who gained fame as head of wartime bond-saving drives, owns 8 movie houses, is now principal in several applications for TV—takes dim view of future of motion picture business. During hotly contested FCC hearing for Denver's Channel 7, which ended this week, he revealed he's liquidating his once-extensive theatre holdings to move into TV, which he says "is more challenging and has a better future."

Gamble is 20% stockholder in Denver's KLZ, competing for TV there against Wolfberg theatre interests; he's also principal stockholder in KCMJ, Palm Springs, Cal., and 43.5% stockholder in TV applicants KJR, Seattle, and KOIN, Portland. He said his movie house investments once totaled \$2,500,000, but are now down to less than \$500,000. He owns theatres in Indianapolis, in Akron & Steubenville, O., and New Castle, Pa., all of which he expects to sell in another 6 months.

TV's impact first impressed him in 1949 when he foresaw a 6-year "readjustment period" for movies. He decided then that "people won't go out to theatres to pay for what they can get free at home." He explained, when interviewed, that he thinks in future "only the big spectacles, like *Ivanhoe*, will be shown in theatres." He feels that his type of theatres—"small, subsequent-run houses"—are hit hardest by TV and predicted that 6500-10,000 of the over 20,000 theatres now operating will fold in the next 6 years.

Wolfberg theatre interests take much more optimistic view, their witnesses testifying that although second-run houses do show decline, first-run houses are little affected and drive-ins are enjoying healthy increase—with overall prospects remaining quite good.

Disputing Gamble's estimates, the authoritative spokesman for theatre owners, *Motion Picture Herald*, editorialized Oct. 11: "Mr. Gamble apparently has not been keeping in close touch with the industry or he would know that up to now the total of new drive-in and regular theatres opened since the war exceeds by a wide margin the number that have closed for all reasons, including obsolescence as well as increased competition from television and other entertainment media. New theatres of all types already scheduled for 1953 will also represent a net gain in theatre grossing capacity."

New proposed rules for 72-76 mc band, located between TV channels 4 & 5 and employed by police radio and similar services, seem to please nobody (Vol. 8:36). By Oct. 13 deadline, parties on both sides of fence expressed concern over proposal which is intended to minimize interference between TV and the other services. RTMA said: "Our studies to date have led to the firm conviction that adoption of this amendment will result in serious interference to existing and future TV reception in some areas." If FCC permits, RTMA will submit counter-proposal within 120 days. NBC submitted engineering analysis by Wm. Duttera, said new rules "could result in appreciable diminution of TV service previously contemplated in rural areas," asked for more time to study problem. WCCO-TV, Minneapolis, pointed to "serious interference" from police station at Menominee, Wis., requested formal hearing. Others, such as Philco, Sylvania and NARTB, asked for 90-day delay and informal FCC-industry conferences. Opposite view was taken by such organizations as Black Hills Electric Cooperative, Custer, S. D., Plains Pipe Line Co. and State of California. They feel proposal would be too restrictive of 72-76 mc station operation, asked that status quo be maintained or that rules be eased rather than tightened. Motorola considered most of proposal reasonable, requested a few changes.

Cornell-Dubilier planning big new plant on 27-acre site in Sanford, N. C.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Aug. 10-Sept. 11: Irene O. Siragusa bought 487 Admiral, holds 514,497 personally and through trusts; Yandell C. Cline bought 100 Arvin, holds 3800; Bruce A. Coffin sold 2500 CBS "A" (June-Aug.), gave 200 CBS "B" as gift (July), holds 14,083 "A," 17,300 "B"; Lloyd H. Coffin sold 2100 CBS "A" (June-Aug.), gave 200 CBS "B" as gift (July), holds 14,258 "A," 16,158 "B"; Felix Weiss bought 300 Cornell-Dubilier (April & July), sold 452 (Jan. & Aug.), holds 200 in joint tenancy; Allen B. DuMont bought 100 DuMont pfd., holds 54,200 common, 2100 pfd.; Benjamin Abrams bought 400 Emerson through trusts for children, 100 through Benjamin & Elizabeth Abrams Foundation, holds 296,739 personally and through trusts and foundations; Wilfred M. McFarland bought 50 Hazeltine, holds 50; Charles E. Green exercised right to buy 140 Motorola, holds 3000; Matthew J. Hickey Jr. exercised right to buy 500 Motorola, holds 5500; E. P. Vanderwicken bought 300 Motorola, holds 300; Leslie J. Woods sold 400 Philco (March, July & Aug.), holds 8305; Jeffrey S. Granger sold 200 Sentinel, holds 2900; Robert E. Peterson gave 400 Standard Coil as gift, holds 197,480.

In motion picture and allied fields these transactions were reported: George Lawrence Lloyd sold 5370 Decca to his wife, holds none; Leonard W. Schneider exercised right to buy 84 Decca, holds 334; Harold I. Thorp, through Lawrence M. Marks & Co., bought and sold 14,141 Decca, holds none; Samuel Broidy bought 200 Monogram, holds 45,299 and options for 200; Norton V. Ritchey gave 1000 Monogram as gift, holds 2954; Austin C. Keough bought 100 Paramount Pictures Corp., holds 350; David J. Greene bought 5000 RKO through trust, holds 60,850 personally and through partnership and family; A. Louis Oresman bought 5000 RKO, holds 27,100; Milton R. Rackmil bought 1000 Universal, holds 1000.

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Magnavox sales for 3 months ended Sept. 30 totaled \$11,250,000, compared with \$5,000,000 a year ago, chairman Richard O'Connor told meeting of Cleveland Society of Security Analysts. Net profit for Sept. 30 quarter was \$572,000 (75¢ a share) vs. \$20,000 (2¢) same period last year. Mr. O'Connor predicted current quarter sales would set new record. Company has military order backlog of \$54,000,000.

Columbia Pictures Corp. and subsidiaries, including TV film producer Screen Gems, reports net profit of \$803,000 (80¢ a share) for year ended June 30, compared with \$1,498,000 (\$1.81) in preceding year.

United Paramount Theatres reports net profit of \$3,970,000 (\$1.20 a share) for first 9 months of 1952 vs. \$6,054,000 (\$1.73) same period last year.

Olympic Radio offering its Oct. 20 common stockholders right to subscribe to 36,000 new shares, price not yet set, in ratio of about 1 for each 11 held, to raise funds for expansion.

Packard-Bell reports net profit of \$3,000,000 on sales of \$22,700,000 for year ended Sept. 30 compared to \$2,805,246 on \$18,720,527 same period last year.

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Decision on release of old RKO films to TV won't be forthcoming for at least 6 months, says new chairman Arnold M. Grant. In answer to trade reports that RKO had been offered \$5,000,000 for its backlog following purchase of controlling interest in studio by syndicate headed by Ralph Stolkin (Vol. 8:38-40), Grant said survey would be undertaken to determine economic wisdom of releasing old films to TV.

CBS FILED for St. Louis this week, application for Channel 4 putting it into competition with applicants KXOK, KWK and Meredith Publishing Co., all seeking same channel. Network proposes \$1,791,727 plant, \$800,000 annual operating cost. General Teleradio Inc., General Tire subsidiary operating KFRC, San Francisco, filed for Channel 2 there, the channel once held by Don Lee.

Altogether, 13 applications for new stations were filed this week, 4 of them for uhf, and there were 6 dismissals of applications—bringing total now pending to date to 758 (298 uhf).

General Teleradio's counsel, John B. Poor, is president of independent firm seeking Channel 12 in Providence. Burnet R. Maybank Jr., attorney, son of Senator from South Carolina and himself a State Representative, is one of principals in uhf Channel No. 23 application for Greenville, S. C. Martin Theatres of Georgia, already co-applicant for Columbus, applied also for No. 6 in Augusta. And in Wisconsin, group of newspaper publishers, some owning radio stations, others having missed radio boat, joined to form company applying for No. 7 in Wausau.

Other applications this week were for San Diego, No. 21; Odenton, Md. (between Annapolis & Baltimore), No. 14, channel allocated to Annapolis; Springfield, Mo., No. 3 (same principals as owners of KTUL, Tulsa, and KOMA, Oklahoma City); Wilmington, N. C., No. 6 (WGNI); Erie, Pa., No. 35 (by owners of WDOK, Cleveland); Milwaukee, No. 12 (WCAN); Portsmouth, Va., No. 27 (WSAP).

[For details about foregoing applications, see *TV Addenda 15-N* herewith; for listing of all post-freeze applications, grants, etc., see *TV Factbook No. 15* and *Addenda* to date.]

Old drawn-out network interconnection case, an effort of Western Union to become competitor of AT&T in supplying TV intercity transmission facilities, reached final decision this week when FCC ruled 3-2 in favor of AT&T. Hearing started Jan. 27, 1950; examiner's initial decision came Jan. 11, 1951. Western Union had proposed to build microwave relays, mostly in northeast, but needed FCC authority to tie them into AT&T's facilities before they'd be much use. Commission decided that Western Union's plans were too uncertain, that giving it a "blank check" to build might seriously disrupt AT&T's present operations and future expansion. But FCC made it clear that it would welcome any solid proposal to provide competition to AT&T and that "our decision is not intended to support any claim which the Bell System companies may have made to a monopoly in the field." Comr. Hyde's dissent, in which Comr. Hennock concurred, asserted decision "effectively does grant such a monopoly to Bell" and that Western Union is probably only common carrier able to build competitive system. He said that a company must have advance assurance of interconnection from FCC before it can justify constructing a competitive system. After decision, Western Union issued statement saying decision didn't diminish its interest in providing TV facilities and that situation is "being carefully restudied." It didn't indicate whether court appeal would be made.

"What consolation is a TV set on a cold, lonely night?" So mused Chicago circuit court judge Julius Miner this week when faced with an intriguing divorce case. AP reports that Mrs. Alice Vojik, 23, suing husband George, 26, for divorce, dropped her demand for alimony if he'd only return TV set he took with him when he walked out. Husband's attorney told court Mrs. Vojik parked in front of the set, leaving her husband to cook his own dinner. Said the attorney: "Now she wants the TV set. My client will give it to her. It broke up his home and he never wants to see a TV set again." Informed there was no chance of reconciliation, Judge Miner ruled: "Waive alimony and she will get the TV."

Presidential race may be mere preliminary bout on Election Night. Judging from network press releases, main bout may be TV's "battle of the electronic brains." In one corner, representing CBS, will be Remington Rand's Univac, weighing in at 5500 tubes, which will spew election trends from Philadelphia after memorizing complicated analysis of returns in past elections which CBS-TV claims will forecast election results for viewers "at an earlier hour than ever before possible." Battling for NBC in Radio City's Studio 8-H will be Monroe Calculating Machine Co.'s "Mike" Monrobot—"not the biggest, but the fastest"—which will keep NBC commentators informed on voting trends "and what the results are likely to be a few hours later."

Vicissitudes of channel shifting are described in Oct. 11 *Johnstown (Pa.) Tribune-Democrat*, owner of WJAC-TV which on Oct. 4 moved from Channel 13 to 6 and increased power to 70-kw. Article says move cost \$160,000, involved installation of 500-watt Channel 13 standby transmitter, required several chartered plane trips to Camden for RCA parts and to FCC for permission to begin Channel 6 operation—plus day and night work by everyone. Results appear well worth effort, according to 2 viewer letters quoted, including one from Smithsburg, Md., housewife who said her \$1000 set-&-antenna investment was virtually worthless until Channel 6 signal arrived.

Preparing to introduce Telemeter into Canada, J. J. Fitzgibbons, president of Famous Players Canadian Corp. Ltd., reports: "We are at the stage where we are organizing our staff to handle the development of this coin-operated subscription form of TV." Company holds 25-year franchise covering rights to manufacture, license and operate pay-as-you-look TV system in Canada. Though Mr. Fitzgibbons doesn't indicate where system will start, there are reports that London, Ont., will be first city and that local studios will be built to feed programs to homes via cable, a setup similar to Telemeter's Palm Springs, Cal. project still under construction (Vol. 8:38).

Gene Autry's purchase of KMPC, Hollywood, from G. A. Richards estate may be announced shortly. Negotiations were still in progress this week, appraisals being made. Price is likely to be considerably under reported \$1,000,000. Autry's partner in venture is Bob Reynolds, present mgr., with several other KMPC staffmen also acquiring stock. Autry also has holdings in KOOL, Phoenix, and KOPO, Tucson, both TV applicants, recently acquired interest in KNOG, Nogales, Ariz.

New servicing plan for uhf stations, announced by RCA with brochure this week, covers supervision of installation, quarterly inspection, personnel training—"all the technical assistance a uhf station needs to get a good picture on the air and keep it there," according to W. L. Jones, v.p. in charge of technical products service. First contract has been signed by KPTV, Portland.

To eliminate interference caused by its FM station WFUM, Flint, to reception in Flint of WJIM-TV, Lansing, 55 miles away, U of Michigan is changing WFUM's frequency from 89.7 mc to 107.1 mc, moving from non-commercial to commercial FM band. WJIM-TV operates on Channel 6 (82-88 mc).

Dr. Alfred N. Goldsmith, editor of *IRE Journal*, inventor and one-time chief engineer of RCA, has been retained by RKO as consultant to study TV's impact on movies and possible industrial and technical improvements in connection with movies and TV in theatres.

New weekly magazine reported about to go on newsstands in New York area is *TV Family*, published by Dupuis & Sons Co.

Annual outing of FCC Bar Assn. will be held Oct. 25 at Horace Lohnes' Twin Oaks Farm, Vienna, Va.

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

with **ELECTRONICS** **REPORTS**

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LUBBOCK & AUSTIN NEXT VHF STARTERS: Real sleeper among the new-station grantees is W.D. (Dub) Rogers' KDUB-TV, Lubbock, Tex., which has already taken delivery of 5-kw DuMont transmitter, promises to be on air not later than Nov. 13, possibly earlier. Actually, he got STA from FCC this week permitting start Oct. 31 at 3 a.m., which indicates he's aiming to have at least some test signals on Election Day.

Vhf Channel 13 outlet has interim location atop Lubbock National Bank Bldg., giving its 6-bay RCA antenna an elevation of 197½ ft. Within 5 months, says Rogers, it will be moved to new studio-transmitter-office building on nearby 80-acre tract where 1000-ft. tower will be erected.

This apparently is next station definitely slated to take the air, though Austin's KTBC-TV (Channel 7) this week got STA from FCC permitting it to commence commercial operation from Nov. 15. KTBC-TV is slated to join CBS-TV as of Dec. 1.

Lubbock outlet, according to Rogers, who founded and managed KEYL, San Antonio, until its sale to George Storer last year (Vol. 7:30,41), will also become CBS affiliate, hooking into the coaxial via an 85-mi. relay.

Speed with which first of Lubbock's 2 grantees is getting going apparently has impelled other CP holder, KCBD-TV (Channel 11), to seek to move faster -- and its equipment deal with RCA this week could possibly get it on the air by Jan. 1 instead of April start previously announced (Vol. 8:42).

* * * *

Moving higher up on the vhf calendar, too, are the 2 El Paso grantees -- and prospects for start of either or both by Jan. 1 are good. New KR0D-TV (Channel 4) reports "rapid progress" on studios, road to top of Mt. Franklin for transmitter more than half finished, no delays so far -- so that, in words of chief engineer Edward P. Talbot, "we fully expect to be on the air by Jan. 1."

El Paso's KTSM-TV (Channel 9) reports studios coming along, "rehearsals" by mid-November, good chance to get on air by Jan. 1 or even earlier.

Other late reports from vhf grantees, in our continuing survey of upcoming stations, include one this week from KFOR-TV, Lincoln, Neb. (Channel 10) whose mgr. George X. Smith says RCA equipment was ordered this week, new building to house all TV-radio operations due for completion by Jan. 1, and the TV "should be on the air in about 6 months." Last week, KOLN-TV, Lincoln (Channel 12) reported it has ordered DuMont equipment, should be on air Feb. 1 (Vol. 8:42).

Trade report from St. Joseph, Mo. indicates KFEQ-TV (Channel 2) may require 9 months before it can get on the air.

Only other new report this week on vhf prospects is indefinite one indicating that Ed Craney's KXLY-TV, Spokane (Channel 4) seems to be moving faster and he's apparently now aiming to equal if not beat strenuous efforts of KHQ-TV (Channel 6) to get going shortly after New Year or earlier (Vol. 8:42-43). He now reports he's still trying to make Xmas start, is building atop Mt. Spokane, plans closed-circuit

in Spokane starting Nov. 1 to feed programs to hotels, bars, ice cream parlors, dealer stores as sort of preliminary to on-the-air operation.

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Among uhf grantees, York's WSBA-TV got its RCA antenna this week end while RCA's first 3 low-power transmitters were being tested at Camden. WSBA-TV's Louis Appel won't make definite commitment, but plant is far enough along so that dealers and distributors are gearing for sometime in November -- possibly by second week.

WHUM-TV, Reading, reports meanwhile that it will definitely be ready "prior to Dec. 10" -- despite rumors to contrary. And, adds manager Humboldt Greig, "We'll start in the black." It will also be a CBS-TV outlet, will operate 8 a.m. to midnight daily, has also booked NBC-TV's Colgate Comedy Hour via kinescope.

The 1000-ft. WHUM-TV tower atop 1650-ft. Summit Station is due to be up by Nov. 15. The 12-kw GE transmitter can be delivered and hooked up within 48 hours, said Greig. GE's Sabcho Sabeff is on job in Reading to make this GE's showcase.

Also high on RCA's uhf priority list are WSBT-TV, South Bend, and WBRE-TV, Wilkes-Barre, though latter seems to be competing for third of only 3 transmitters to be available rest of this year with not-yet-granted but early-orderer WFPG, Atlantic City, which has an installation that could put its TV on air within days.

* * * *

From Bridgeport, getting ready with first Federal uhf installation, comes renewed assurance of president Phil Merryman that "WICC-TV will be commercially telecasting as of Jan. 1". And from E. Lansing, Mich., where Michigan State College got commercial uhf grant for WKAR-TV, we have report of director Armand L. Hunter that orders for transmitter and tower are about to be placed; that studio installation is already complete with 3 camera chains operating closed-circuit, that station ought to be ready "either July or Sept. 1953."

Mr. Hunter also offers this interesting note: "We have not selected any national sales representative because we plan to operate the station as an educational non-commercial station, even though our license is not for a reserved educational station but for an unrestricted channel."

Only other uhf report we have this week comes from WILK-TV, Wilkes-Barre, whose manager Tom Shelburne says it's due to get GE equipment in January, says construction of building is completed (extension of FM plant) and adds: "We believe we can get on the air sometime late in January or by Feb. 1."

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From NBC-TV came press release this week announcing affiliations of WSLS-TV, Roanoke (Channel 10) as of Dec. 1 and WBRE-TV, Wilkes-Barre (uhf) "on or about Dec. 15." While earlier direct reports (Vol. 8:37 & 42) did not put them on the air that early, network affiliations would indicate intentions of speeding up. WSLS-TV, in fact, reports to us that "Dec. 1 is our objective [but] there may be unforeseen circumstances which can cause some delay."

ONLY 4 CPs GRANTED—SPEEDUP IS PROMISED: FCC's hoped-for speedup in granting CPs, to result from bypassing contested applications (Vol. 8:38), hasn't yet materialized-- only 4 CPs being granted this week (2 vhf, 2 uhf), making total 82. But FCC opinion is that rate of grants should run close to 10 weekly before long. Taking time out from en banc theatre-TV hearing, Commission awarded these CPs:

Honolulu, T.H., Radio Honolulu, No. 11; El Paso, Tex., KEPO, No. 13; Duluth, Minn., Great Plains TV Properties, No. 38; Frederick, Md., WFMD, No. 62.

Honolulu grant went to group of non-radio businessmen, except for exec. v.p. H.M. Richards, who is required to divest himself of interest in the Honolulu Star-Bulletin, part-owner of KGMB-TV, due on air Nov. 15 (Vol. 8:42).

El Paso CP is third for city, and it can be assumed KEPO-TV will strain to get on air quickly, since competitors are making beautiful progress (see p. 1).

Behind the Duluth grant are Chicago theatremen Herbert Scheftel and Alfred Burger who are now in position to build while city's 2 commercial vhf channels are tied up in competitive hearings. A third vhf channel is reserved for educators.

Five more hearings were scheduled this week -- Nov. 17 being specified for contestants in Flint, Beaumont, Duluth, Sacramento, Ft. Wayne -- while the Jackson, Mich. hearing became washed out with withdrawal of Sparks-Withington Co. WIBM is now in position for uncontested grant on uhf Channel 48.

Hearings in progress -- Denver, Portland and Tampa-St. Petersburg -- continued with typical in-fighting. In Denver case, for example, KOA group sought to prove that KMYR president F.W. Meyer deliberately tried to conceal part-ownership held by brother A.W. Meyer in the years before company was incorporated. KMYR counsel, in turn, worked over actor Bob Hope, largest stockholder in KOA (Vol. 8:26), with aim of showing Hope is far too busy to participate in management.

Comedian Hope was serious, careful, admitted frankly that he was primarily interested in investment. He said his assets total about \$3,700,000. Hope testified that he frequently hit Denver in his 12-15 transcontinental trips each year, hoped to originate some shows from Denver, and expected to persuade some of his fellow showfolk to appear on station. Hope's attorney Martin Gang testified that group seeks no other stations, though it once tried to buy WHAS-TV, Louisville.

Portland's 3-party Channel 12 hearing took peculiar turn when Oregon TV Inc.'s gen. mgr. Walter Stiles resigned right during hearing, left town. His departure left applicant in rough spot, since Stiles had been the key man in group which includes some of Portland's biggest businessmen, such as Julius Meier Jr. of Meier & Frank dept. store. Mr. Meier testified that he learned some suspicious chapters in Stiles' background, but not until latter resigned for unknown "personal reasons."

* * * *

FCC continued cleaning up backlog of petitions dealing with allocations, hearings, etc., taking following actions this week:

(1) Denied request of KROW, Oakland, Cal., that San Francisco-Oakland hearing, conducted before freeze, be restored to pre-freeze status; that the channels removed by end-of-freeze decision be restored to area; that no one besides the hearing parties be permitted to file for those channels now. Commission said that its authority to change rules, switch channels, overrides any rights to those channels which parties may have had at time of hearing.

(2) Made final the assignment of Channel 4 to Irwin, Pa., near Pittsburgh, and proposed the assignment of Channel 52 to Princeton, Ind.

(3) Denied request of WVJS, Owensboro, Ky., that Channel 9 be assigned to nearby Hatfield, Ind.

Complex Lancaster, Pa. case got more complex. FCC has granted WGAL-TV a CP to shift from Channel 4 to 8 and to operate with minimum power. WLAN, which feels it has equal right to Channel 8, has been set for comparative hearing with WGAL-TV. This week, WLAN told Commission that it can do better job of operating temporarily, until final decision in hearing, than WGAL-TV can -- and filed an application for 29 kw. What's more, WLAN said, it can do it cheaper, by renting \$150,000 worth of equipment from DuMont at \$6000 a month and installing it for \$40,000 (including tower). WGAL-TV has said it would cost \$140,000 to shift.

FCC'S 'SHOW ME' ATTITUDE ON THEATRE TV: Theatre-TV proponents began uphill fight this week to wring frequency allocation from FCC exclusively for beaming pictures to nation's movie palaces.

From start of theatre-TV hearing it was obvious that the commissioners were skeptical -- not only of the unprecedented engineering proposals placed before them, but of the necessity for any special theatre-TV service at all.

Current phase of hearing, which began Monday and is expected to end early next week, is devoted entirely to direct testimony on engineering and accounting by witnesses for Motion Picture Assn. and National Exhibitors Theatre-TV Committee. No cross-examination is permitted until hearing resumes Jan. 12. At that time theatre-men will try to convince FCC that it's in the public interest to permit establishment of a national theatre-TV system.

Big fight is shaping up between theatre-TV proponents and AT&T in January

hearings. For theatremen have their eyes on 360-mc chunk of microwave spectrum now allocated to common carriers. The theatre-TV engineering proposals, as outlined by engineers Stuart Bailey, Frank McIntosh, Andrew Inglis, et al:

FCC should set aside six 60-mc "circuits" for nationwide theatre-TV service, each circuit containing two 30-mc channels, using 10-mc video bandwidth. This system would make possible 6 competitive theatre-TV services, including both inter-city relays and intra-city distribution to theatres.

They asked for exclusive allocation of 5925-6285-mc band as their first choice. These frequencies are in common carrier band used by AT&T for TV relay circuits from Richmond to Norfolk and by Western Union for its New York-Philadelphia relays -- but otherwise that band is now little used.

Theatre-TV engineers' second choice is in 6425-6575 band, occupied now by operational fixed and land mobile stations, the latter all assigned to AT&T.

Attorneys and engineers for AT&T, RCA, ABC, CBS, DuMont and NARTB sat in on the hearings, although they weren't permitted to examine witnesses. AT&T is certain to oppose any such allocation of potentially valuable microwave space -- especially to a potential competitor, for theatre-TV "stations" would operate own relay system, probably paralleling AT&T lines.

Network attorneys say they're in hearing simply to safeguard own interests, to make sure theatre people don't ask for any channels now used by commercial stations or potentially useful to them.

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Moviemen want a theatre-TV picture that looks as good as a 35-mm film, so they're asking for a wide video band. They say 10-mc bandwidth approximates movie definition, although no transmitting equipment has yet been build to those specifications (home TV has 4-mc video channel). Along with the 10-mc band, they're specifying a 735-line picture (as opposed to 525 on home TV).

Witnesses said they felt theatre-TV should be in color from the start -- but added it wasn't necessary for Commission to set standards. Issue of picture standards sparked clash between Chairman Walker and theatremen's chief counsel, ex-FCC chairman James Lawrence Fly.

Fly argued that so little is now known about the high frequencies and wide-band transmission that Commission shouldn't set fixed standards which would artificially freeze the quality of theatre-TV picture. He added that unlike home TV, the public will have no money invested in expensive receivers which would be obsoleted by new improvements in picture transmission techniques.

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Dispute over exclusive theatre-TV sport telecasts was injected during first day of engineering hearing by Chairman Walker, foreshadowing another hot controversy sure to come up during "public interest" phase next January. Comr. Walker interrupted testimony by 20th Century-Fox research chief Earl I. Sponable to comment that the public is more interested in seeing boxing on home TV than it is in development of a special theatre-TV network. He added:

"This is perhaps the most vital question in this hearing, from the standpoint of the public. We get complaints about your monopolizing the fights. If you had been sitting [on the FCC] and listening to complaints from Congressmen and the public generally, you'd know they're worried about sports being taken off home TV.

"Suppose it gets into baseball, and the public can't see that unless they go to the theatre. That is what the public is going to want to know about this thing as you go along." There was no mistaking Mr. Walker's attitude.

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Cost of proposed theatre-TV system will be discussed by witnesses next week. Preliminary cost figures for equipment, land, labor, etc. were introduced Oct. 24 to lay groundwork for accounting testimony. AT&T counsel Ernest D. North objected to cost exhibits as "hearsay," got ruling from Comr. Walker that they won't be accepted by Commission until after cross-examination next January.

UNDERWRITERS' RULES FOR UHF CONVERSION: There's trouble brewing when John Q. Public takes the back off his TV set -- and safety authorities fear an install-it-yourself epidemic when uhf tuners appear on dealers' shelves.

To save John Q. from a shocking experience -- or worse -- Underwriters Laboratories this week laid down some of the conditions manufacturers will have to meet if they want their receivers and uhf converters to carry the coveted "UL" seal.

Biggest uhf conversion hazard is the layman who goes beyond his depth trying to install a converter or strip which should be inserted by serviceman, according to UL's Leonard H. Horn who outlined uhf safety regulations to some 400 industry engineers at RTMA-IRE's fall meeting in Syracuse this week.

External converters pose no serious problem, he said, as they can be connected without opening the set. Most of today's tuners designed for internal installation, however, should not be installed by customer. UL will approve internal tuners for installation by set owner, he said, only if these conditions are met:

(1) Receiver chassis does not have to be removed from cabinet to install converter; picture tube and high voltage contacts are not exposed; consumer isn't required to loosen or take out hard-to-remove or breakable parts; no tools are required other than pliers and screwdriver.

(2) Complete installation instructions are furnished with set or tuner.

* * * *

"UL will impose no great restrictions on tuners designed for installation by servicemen," said Mr. Horn. "Installation in almost any manner is okay."

But he warned that receivers won't get UL approval if they're accompanied by instructions specific enough to encourage an owner to take a stab at doing the conversion job himself. Where tuner is intended for installation by a serviceman only, it's taboo for manufacturer to supply model number of his uhf tuner in instruction sheet accompanying vhf set, or on set itself.

Some engineers assailed latter rule as "reversal of UL policy," and said manufacturers hadn't been notified of change. Mr. Horn stood his ground, explained that model number and instructions should be supplied only with receivers which may be converted by customer himself.

As for turret tuners, he said "replacement of strips is the serviceman's job, not the user's" in most cases. "In some few receivers," he added, strips can be changed without removing chassis from cabinet or exposing hazardous high voltage connections. Many strip tuners require realignment of receiver, Mr. Horn declared.

Most manufacturers estimate at least a year's transition will be required "between present receivers and those in which the owner can safely make the conversion himself," he said.

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Raytheon, which calls itself "the largest producer of uhf receivers," takes exception to our statement of last week that "uhf sets now in use are basically standard vhf receivers with circuits added to pick up uhf signals" (Vol. 8:42). Company says its sets are specifically designed for uhf, and adds:

"The uhf tuner feeds directly into the IF circuits using new techniques and uhf tubes. No part of the vhf tuner is used in any way to derive a signal. The uhf tuner selects the uhf stations' video and sound carriers and directly converts them to an intermediate frequency, which is then utilized in the usual manner.

"Qualitative checks in the Portland area on our sets using our uhf tuner and a continuous converter operating through our cascode vhf into the same set proved that a direct conversion from the uhf [gave] much less snow and a higher signal-to-noise ratio." Raytheon line includes 8 vhf-uhf models, at \$40 more than vhf-only. Output of uhf sets is going full blast, first pilot runs having been made year ago.

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Uhf fever apparently is gripping Reading, Pa., even though it probably will be about mid-December before the highly publicized WHUM-TV goes on air (see p. 2). Berks County Appliance Dealers Assn. reports some 300-500 continuous converters in hands of dealers and public there -- plus an unknown quantity of uhf tuner strips.

Telecasting Notes: "Strong trend toward film" gives Hollywood edge over New York as TV center of U. S., says Oct. 20 *Advertising Age*, which notes that 40 sponsored programs this fall will be on film produced in Hollywood, 90 expected by Christmas. While film production costs are said now to equal live production for same program, movie folk contend Hollywood's advantage lies in its know-how and facilities . . . But Hollywood's advantage will be short-lived if unions continue to up their wage demands, says KLAC-TV gen. mgr. Don Fedderson, who petitioned AFRA not to hike scales in negotiations for new contract in interest of cutting filmed production costs and increasing employment; union replied petition will be considered at meeting Oct. 27 . . . NBC-TV also sees added revenue from local sales for re-runs of network-owned film shows, announces *Dragnet* and *Victory at Sea* will go out on local syndication next year following network run . . . Trend to filmed commercials, with their lower costs, improved quality and "simplicity and sincere salesmanship," is noted in Ross Reports' 1952 *Survey of TV Film Commercials*, published by Television Index Inc., 551 5th Ave., New York (\$5); valuable 66-page report analyzes representative group of 4917 filmed commercials between Aug. 1, 1951-July 31, 1952 . . . From Tokyo this week 20th Century-Fox president Spyros Skouras is quoted as warning Japanese film industry not to be taken by surprise by TV "as we were in the U. S." and to start large-screen theatre-TV at same time home TV begins . . . Chese-

brough's popular radio series, *Dr. Christian*, to be made into TV series under auspices of McCann-Erickson . . . Like Menotti's *Amahl & The Night Visitors*, TV performance of opera *Billy Budd* by NBC Opera Theatre Oct. 19 got enthusiastic accolade of the New York critics, notably *Times'* Olin Downes who said it was "much better than the opera itself in its original form" and *Herald Tribune's* Jay Harrison who described it as "elegantly conducted and mounted to perfection" . . . Crime programs and beer advertising now restricted by WKZO-TV, Kalamazoo, which won't take crime shows on Sundays or before 9 p.m. weekdays; beer & wine sponsors are limited to 2 programs between 6-11 p.m. Mon.-Sat., none on Sundays except for special sports events . . . Elaborate "open house" for some 300 agencies and advertisers will be conducted by WNBQ, Chicago, 1-6 p.m. Oct. 29-30, supplying behind-the-scenes picture of routine in all departments, including capsule run-through of all local live programs . . . U of Toledo on air via WSPD-TV with TV credit course in history and homemaking, offered Mon.-thru-Fri. 9:45-10:15 a.m. . . . NARTB "get out the vote" drive's final phase will consume 118½ days of air time for 15-second announcements 10 times a day on 3090 TV & radio stations between Oct. 25-Nov. 4, election day . . . DuMont's WTTG and network people now quartered in enlarged new studios and offices in Washington's Raleigh Hotel . . . 1037-ft. tower of WTMJ-TV, Milwaukee, is up more than 400 ft., will be ready for new transmitter in January.

Personal Notes: James T. Aubrey Jr. named mgr. of KNXT, Los Angeles, succeeding Wilbur Edwards, now gen. mgr. of CBS-TV film sales; Edmund C. Bunker promoted to KNXT and CBS-TV Pacific Network sales mgr. . . . Lawrence B. Gumbinner, senior supervisor of CBS network operations, promoted to asst. mgr. of CBS-TV network operations dept. under mgr. H. C. Meier . . . Ed Madden, NBC v.p., was in London Oct. 22 to make formal presentation of new *Victory at Sea* film series (starting on NBC-TV Oct. 26, Sun. 3-3:30 p.m.) to BBC and to arrange special screening for Winston Churchill . . . Charles A. Wall, BMI financial v.p. & treas., elected president of BMI's Associated Music Publishers, succeeding M. E. Tompkins, retiring; Glenn Dolberg promoted to station relations v.p. . . . John Rossiter, gen. mgr. of WTVN, Columbus, has resigned to head new WJTV, Jackson, Miss., planning to go on air before end of year; Frank C. Oswald is acting gen. mgr. of WTVN . . . Robert E. V. Johnson, onetime salesman of KEYL, San Antonio, rejoins his old chief, W. D. (Dub) Rogers as commercial mgr. of new KDUB-TV, Lubbock, Tex., due on air in Nov.; he has just been mustered out as captain of Marines after 17 months in Korea . . . Eldon Campbell, N. Y. rep for Westinghouse stations, named gen. sales mgr., succeeding E. R. Boroff, resigned. In other Westinghouse changes ordered this week by v.p. & gen. mgr. Joseph E. Baudino, L. R. Rawlins moves from KYW, Philadelphia, to manage KDKA, Pittsburgh, succeeding R. G. Duffield, resigned; Franklin A. Tooke from WOWO, Ft. Wayne, to KYW; Carl A. Vadagriff, WOWO program mgr., promoted to mgr. . . . John D. Scheuer Jr., WFIL & WFIL-TV operations chief, named coordinator of TV & AM program depts., headed respectively by John Steck and Felix Meyer, with Roddy Rogers as director of TV production, in new integration program ordered by gen. mgr. Roger W. Clipp . . . A. H. Saxton, mgr. of radio operations, named head of combined TV-radio engineering depts., NBC Hollywood . . . A. A. (Abe) Schechter has resigned as NBC-TV gen. executive . . . Goar Mestre, leading Cuban TV-radio operator, in Europe until end of November . . . Albert V. Cole, program mgr., and Richard Eisiminger, promotion mgr., resign from KNBH, Hollywood . . . Theodore R. Kupferman,

of NBC law dept., elected secy., Federal Bar Assn. of N. Y., now headed by Bernhard A. Grossman, theatrical lawyer . . . Donald Kraatz replaces Jack Brand, resigned, as executive TV producer, ABC central div. . . . John Moffet, ex-Russell P. May and Wm. L. Foss, joins Washington consulting engineer Robert M. Silliman . . . Wallace Ross, publisher of *Ross Reports on TV*, joins TV-radio dept. of Music Corporation of America . . . Chester C. Shore, ex-Cohn & Marks, establishes own law offices at 1025 Connecticut Ave., Washington; phone, Republic 3309 . . . Hubert J. Schlafly Jr. has resigned as director of TV research for 20th Century-Fox to become engineering v.p., Teleprompter Corp.

First nationwide sales conference via theatre TV has been arranged by Theatre Network TV Inc. for James Lees & Sons Co., carpet manufacturers, for morning of Dec. 8. Meeting will be conducted via closed-circuit TV in theatres in 15 large cities under direction of Victor M. Ratner, ex-CBS v.p. who heads Theatre Tele-Sessions, subsidiary of TNT, program originating in New York.

"TV Coverage Calculator," slide-rule device for quick determination of Grade A, B and principal-city coverage under FCC's standards, has been placed on market by J. B. Epperson, chief engineer of Scripps-Howard TV stations. It's available for \$3.55 from Pioneer Electronic Supply Co., 2115 Prospect Ave., Cleveland.

Deadline for comments on 72-76 mc band rules was extended to Dec. 22 by FCC after it had received numerous requests for more time to study proposal (Vol. 8:42). Rules would cover various fixed safety & special services located between TV Channels 4 & 5.

Harold A. Lafount, 72, Republican member of Federal Radio Commission 1927-34, died Oct. 21 at Detroit home of his daughter, Mrs. George Romney. A native of England and a civil engineer, he was appointed from Utah by President Coolidge, left Commission after one term to take charge of Bulova radio interests, then including WNEW and WOV. He was a bishop of the Mormon Church, will be buried in Salt Lake City Oct. 25. Surviving are his mother, 3 other daughters and a sister.

Station Accounts: Value of 10-second identification announcements as low-cost TV advertising technique is described in Oct. 20 *Sponsor Magazine*, which notes that more than 85 stations have accepted this type of ad following adoption of NATSR code of standards last May. Live-action, animation, slides-&-voice, stop-motion, are major techniques used in "talking billboards" which usually cost about 50% of station-break rate . . . A "natural" for TV, sponsored or sustaining: *The Real Estate Reporter*, Sun. 12:30-1 p.m. on WATV, Newark; besides reporting on new homes and home repairs, program has *Newark News* women's editor discussing interior decorating . . . Klaus Landsberg's KTLA, Los Angeles, claims sale of \$500,000 worth of time to Jim Clinton Stores (clothing chain), covering year, is some sort of local sales record; placed thru Milton Weinberg Adv. . . . National Biscuit Co., big spot radio user, reported setting up \$1,000,000 budget for spot TV, thru McCann-Erickson . . . Big Namm-Loeser dept. store, Brooklyn, sponsoring new show, Sun. 11:30-noon on WJZ-TV, titled *Buyer for a Day*, featuring store buyer presenting latest fashions and products . . . Madison Square Garden sports, again being carried on WPIX, thus far has Old Golds sponsoring half of the 93 events, Piel's Beer one-fourth . . . General Foods, for Krinkles, buys Thu. segment of *Merry Mailman*, children's show on WOR-TV, Mon.-thru-Fri. 6-6:30, thru Foote, Cone & Belding . . . N. Y. Herald Tribune buys spots in *The Late Show* and *Football Scoreboard* on WCBS-TV, thru Donahue & Coe; Dodge autos buys into *The Early Show*, as well as *6 o'Clock Report*, thru Grant Adv., Detroit . . . GE has filmed 20 TV commercials at Vidicam . . . Among other advertisers reported using or preparing to use TV: R. T. French Co. (bird seed), thru Richard A. Foley Adv., Philadelphia; Apex Electrical Mfg. Co. (Apex cleaners, washers, ironers), thru Meldrum & Fewsmith, Cleveland; L. J. Grass Noodle Co. Inc. (Mrs. Grass' noodle soup mix), thru Phil Gordon Agency, Chicago; Dulane Inc. (Fryryte appliance), thru Critchfield & Co., Chicago; Gard Industries Inc. (Gard weatherproof spray for clothing), thru Ross Roy, Chicago; Saratoga Springs Authority (Vichy water), thru Moser & Cotins, Utica, N. Y.; Moly Motor Products Co. (Liqui-Moly auto lubricant), thru Friend, Reiss & McGlone, N. Y.; Washington State Dairy Products Commission, thru J. Walter Thompson, Seattle.

"I told you so," says *Billboard* editor Joe Csida, who conducted an ardent but fruitless editorial crusade to persuade broadcasters not to slash radio rates from time of CBS's first announcement. "On that occasion," he writes in current column, "we reiterated our opinion that there simply had to be some answer other than rate-cutting [and] pointed out, among other arguments, that there was no guarantee that this would be the last cut . . ." Csida reports rather wryly on adman Raymond Spector's remarks at NARTB district meeting last week in Rye, N. Y. Mr. Spector asserted that new and drastic radio cuts are in order, that night rates should be reduced still more, that broadcasters shouldn't made "mistake" of raising daytime rates. When one broadcaster asked Spector whether he'd buy night radio if rates were cut, he replied No.

Complete "dollar score" of national advertising for 1951—by media, by accounts, by business classifications—is analyzed in special issue of *M. A. Briefs* published Sept. 9 by Magazine Advertising Bureau, 271 Madison Ave., N. Y. It shows number of advertisers per medium (magazines, newspapers, network radio, network TV), number spending most of appropriation in each medium, number using one medium exclusively, "casualties" per medium, PIB business classifications.

FOOTBALL TV "controls" seem firmly entrenched in future plans of National Collegiate Athletic Assn.'s TV committee which will probably recommend at January NCAA convention that TV restrictions continue next year. NCAA's TV director Asa S. Bushnell, however, revealed after Chicago meeting of NCAA executive council that he feels pay-as-you-see TV is eventual answer to equitable distribution of TV receipts among colleges.

Meanwhile, "control plan" continues to run into obstacles and substitutions every week. After public clamor in Washington area forced local TV substitution of Maryland-Navy game for nationally televised Yale-Cornell contest (Vol. 8:42), alumni of latter 2 schools raised their own outcry. NBC-TV solved dilemma with closed-circuit telecast of Yale vs. Cornell in Washington's Wardman Park Hotel for alumni only.

Another type of complaint, directed at NCAA's own TV schedule, came from Stanford which grumbled that Oct. 4 telecast of its game with Michigan cut gate attendance almost in half, but school authorities didn't mention that Stanford drew even smaller crowd the following week when there was no TV on west coast.

"TV control" fever may also be spreading to basketball. DePaul U. of Chicago has asked NCAA to survey TV's impact on basketball attendance figures. NCAA's TV committee said it would bring up matter at convention.

"Almost Like Old Times in AM" headlines Oct. 22 *Variety* in reporting upsurge in radio billings highlighted by week's 3 big deals by CBS, which sold \$53,000 package to Plymouth Motors for 4 network shows week of Nov. 18 to introduce new models, sold Amoco its annual New Year's Day *Year of Crisis* show for review of year's news events by network commentators, optioned Thursday 10 p.m. slot to Lucky Strike for unannounced network show at date to be determined. These developments, plus PIB statistics showing \$2,000,000 jump in radio billings for Sept. (see p. 14), give solid underpinning to comment of CBS radio sales v.p. John Karol that network radio is over the hump and has definitely started on the road back to heyday. Karol says advertising executives, so engrossed with TV a year ago they wouldn't even talk about radio, are now "highly enthusiastic" about AM's sales promise, adds families have become very selective about TV, tune in only for particular programs, then go back to radio.

TV's inroads into radio's night audiences were pointed up by BBDO's TV-radio v.p. Arthur J. Pryor Jr. at NARTB District 6 meeting in Memphis. But he also emphasized that radio still reaches vast audience at low cost and urged AM station owners to seek research which "will give a true picture of radio listening," including car sets, portables, radios in public places and extra home sets. He cited charts showing that TV claims 79.3% of evening audiences in New York, 72.3% in Los Angeles, although radio ownership continues to rise. He concluded that, in long run, TV and radio will each be strong advertising medium in its own right, "complementing and supplementing each other in the tremendous battle for sales and services ahead."

Bishop Fulton J. Sheen's *Life Is Worth Living*, a hit sustainer on 3-station DuMont hookup last season, returns to that network, with 20 to 25 stations lined up, under sponsorship of Admiral Corp. on Nov. 18. He will appear 26 times, Tue. 8-8:30 p.m., sponsor spending \$1,000,000 for time and production and Father Sheen donating his entire fee to Missions Humanity. Institutional message will be carried at opening by big TV-radio manufacturing firm headed by Ross Siragusa, a leading Catholic layman, with direct selling commercial only at end.

HOTTEST THING on color front today is "OCW," which stands for "orange-cyan-wideband" and refers to latest refinement of NTSC system. Here's situation, as we gathered it at Oct. 20-22 RTMA-IRE technical sessions in Syracuse:

Some months ago, technique called color phase alternation (CPA) was introduced to eliminate color fringing problems. Then, during field testing with brightness approaching 100 ft. lamberts, it was found that CPA produced intolerable flicker. OCW was then proposed as substitute for CPA and appears very promising.

Present NTSC field test specifications provide that 3 primary colors supply large detail and that black-&-white fill in fine detail. With OCW, a 2-color element, comprising orange and cyan, is inserted to provide medium-sized detail. This is said to relieve both fringing and flicker problems, produce picture better, if anything, than original. No additional subcarrier is required.

Net effect of latest development is to point up uncertainties of trying to predict when NTSC will be ready to ask FCC to standardize on compatible system. Engineers say OCW appears too valuable to pass by, yet it will certainly add substantial time to field testing schedule. Its effect on other components of system must be determined—just as it was necessary to find out what CPA did at high brightness levels.

But predictions of "when" abound nevertheless. This week, for example, the ever-enigmatic Paul Raibourn, Paramount v.p., disputed Dr. Allen DuMont's opinion that it would take 5 years for color to come into general use. Without elaborating, though presumably referring to Lawrence tube, he said that "everybody will be awakened within the next 6 months" and that "a lot of interesting things are happening in color TV."

At theatre-TV hearing this week, incidentally, 20th

Century-Fox's TV engineering expert Earl Sponable reminded FCC that Eidophor color system isn't limited to field-sequential method of color, in fact that company is now building prototype equipment employing a simultaneous system.

That manufacturers' interest in color is broadening is unmistakable. In addition to the major experimenters, Gilfillan Bros. has already obtained color generating equipment, while Hytron, Kollsman Instrument and Sylvania are said to be in process of obtaining additional gear (Vol. 8:42). This week, Sparks-Withington (Sparton) president John J. Smith told stockholders that company is about to install \$100,000 worth of color equipment, and Crosley bought out Sarkes Tarzian's tube plant with eye on color (see Topics & Trends).

Sylvania hit headlines this week when John K. McDonough, new gen. mgr. of radio-TV div., said company will have color sets on market by late 1954 if FCC standardizes on compatible system in time.

When asked to elaborate on Mr. McDonough's statement, Sylvania officials said he meant that "late 1954" is probably earliest date sets can be produced even if FCC approved a color system "tomorrow." Thus, when you come down to it, Sylvania is in same boat as everyone else—dependent upon completion of NTSC work and FCC's promulgation of new standards.

FCC's attitude remains little changed. It's conceded that CBS system may be forgotten, but, as a key staff member put it: "You can darn well bet that the Commission will take a long, hard look at the NTSC system before it starts a rule-making proceeding on new color standards." Furthermore, no one at Commission appears to be burning with zeal to re-open the color issue in immediate future. Project has a low priority at the moment.

DELEYS IN UHF equipment deliveries, which we discussed (Vol. 8:35) in attributing much of fault to miscalculations by the manufacturers, prompts this response from Orrin H. Brown, Eitel-McCullough's director of field engineering:

"We feel a little clarification is in order in that Eimac is, as of this date, in production on the 5-kw klystron amplifier tube and is currently shipping these tubes to transmitter manufacturers.

"The Eimac 5-kw klystron is an external cavity tube, and is thus tunable over a wide frequency range. The basic tube will be available in 3 models, one for Channels 14 to 32, the others for Channels 33 to 55 and 56 to 83, respectively.

"The tube for Channels 56 to 83 was the first one to be designed and placed in production, as it was felt design problems were severest at the higher uhf channels. Steps are now being taken to [produce] lower frequency tubes.

"The Eimac klystron has been tested consistently here at efficiencies of better than 30% over-all, while operating at the 5-kw level, and with adequate bandwidth for transmission of a high definition uhf TV picture. The actual circuit efficiencies with external and readily tunable cavities is well over 90%. The tubes have been extensively tested above 5-kw level under CW conditions, with operating parameters much more severe than those of TV, and no problems exist insofar as loss in the ceramic insulator is concerned.

"Production of the tubes is posing no great problem, and present plans call for a gradually increasing schedule as equipment is built and furnished to users, with a leveling out at a constant rate in early 1953. The tube is being made with techniques long in use at Eimac as a pioneer producer of high-power tubes for vhf TV.

"It is felt the projected production schedules are con-

servative and represent no stumbling block for supply of the 5-kw klystron to equipment manufacturers.

"The klystron design shows no apparent power limitations at this frequency and tube output powers of 50-kw and 100-kw throughout the uhf TV band appear practical."



RTMA can't set uhf standards for TV manufacturers, association wrote this week in answer to suggestion of owner Herbert Mayer of Portland's pioneer uhf KPTV, who requested that RTMA investigate problems of uhf tuners, antennas and transmission lines (Vol. 8:42). RTMA said such regulation of manufacturers' commercial practices would be "illegal and impossible to achieve" and added that it's too early to expect the industry to agree on engineering standards. Mayer was assured that manufacturers are aware of problems cropping up in new field of uhf and that Portland's troubles will be eliminated as new uhf areas are entered.

Ads in TV Factbook No. 16

Next of our semi-annual *TV Factbooks*—due in mid-January—will be first of the 16 editions we've published thus far to carry advertising. Decision to do so stems from insistent demands for such display space and fact that editorial and production costs are mounting, apace with the growth of the industry. With basic features continued, new ones added, *TV Factbook No. 16*, we can assure our subscribers, will continue to merit the regard its predecessors have won as the standard reference book of TV (some call it the "industry bible"). The weekly *Television Digest* newsletters, addenda, supplements, etc., will of course continue adless.

OPS UPSETS RTMA, KEEPS PARTS CONTROLS: OPS rejected RTMA petition to lift controls on TV-radio parts after 3 days of consultation this week -- and reaffirmed its order to restore ceilings, effective Oct. 27 (Vol. 8:42).

OPS statement cited defense requirements for parts, an angle hitherto unmentioned by agency. And, for the first time, it took official note of recent TV set price increases (Vol. 8:39-42) by declaring they "possibly forecast a similar upward movement in the price of parts." OPS listed as third reason "a sizable increase in demand for television sets which, in turn, may be expected to have material effect on the supply of radio and television parts."

Surprise action sent RTMA high command reeling. Exec. v.p. James D. Secrest had come away from Oct. 21 industry meeting with OPS bigwigs with feeling that OPS would grant postponement of its recontrol order -- particularly after an industry advisory committee had approved a tougher regulation on service charges same day. Some OPS officials had same belief, which they communicated freely to press.

RTMA announced immediately it would appeal to economic stabilizer Roger Putnam and possibly defense mobilizer Henry Fowler for repeal of OPS action, declaring:

"The decision of the Office of Price Stabilization to restore price controls on radio-TV parts in the face of uncontradicted facts presented by industry representatives is as amazing as it is high-handed in view of the admission by OPS it was not based on price movements since controls were suspended on August 29.

"We plan an immediate appeal to higher governmental authorities who we believe will be more inclined to follow the clearly expressed intent of Congress that products selling below their ceilings and under no pressure to raise prices be relieved of the administrative burden of price controls as promptly as possible."

Decision was decided setback to industry, which had looked forward to period of relative freedom from govt. regulation. Admittedly, price ceilings won't hinder many parts manufacturers -- but elimination of nuisance of being required to report to Washington was something industry deemed worth fighting for.

Order came from topside, possibly from price administrator Tighe Woods himself. He returned recently from cross-country talks with housewives, determined to strengthen, rather than weaken controls. OPS staff officials were completely in dark on answer of agency to RTMA, were seldom even consulted on problem.

Meeting was attended by following from the industry: A.D. Plamondon Jr., Indiana Steel Products Co.; Matt Little, Quam-Nichols; H.C. Bonfig, Zenith; W.E. Bahls and Herbert Brunn, RCA; R.E. Carlson, Tung-Sol; Leslie F. Muter, The Muter Co.; W.F. Rueger, Sylvania; Glen McDaniel, Ray Donaldson and Mr. Secrest, RTMA.

Service meeting was more productive, from both govt. and industry viewpoint. Supplementary regulation will be issued for maximum service charges, depending on whether a service firm filed its charges on a flat or hourly rate. New regulation will set up maximum time allowances for work performed and will require that service firms give each customer statement showing labor and parts costs stated separately. The parts price can be either the OPS ceiling or manufacturer's list price.

SIGNS FAVORABLE FOR NEXT YEAR, TOO: Already thinking in terms of 1953 business, the TV trade is looking forward to an even better year than 1952 -- with even the seasonal spring-summer slump more than offset by demand from the newly-opened markets.

That has manufacturers and some distributors quite happy, but dealers are already bedeviling them because of allocations and shortages reminiscent of "good old days of 1950." It's something like that now, though new markets thus far (only Denver & Portland and the few smaller ones upcoming) aren't yet the reason.

Fact is that demand continues to outrun supply, at least of the brand-name

items, even in such nicely "saturated" areas as New York (7 stations), Philadelphia (3) and Kansas City (1). And end isn't in sight, though output continues to go up.

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This week, RTMA reports 191,089 TV sets produced (12,026 private label) in week ended Oct. 17 -- jumping from year's record 179,147 the week before and highest output for any week since early 1951 "hangover" production of lush 1950. Factory inventories fell to new low of 120,126 units from 140,299 week before, and they're the lowest since mid-December 1950.

Radios are moving nicely, too. Output same week was 205,949 (76,215 private label), about same as preceding week (Vol. 8:42). Factory inventories fell to year's new low of 195,965 from preceding week's 222,088. Week's radios were 90,965 home sets, 27,457 portables, 43,339 clock, 44,591 auto.

It's noteworthy that, with 10 more weeks of the statistical year remaining to be counted, TV production has already gone beyond 4,200,000 -- so that nearer 6,000,000 than 5,000,000 total for year seems likely. Total radios for 42 weeks run just about 7,300,000, so may not exceed last year's 12,300,000.

* * * *

Market analysis is almost a fetish with GE, and this week its tube dept. marketing manager comes up with some statistical estimates for next year that underline the favorable trends. Against estimated 5,400,000 TVs to be produced this year, he estimates 6,200,000 in 1953 -- at retail value of \$1.73 billion.

New markets, accelerated replacements, increased saturation in existing TV areas, buying of "second sets" -- these will bring the 1953 rise, said Peterson. He figures about 700,000 sets of 1947-50 vintage will be ready for replacement then.

New peaks in the tube business are also forecast by Mr. Peterson -- about 435,000,000 receiving tubes in 1953 vs. 375,000,000 this year; more than 8,000,000 picture tubes vs. 6,500,000 this year; 2,000,000 next year being for replacements.

John K. McDonough, newly named Sylvania TV-radio division gen. mgr., makes this forecast on sets and CR tubes: 6,000,000 TVs to be produced and sold in 1953 -- 65% of them 21-in. models, 20% to be 24-in., 10% the 27-in., only 5% the 17-in.

Trade Personals: John K. McDonough, gen. sales mgr., Sylvania TV-radio div., who has been with the division since 1943 when it was Colonial Radio Corp., promoted to gen. mgr. under v.p. Arthur L. Chapman who formerly held title; asst. gen. sales mgr. Ben Holsinger will succeed McDonough, field sales mgr. Arthur A. Currie taking his place . . . T. J. (Jim) Newcomb, sales mgr. of Westinghouse appliance div. at Mansfield, O., named mgr. of TV-radio div. at Sunbury, Pa., succeeding F. M. (Tod) Sloan, promoted to mgr. of operations responsible for all engineering and manufacture of all defense and consumer products . . . Frank Folsom, RCA president, and James Carmine, Philco executive v.p., both returned from Europe Oct. 22 . . . Jack Bremback, ex-Army and formerly adv. mgr. of Western-Holly Co., named Kaye-Halbert adv. mgr. . . . Jerome Pinzur, ex-Bloomington's and Macy's, joins CBS-Columbia as commercial service mgr. . . . Dr. John Ruze, from Air Force research labs at Cambridge, named research director, Gabriel Labs . . . H. Hofinga appointed asst. treas., export div., Philco International . . . James R. Butler promoted to merchandising mgr., Charles McKinney to his job as sales promotion mgr., Raytheon TV & Radio, Chicago . . . Victor Welge named associate director of engineering, P. R. Mallory & Co. . . . Donald L. Kilpatrick, ex-Boonton Radio Corp., named chief engineer of National Co. . . . Don G. Mitchell, Sylvania president, elected trustee of National Industrial Conference Board . . . A. L. Champigny promoted to supervisor of replacement sales promotion, GE tube dept. . . . Charles Maechling Jr., Yale '41, formerly in foreign service, recently with New York law firm of Sullivan & Cromwell, appointed RTMA govt. relations officer and staff asst. to Ben Edelman, of Western Electric, RTMA section chairman.

RCA chairman David Sarnoff, who held rank of brigadier general in Signal Corps during war, this week was appointed by Defense Secretary Robert A. Lovett to head Citizens Advisory Commission on Man-Power Utilization in the Armed Services--top-level group, whose 10 other members are yet to be named, suggested by Senate preparedness subcommittee to investigate and report on more efficient use of military manpower without reducing combat effectiveness. Fulltime technical and clerical staff has already been set up in Washington. Job is non-political, will last into next administration, probably 1-2 years.

F. Sumner Hall elected president, Audio Engineering Society; Jerry B. Minter, Measurements Corp., executive v.p.; Walter S. Pritchard, Ohio Bell, central v.p.; Richard L. Burgess, Allied Recording, western v.p.; C. J. LeBel, Audio Instruments, secy.; Ralph A. Schlegel, WOR, treas. Governors are Price E. Fish, CBS; Jay H. Quinn, Fairchild Recording; Carleton H. Sawyer, Bell Labs.

DuMont has TV exhibit showing panorama of home entertainment from earliest to present receivers in "Industrial Progress U.S.A." exhibit on main floor of Bowery bank, 110 E. 42nd St., Oct. 27-Nov. 14.

Col. Nathan Levinson, 64, head of Warner Bros. sound dept., pioneer in development of talking pictures, whose work on Al Jolson's *Jazz Singer* in 1926 started a new era in movies, died at his home in Burbank, Cal., Oct. 18. A Signal Corps officer in World War I, he was first manager of old KPO, San Francisco, founded by Hale Bros. dept. store with the *Chronicle* and later sold to NBC. He handled Army training films in last war. He leaves his wife, 3 sons, 2 grandchildren.

Topics & Trends of TV Trade: Crosley Div. of Avco goes into TV picture tube and miniature receiving tube manufacturing business and Sarkes Tarzian Inc. goes out of it as result of deal this week whereby Mr. Tarzian sold Avco his 2 tube plants at Batavia, Ill. They have total area of 80,000 sq. ft., are geared to make all sizes of CR tubes and the "ruggedized" miniature receiving tubes. Purchase price wasn't divulged.

Batavia plants with same personnel (about 250 employes) will operate as part of Crosley Div., directed by asst. gen. mgr. Leonard F. Cramer. It will continue to sell tubes to present customers, and Crosley v.p. John W. Craig says it will supply only "small proportion" of Crosley's picture and miniature tube requirements. Crosley now buys from other tube makers and intends continuing to do so. One of reasons why Crosley acquired plants was to gear for color tube production when it starts, he stated.

Crosley is second major set manufacturer this year to go into tube-making anew—other being Westinghouse, which has set up new plants in Bath & Elmira, N. Y. (Vol. 8:36). Other set makers who also make tubes are RCA, GE, Philco, Sylvania, Zenith. (For complete list of all tube-makers, see pp. 121-122, *TV Factbook No. 15*.)

Tarzian is a major manufacturer of TV tuners and selenium rectifiers, and continues in that business at home plant in Bloomington, Ind.

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Lighter, larger, stronger glass picture tubes are now possible as a result of new metal banding process developed by Kimble Glass Co. (Vol. 8:31). Addressing RTMA-IRE Radio Fall Meeting in Syracuse, H. B. Vincent, director of product research & development for Kimble, described new "K-Band" tubes as virtually implosion-proof. Heated metal band is applied to face plate where it joins bulb, cuts weight of tube "substantially" by permitting thinner glass structure, "opens possibilities for pictures of still larger size," according to Mr. Vincent. Industrial & electronic div. sales mgr. J. P. Kearney said sampling of the tubes will begin next month, with large scale production a few months off.

Kimble expects to produce tube in 21, 24 & 27-in. sizes. Early samples of 23 5/8-in. banded tube weighed 23-28 lbs. compared with 34 lbs. for similar conventional glass tube of same size and 26 lbs. for conventional 21-in. tube: New light-weight implosion-free tube was interpreted as Kimble's answer to metal-coned tube. Mr. Kearney predicted 24-in. rectangular would become popular tube size, on basis of inquiries from tube manufacturers.

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Need for community antenna systems won't disappear "even after FCC's allocation plan has been fully implemented," says National Community TV Assn. President Martin F. Malarkey Jr. reports completion of survey which indicates that many small and medium-sized communities will continue to require community systems because of topographical peculiarities. He added that NCTA is anxious to cooperate with stations "in a mutual effort to make TV reception available to the greatest number of people."

CR tube booster, introduced by Standard Transformer Co., is small self-contained device said to "add months to the useful life of a picture tube," at dealers' net price of \$2.95. It can be used with all electromagnetic tubes where dimming is due to low cathode emission, steps up emission by increasing filament voltage, is attached by plugging to tube connector and tube.

Community antenna equipment is no longer being made by Technical Appliance Corp., Sherburne, N. Y., but it's staying in master antenna-distribution business for apartment houses, stores, hotels, etc.

Merchandising Notes: Philco reported planning next distributors convention in Boca Raton, Fla., Jan. 3-6 . . . NARDA's next convention will be held Jan. 11-13 in Chicago's Conrad Hilton Hotel, board decided this week; it also elected Joseph Fleischaker, Wills Sales Inc., Louisville, to executive board to replace Herb Names, Denver, now a distributor . . . Another Admiral spectacular planned atop warehouse of its Golden State Appliance Distributing Co., 274 Brannan St., San Francisco; 150x75-ft. neon sign, with 20-to-13 1/2-ft.-high letters, will be largest west of Mississippi . . . Magnavox suing dealer Frederick Herbst, Hollywood, for unfair competition and \$500,000 damages for alleged fraudulent use of brand name in advertising 21-in. TVs, then selling customers another make labeled "Magnavox" . . . Los Angeles chain TV-radio-appliance dealer Tommy Crosson sponsoring Bill Anson's *Have a Heart* on KHJ-TV, appearing personally to appeal to TV audience to furnish articles to needy families whose cases are discussed in interviews . . . Gough Industries Inc., Los Angeles, Sylvania distributor in California-Arizona, conducting service meetings & sales clinics for servicemen and dealers in its areas, regardless of brand they handle, finds they pay off in increased parts business & goodwill . . . Bendix will have 27-in. combination on line shortly for introduction at Chicago furniture show in January; also planned is 21-in. in same styling . . . Sonora plans Nov. 1 offering of two 21-in. combinations with own brand name, one open face console at \$300, one three-quarter door at \$400, including tax & warranty . . . DuMont raised prices on 6 models this week—last of majors to fall in line.

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Distributor Notes: Motorola's N. Y. distributor, Motorola-New York Inc., announces resignation of William W. Cone as sales & merchandising v.p. . . . Motorola's Philadelphia distributor, Motorola-Philadelphia Co., names Joseph Minarick TV-radio sales mgr. . . . Philco appoints C&C Appliance Inc., San Bernardino, Cal., replacing Great Counties Appliance Distributors Inc. . . . Philco's Jacksonville distributor, Empire State Distributors, appoints Robert N. Woodworth sales mgr. . . . Westinghouse distributing subsidiary, Westinghouse Electric Supply Corp., names T. S. Thomas national mgr. of its new operations dept. . . . Westinghouse's Pittsburgh distributor, Danforth Corp., names Joseph D. Wilson special sales rep, succeeding E. A. Weisser . . . Westinghouse distributor in Scranton, Pa., Penn Electrical Engineering Co., names James W. Hitchcock, ex-asst. sales mgr. of Westinghouse branch at Sunbury, as TV-radio sales mgr. . . . GE's Los Angeles distributor, General Electric Supply Co., names V. W. Moritz, ex-Air Force, TV-radio sales mgr., replacing L. T. Perkins . . . Raytheon appoints Dorfman Distributing Co., New York; Aece Distributing Co., Baltimore; Schafer-Wright Inc., Portland, Ore.; M. Rothman & Co., Cliffside, N. J. . . . Avco announces reorganization and expansion of Crosley's Dayton distributor, Miami Valley Distributing Co., with new offices at 8 N. Keowee St. . . . Avco names Graybar, Memphis, replacing National Rose Co. . . . Capehart appoints Curry's Radio Service Co., Nashville . . . CBS-Columbia appoints Graybar, Chattanooga . . . Sentinel names Stusser Electric Co., Seattle (Leslie Stusser, pres.).

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Pioneer Electronics Corp., Santa Monica, Cal., reports its 27-in. glass rectangular picture tube now in quantity production. Sylvania reports 24-in. will be ready next spring, and National Union says 24-in. will be on delivery by July 1953.

Suspension of controls on warranties sold for TV & radio sets if such sales are separate from sale of sets was announced this week by OPS, which ruled, however, that warranties priced inboard are still under control.

NOT BY PRICE ALONE can the TV-radio industry expect to live in blissful prosperity—and now that business is good, industry leaders can afford to speak up about some of the conservative but proven sales techniques that are usually forgotten or cast aside in less prosperous times. Thus RCA consumer products v.p. Joe Elliott lashed out last week, during Louisville wholesaler-dealer clinic, at “the fallacy of attempting to build a retail business on a price basis alone.”

“If you attract customers simply because you have the lowest prices,” he said, “you can keep customers only by continuing to undersell the rest of the market. Price cutters skate constantly on the thin edge of business failure.”

Selling TVs and radios as if they were merely appliances, said Elliott, reflects lack of imagination. He urged:

(1) Sales training and product information courses for dealer sales staffs. (2) Regular sales meetings to summarize accomplishments and establish quotas. (3) A sales approach which presents TV & radio as dynamic additions to family life. (4) Merchandise displayed in settings appropriate to the price bracket. (5) Follow-up calls on satisfied customers by phone and in person.

TV adds \$200,000,000 to electric utility revenues this year as result of increased home power consumption, RCA v.p. & technical director Dr. C. B. Jolliffe told utilities executives Oct. 6 at N. Y. meeting sponsored by Ebasco Services Inc., utility service organization. He based his estimate on conservative average of local rate schedules and power used by average TV set—without taking into account revenues to power companies from station & studio operations nor added use of electricity by families staying home to watch their sets. As example, Dr. Jolliffe cited case of midwest power company which played active role in success of city's one station. “This station, less than 3 years after opening, was broadcasting 5865 air minutes a week, with more than 19% sponsored by the electrical industry, and the utility company assisting the station estimated a gain in power consumption of 250,000 kw-hours for every 1000 TV sets added to the area,” he said.

Analyzing TV receivers shown at Britain's recent National Radio Exhibition, October *Wireless World* reports that nearly 60% were 12-in., 30% were 14-15-in., 10% were 16-17-in., only two 9-in. and one 21-in. Magazine says: “Apart from technicalities, the economic factor is very important. One may guess that it will settle down at something like 12-15 inches.” Among accessories shown: (1) A “window aerial coupler” for places where it's impractical to drill through walls or window frames for antenna lead-in. It comprises 2 cylindrical-shaped units attached to opposite sides of window by suction cups. Signal is transferred through inductive coupling. (2) Pre-amplifier, for weak signal areas, which mounts atop antenna, gives 8 db gain.

Crackdown on unethical TV servicemen came this week in N. Y. when Joseph DeGuido and Fred Strutin, employes of Sibko Television Service Co., Long Island City, were charged with conspiracy and petty larceny after they reportedly accepted \$34.13 for replacement of a single tube valued at \$5 and replaced 2 new tubes with second-hand substitutes in a brand-new set planted in the home of Detective William Shiels. Parts were marked by manufacturer with secret code for easy detection of replacements. Each was released in \$500 bond and case was continued to Dec. 4.

Admiral building 46,000-sq. ft. one-story brick addition to TV plant in Bloomington, Ill., to be ready for occupancy Jan. 1.

Havana's new CMBF-TV, controlled by same interests (Mestre) as CMQ-TV, originally slated for October debut, won't get going on Channel 7 before mid-December or perhaps January, according to v.p. Arturo Chabau. Delay in shipment of tower and antenna is reason. DuMont 5-kw antenna capable of 29.5-kw ERP has been ordered. Second Havana station in the Mestre TV group which includes satellites in other Cuban communities (see *TV Factbook No. 15*), will be devoted to news, films and sports primarily, begin operation at 4 p.m. daily, Mon.-thru-Sat., with the 4-6:30 program repeated from 6:30-9 p.m., followed by sports pickups. There will be no studio pickups, only films and remotes. “Rotative plan” of sponsorships, tried successfully on radio and on CMQ-TV, will be used. Advertisers can buy any number of spots (at \$81, \$57 & \$30 for 60, 40 or 20-sec., subject to frequency discounts) which are telecast in rotation, each spot advancing each day within each time classification, so that “the message will reach the existing viewing audience at all times of the day and evening throughout the month.” Mr. Chabau reports 70,000 TVs in Havana now, 20,000 more in other cities, with good prospects of 100,000 by end of year.

“Output of military electronic equipment is now running at a rate more than double that of a year ago,” said defense mobilizer Henry H. Fowler in his recent quarterly report to President Truman. Report added: “Some of the largest and most complicated [electronic] equipment is now reaching volume output. One of the large radar sets, constituting one of the biggest dollar value programs scheduled for production, came into production in August and will form an important part of the country's defense screen. Several models of guided missiles are now in assembly-line production, and the date is appreciably nearer when combat units of the Army, Navy and Air Force will be equipped with such missiles.”

Out-of-state TV service companies must qualify as insurance companies under Florida laws to fix sets of Floridians, under ruling this week by state attorney general Richard Ervin. He said contracts to repair or replace picture tubes have effect of insurance agreements and companies incorporated in other states must meet Florida insurance requirements of \$250,000 in assets, pay Florida license tax, 2% gross premiums tax, offer contract through licensed insurance agents and guarantee work for one year.

Emerson's promotion of educational TV includes distribution to dealers of 20-page brochure *Educational Television*, subtitled “A New Market for TV Receiver Sales.” It exhorts dealers to cooperate with educators planning stations or to initiate such plans, is devoted primarily to reprints of articles commending Emerson's offer of \$10,000 to each of first 10 educational stations to begin telecasting (Vol. 8:26).

Statler Hotel, Los Angeles, with 1262 rooms, all with TV, is largest hotel TV installation in world, not Washington Statler's 852, as reported (Vol. 8:40).

Second case of “cathode homicide,” in our memory, occurred this week when Frank P. Walsh, Long Island electrician and night industrial guard, put a bullet through his screen to “silence” Abbott & Costello. His purpose, as he later described it to police, was “to get some sleep.” Police relieved Walsh of his revolver but decided he hadn't committed arrestable offense. Fast-thinking CBS-TV put him on Oct. 22 *Strike It Rich* where he won \$280 for new set. First picture potshot came several years ago (Vol. 5:7) when WFIL-TV chief engineer Lou Littlejohn found safety glass of his set neatly punctured by BB shot. His 10-year-old son had the answer: “Daddy, I was watching a wild west movie and holding my BB gun and the bad man was beating the good man and the gun went off.”

Editor's Note: Though he goes somewhat overboard in the article reprinted below, TV-radio critic Jack Gould packs a lot of common sense into what he says. One reason Gould is a favorite of ours is that he's just as eager to find what's good as to decry what's bad in his important daily and Sunday columns of program criticism in the New York Times. We think this article, his Sunday column of October 19, merits close reading by every TV executive charged with program responsibilities—for the sake of self-appraisal, self-improvement and ultimate self-interest.

From The New York Times, October 19, 1952

THE LOW STATE OF TV

Television Is Trading Future Greatness For Synthetic Popularity Ratings

By JACK GOULD

LET'S face it: television is getting pretty bad. The high hopes for video which were held by so many are vanishing before our eyes. The medium is heading hell-bent for the rut of innocuity, mediocrity and sameness that made a drab if blatant jukebox of radio. The success of TV is proving a hollow and disheartening jest: television apparently can't stand prosperity.

Remember the proud words, many of them emanating from this corner, of how television represented a vital new form of electronic theatre that augured an exciting and challenging new cultural era? Or how the imperishable wonders of a vibrant and articulate stage would be spread to the far corners of the land?

Look at the television giant this season. Morning, noon and night the channels are cluttered with eye-wearingly monstrosities called "films for television," half-hour aberrations that in story and acting would make an erstwhile Hollywood producer of "B" pictures shake his head in dismay. Is this the destiny of television: a cut-rate nickelodeon?

Or look what's happening in what may go down as the "I-Love-Lucy" era of television. Miss Lucille Ball and Desi Arnaz came up with a legitimate and true hit. Presto! The minions of TV take their cue. Let's all do situation comedy—absurd and incredible little charades that would be hooted off the stage of the high school auditorium. Hold high the mask of make-believe? Put out the hambone!

Whither the drama? Where is the Tony Miner that proudly and

unafraid gave TV a "Julius Caesar" to remember? What of the Celanese Theatre that had the dignity to scorn the censor's blue pencil? In their stead largely are elongated who-units and soap operas that are embellished with production trickiness and glamour to obscure the vacuum that lies underneath.

What of the endless procession of crime thrillers that supinely worship at the throne of "action" as a substitute for characterization and suspense? And of the panel shows with the same faces appearing over and over again with monotonous regularity? They are ever with us.

And the children's programs? Is there no surcease from the nauseating trifles whereon the younger generation sing the praises of cereals and candy bars? Are these programs to be the sole measure of the child's inheritance of the riches of the library and the treasures of the arts? The death of television's Mr. I, Magination is a symbol, not a statistic.

Television must take heed. It is blindly and short-sightedly selling its ultimate greatness for a batch of synthetic popularity ratings that are boring into TV's foundations like termites. It is caught on the old radio treadmill of repetition and imitation in the wan and futile hope that it need not face up to the realities that lie ahead.

Slow Paralysis

Sponsors and broadcasters fool only themselves—not their audiences nor their customers—if they think they can mold television

into a pattern that is risk-proof and sure, as they are trying to do now. Their only security and their only insurance for the days ahead lies in bold recognition that, if television is to retain its vigor as an advertising form, they themselves must live excitingly.

Gentlemen, wake up! Out with artiness and the academic approach; let's talk business!

What's happening to television is a slow paralysis of its living organs. Now that the medium is fully accepted, the gentlemen who are paying the bills have decided to be content with the handful of program formulas that bring predictable results. They are being suckers for the bromidic contention that the American public can be divided up into several big chunks. Then just give 'em what they want, goes the cry.

Any industrialist who followed that line of archaic reasoning knows in his own heart he soon would be booted out of office by his board of directors or stockholders. How on earth did the public know it wanted cellophane? Or frozen orange juice? Or life-saving penicillin at the price of a box of chocolates? They didn't have the foggiest concept of such things. It is the research, the imagination, and the willingness to take risks that made American industry what it is today and the source of uncountable blessings for a fuller and more enjoyable living.

This analogy holds true for television. To be content with the "products" of television as they stand now, merely because their acceptance by the public is beyond doubt, is to follow the most perilous course open to broadcasters and sponsors. It can only lead to one end: a constant shrinkage of the base upon which the whole medium rests.

If only in economic self-defense, the sponsors and broadcasters must now embark on a program of research and experimentation in television programming. This goal is not altruistic or intellectual; it is eminently practical. By con-

stantly broadening and stimulating the public taste, the sponsors are widening the billboards upon which in future years they can paste their advertisements. If they are to use the arts for legitimate commercial ends, common sense dictates that they diversify those arts just as they diversify the output of their factories.

How is this to be done, asks the business man? Let's ask the business man a question: how does he meet such problems in his own business? Why does he have lawyers, engineers, chemists, foremen, personnel specialists?

In television the answer is the same. There are writers, actors, directors and producers who have devoted a lifetime to learning their specialized crafts. For heaven's

sake let them do their jobs as they know they should be done.

Give the writers the chance to write what is in their hearts and consciences and give them the chance to say it in their own way. What do writers know of the problems of vice presidents in charge of sales; what do vice presidents in charge of sales know of the problems of writers?

Bring on the plays that have something to say and are not afraid to take a stand. Give the directors and producers the chance to try out those ideas that are departures from the norm. Encourage the exploration of ballet, opera, education, concerts, the lecture stage, religion, Restoration comedy, the classic. If the sponsor of every program on the air al-

lowed a director to do just one experiment a year of his own choosing, think of what it would mean for the creative processes of television.

The leaders of broadcasting—those who own stations and those who directly influence its course by the programs they choose to sponsor—owe it not only to themselves but to the public as well to search their consciences.

Can they honestly maintain that our competitive free enterprise is so helpless, so unimaginative and so lacking in daring that the measure of success in television must be the popularity of mediocrity, not of excellence? They can give the answer only one way: on the screens of 19,000,000 receivers.

Financial & Trade Notes: Now producing at rate of more than \$100,000,000 a year, about 30% representing govt. contracts, DuMont showed net profit of \$359,000 (11¢ per share) on sales of \$52,128,000 for the 40 weeks ended Oct. 5, president Allen B. DuMont reported to annual stockholders meeting Oct. 20. This compares with loss of \$320,000 on \$37,537,000 for same 1951 period. Common shares outstanding at both times was 2,361,054.

Dr. DuMont estimated profit for 1952, before taxes, will run between \$2,500,000 and \$3,000,000, as against net loss of \$583,000 on gross of \$50,741,596 in 1951 (Vol. 8:17). He figured gross business will be about \$75,000,000 this year, could go as high as \$115,000,000 in 1953. Govt. backlog totals \$60,000,000.

Officers were reelected as follows: Dr. DuMont, president; Stanley F. Patton, v.p.; Paul Raibourn, treas.; Bernard Goodwin, secy.; Irving Singer, asst. treas. Class A directors elected were Dr. DuMont, Adm. Patton, Dr. T. T. Goldsmith Jr., Percy M. Stewart, Bruce T. DuMont. Elected Class B directors: Barney Balaban, Paul Raibourn, Edwin Weisl.

* * * *

Sylvania reports record third quarter sales of \$57,995,494, net income of \$1,632,925 (70¢ a share), compared with \$40,379,761 and \$1,107,834 (54¢) for third quarter 1951. For 9 months ended Sept. 30, profit was \$5,031,701 (\$2.18) on sales of \$162,222,117 vs. \$6,169,504 (\$3.16) on \$144,202,340 same period year ago. President Don G. Mitchell attributed sales upswing almost entirely to improved civilian demand, since defense order backlog is holding steady at around \$85,000,000. Defense orders account for nearly 30% of Sylvania's monthly sales.

Dividends: Indiana Steel Products, 10¢ extra payable Dec. 10 to holders of record Nov. 20; RCA, 50¢ Nov. 24 to holders Oct. 17; American Phenolic, 25¢ Oct. 31 to holders Oct. 17; Hammond Instrument, \$1 extra Dec. 10 to holders Nov. 25; Weston Electrical Instrument, 50¢ Dec. 10 to holders Nov. 24; Stewart-Warner, 35¢ Dec. 6 to holders Nov. 14; Servomechanisms Inc., 10¢ Nov. 17 to holders Nov. 3; Standard Coil Products, 25¢ Nov. 15 to holders Nov. 5.

Aerovox sales for first 9 months of this year topped the \$15,437,874 of preceding year, and increased demand for TV components indicate total 1952 sales may be up to 1950 record of \$23,750,000, if not up to 1950 earnings record of \$1,753,000, according to president W. M. Owen. In 1951, company earned \$779,353 (\$1.11 per share) on \$22,500,000 sales.

Sparks-Withington Co. ran ahead in 3 months ended Sept. 30, its first fiscal quarter, as against same period last year, president John J. Smith reported to stockholders this week. In fiscal year ended June 30, it earned \$528,293 (56¢ a share) on net sales of \$20,621,271 vs. \$879,320 (95¢) on \$23,978,292 in preceding year.

Olympic Radio offering of 34,824 new common to shareholders of record Oct. 20, on basis of one share for each 12 held, is at price of \$8.35 per share. Fox, Wells & Co., biggest stockholder, will buy any unsubscribed shares. Proceeds will be used for expansion.

WJR The Goodwill Station Inc., Detroit, reports sales of \$2,424,610 and net profit after taxes of \$315,803 for 9 months ended Sept. 30 vs. \$2,425,311 & \$356,927 for same 1951 period.

Muter Co. and subsidiaries made profit of \$256,555 (39¢ a share) on sales of \$8,691,609 for first 9 months of 1952 vs. \$523,632 (80¢) on \$9,810,441 sales year ago.

Republic Pictures and subsidiaries report net profit of \$807,447 (28¢ a share) for 39 weeks ended July 26 compared to \$728,270 (23¢) same period of 1951.

RULING AGAINST RCA in its motion to quash or modify grand jury subpoena for voluminous documents on patents was handed down Oct. 24 by New York Federal District Court Judge Edward Weinfeld—thus apparently clearing way for sweeping anti-trust investigation of industry (Vol. 8:9, 11-12, 14-16, 34, 36, 40).

RCA lawyers were still uncertain about their next move as they studied whether Judge Weinfeld's ruling is appealable. Justice Dept. legalites who instituted investigation made it clear they expected full compliance with subpoena but left open opinion on possibility of appeal. They cited parallel case of oil cartel investigation by grand jury, where adverse lower court ruling on subpoena has been appealed—unsuccessfully—to U. S. Court of Appeals in Washington.

Another uncertain factor is politics. Will the next administration, Republican or Democratic, be as enthusiastic about dragnet probe of alleged "restraints" on color, FM and patents which the industry so bitterly resents and regards as a "fishing expedition" growing out of FCC animus over industry's unwillingness to accept color edict?

Nobody was willing to stick his neck out on that question but if N. Y. grand jury isn't able to start long, involved investigation before next Attorney General takes office, there's possibility it may never take place—particularly if new party takes over.

Judge Weinfeld ruled against RCA on all counts, throwing out company claims that (1) subpoena, also served on RTMA and 17 other companies, repeated ground previously covered in 1932 Delaware consent decree covering patent licensing; (2) subpoena was so all-inclusive as to be burdensome.

Court supported govt. position that consent decree was no bar to grand jury investigation and that modification of original subpoena in 15 instances (Vol. 8:36) nullified contention of burden.

□

"Unfavorable publicity" forced resignations this week of new RKO Pictures president Ralph E. Stolkin and directors A. L. Koolish and William Gorman. Stolkin heads 5-man syndicate which recently bought control of film company from Howard Hughes (Vol 8:38-40), and is part owner of AM stations KOIN, Portland, KJR, Seattle and KXOB, Stockton, Cal. He's also a principal in TV applications in those cities and in Springfield, Ill., and an owner of National Video Corp., Chicago CR tube company, and of Screen Associates Inc., Beverly Hills, TV film producer. Resignations were sparked by series of articles in *Wall Street Journal*, in which Stolkin and Koolish, his father-in-law, were described as "veterans of the punch-board distribution business [who] have records of FTC citations and Better Business Bureau complaints." Newspaper described Gorman as "representative on the board of directors of oilman Raymond J. Ryan, member of the RKO purchasing syndicate," and charged that Ryan was "a heavy gambler and an acquaintance of big time racketeers Frank Costello and Frank Erickson." Two members of original purchasing group remain on RKO board—Edward Burke Jr., and Sherrill C. Corwin, both associated with Stolkin in ownership of AM stations and TV applications.

■

WLWT offers free use of its tower on Clifton Heights to Greater Cincinnati Educational Foundation which is considering construction of educational station; this would save Foundation some \$100,000. Among previous such offers by commercial interests are those of KPRC-TV, Houston, which tendered \$150,000 worth of equipment to new KUHT (Vol. 8:39), and WTVJ, Miami, which offered Lindsey Hopkins School its complete Channel 4 facilities for \$1 a year when WTVJ moves to new site (Vol. 8:30).

Network TV-Radio Billings

September 1952 and January-September 1952

(For August report, see *Television Digest*, Vol. 8:39)

SEPTEMBER TV billings of the networks (gross time charges) went up to \$14,430,632 from \$12,736,521 in August and summer low of \$10,315,067 in July—bringing cumulative Jan.-Sept. revenues to \$126,098,334, according to monthly report of Publishers Information Bureau. The September billings compare with \$11,925,516 in Sept. 1951 and the 9-month billings with \$85,385,004 for same period last year. It's regarded as fairly certain this year's billings, when political revenues are counted in, will go beyond \$175,000,000 compared with \$127,989,713 in 1951.

NBC-TV and CBS-TV continued in first-second positions, each gaining substantially over preceding month, NBC-TV accounting for \$57,712,762 of 9-month total, CBS-TV for \$47,555,890.

Network radio billings of \$12,886,897 went up nearly \$2,000,000 in September from August and ran about \$1,000,000 ahead of Sept. 1951. For 9 months, cumulative radio total was \$116,875,784 vs. \$130,774,290 for same 1951 period. Complete PIB tables follow:

NETWORK TELEVISION †				
	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.Sept. 1951
NBC	\$ 6,581,618	\$ 5,405,243	\$ 57,712,762	\$38,982,583
CBS	5,835,622	4,159,213	47,555,890	28,397,751
ABC	1,203,917	1,622,482	14,031,241	12,797,096
DuMont	809,475	738,578	6,798,441	5,207,574
Total	\$14,430,632	\$11,925,516	\$126,098,334	\$85,385,004

NETWORK RADIO †				
	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.Sept. 1951
CBS	\$4,847,138	\$ 4,645,527	\$ 41,739,803	\$ 52,633,088
NBC	3,898,867	3,713,235	34,299,840	41,250,864
ABC	2,533,785	2,165,971	26,302,019	24,029,153
MBS	1,607,107	1,324,061	14,534,122	12,861,185
Total	\$12,886,897	\$11,848,794	\$116,875,784	\$130,774,290

NETWORK TELEVISION—January-September 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	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,835,622	809,475	6,581,618	14,430,632
Total	\$14,031,241	\$47,555,890	\$ 6,798,441	\$57,712,762	\$126,098,334

NETWORK RADIO—January-September 1952 †					
1952	ABC	CBS	MBS	NBC	Total
Jan.	\$ 3,301,479	\$ 5,161,397	\$ 1,699,282	\$ 4,357,353	\$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331*	1,339,276	2,878,196	9,557,469*
Aug.	2,281,852	3,994,905*	1,325,059	3,338,343	10,940,659*
Sept.	2,533,785	4,847,138	1,607,107	3,898,867	12,886,897
Total	\$26,302,019	\$41,739,803	\$14,534,122	\$34,299,840	\$116,875,784

* Revised as of Oct. 22, 1952.

† Cumulative totals for all TV and radio networks (except MBS) do not include July national political convention programs sponsored by Admiral, Philco & Westinghouse.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

Interest in new AM stations appears unabated, despite public's concentration on TV. Grant of 12 new CPs this week (see *AM-FM Addenda QQ*) makes 111 authorized this year, bringing total AM licenses plus CPs outstanding to remarkable figure of 2508. Of course, most current CPs are going to veritable hamlets. This week's grants: Benton, Ark.; Geneva, Ala.; Homewood, Ala.; Fort Walton, Fla.; Prestonsburg, Ky.; Oakdale, La.; Rumford, Me.; Leonardtown, Md.; Idabel, Okla.; Punxsutawney, Pa.; Narrows, Va.; Lubbock, Tex.

NEW YORK'S UHF Channel No. 31, already applied for by city-owned WNYC, got another applicant this week—Bernice Judis' WNEW, whose program and commercial success and whose acid attitude toward TV are already something of a legend in radio (Vol. 8:40). There was reliable report that still another competitor for that only commercial uhf channel allocated to city looms in form of combination of WOV & WHOM. With New York State already granted only other uhf in city (educational channel No. 25), with WNYC indicating no intention of going commercial though seeking the commercial channel, bitter-end hearing in Washington is foreseen.

WNEW's was one of 16 applications filed this week, 12 of them for uhf, making 766 now pending (304 uhf). This week's uhf applications include 3 educational channels sought by State of Connecticut—No. 24 for Hartford, No. 71 Bridgeport, No. 63 Norwich. Hartford plant's estimated cost is given as \$514,440, each of others \$348,540.

Among the other uhf applications is novel one for channel No. 16 in Providence filed by TV Associates of R. I., financed by public offering of 666,666 shares of \$1 stock, with 558 stockholders already listed, represented by ex-FCC Comr. Norman Case, onetime governor of Rhode Island.

Others are for Belleville, Ill., No. 54, principals including staffmen Bernard T. Wilson and John I. Hyatt, of KMOX, and Theo. F. Weiskotten, of KSD-TV, St. Louis; Kalamazoo, Mich., No. 36, WGFG; Grand Rapids, Mich., No. 23, Butterfield Theatres; Fayetteville, N. C., No. 18, WFLB; Charlotte, N. C., No. 36, Francis Fitzgerald of WGIV, et al.; Dallas, No. 29, KLIF group, including Gordon McLendon, ex-president of now defunct Liberty Broadcasting System; Dallas, No. 29, WRR, City of Dallas.

Vhf applications filed this week are for Mesa, Ariz., No. 12, by Ashley L. Robison & Frank E. Hurd, of Los Angeles; San Diego, Cal., No. 10, local group headed by electronics engineer Leon N. Papernow; Jefferson City, Mo., No. 13, KWOS-Capital News and Post-Tribune; Wichita Falls, Tex., No. 6, oilman R. E. Chambers.

[For details about foregoing applications, see *TV Addenda 15-O* herewith; for listing of all post-freeze applications, grants, hearings ordered, etc., see *TV Factbook No. 15* with weekly *Addenda* to date.]

Local tempest in Seattle was caused Oct. 23 when KING-TV refused to permit Senator McCarthy (R-Wis.) to go on the air unless he deleted several paragraphs from script referring to 2 staffmen for columnist Drew Pearson. McCarthy was to have spoken on behalf of GOP Senator Cain, and station offered to leave paragraphs in if Cain would utter them. It acted on advice of counsel, fearing libel. Manager Otto Brandt said KING-TV had waived its 48-hour advance-script rule for McCarthy, wasn't shown script until 4 p.m. for show due on air at 8:45, offered to let it go on if McCarthy would furnish proof. The Senator said there wasn't time and they were still arguing—to accompaniment of newspaper headlines—at air time.

Proposal to add 540 kc to AM band (Vol. 8:25) was finalized by FCC this week. Though Canada has priority on channel and U.S. use is rather restricted, new channel opens possibility of new stations and improvement of facilities for some existing stations.

General Motors has signed to sponsor combined NBC TV-radio coverage of presidential inauguration Jan. 20, including 2-hour broadcast starting at 11:30 a.m. and 2-hour simulcast 2:30-4:30 p.m.

Arthur Godfrey has sold his 20% interest in Hi-V (frozen juices) so that Snow Crop may become one of his CBS-TV sponsors.