

Index to Television Digest, 1953: Volume 9

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Supplements and Special Reports Published During 1953

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

Directories

Semi-Annual TV Factbooks of Jan. 15 and July 15; with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.
Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Numbered Supplements

No. 75-A: Revised NTSC Color Field Test Specifications. Technical details of signal to be tested preparatory to submission to FCC. (Vol. 9:7).

Special Supplements and Reports

Bell System TV Network Facilities. Existing and planned coaxial and microwave circuits, as of Jan. 1, 1953, submitted by AT&T during theatre-TV hearings. (Vol. 9:4).

Television Sets-in-Use & Other Data. Substitute tables for TV Factbook No. 16, bringing figures up to date. (Vol. 9:7).

New Stations in Operation and CPs. Directories of all stations operating, plus all grantees, revised periodically. (Vol. 9:11, 24, 37, 48).

First 312 Markets of the United States. Tabulation of sets-in-use, households, percentage of "saturation," etc., prepared by J. Walter Thompson and 'Television Digest.'

Address by David Sarnoff at NARTB Convention. Full text of address analyzing status of TV-radio and prospects for future, Los Angeles, April 29, 1953. (Vol. 9:18).

Small Market TV Stations—Practices & Prospects. Salient portions of transcript of panel discussion during NARTB convention, Los Angeles, April 30, 1953. (Vol. 9:19).

Status and Evolution of Color Television. Address by Dr. W. R. G. Baker, chairman of NTSC, before convention of National Assn. of Electrical Distributors, Chicago, May 25, 1953. (Vol. 9:22).

New Priorities for Processing TV Applications—Full text of FCC report and order changing procedures, with illustrative table of cities. (Vol. 9:29).

Final NTSC Color Transmission Standards. Complete text of signal specifications submitted to FCC after field tests of specifications previously proposed (Supplement No. 75-A). (Vol. 9:30).

What's on the Mind of the Business Man. Reprint of article by W. M. Kiplinger, in Oct. 18 'New York Times' Sunday Magazine. (Vol. 9:43).

Solving the Problems of TV-Radio Interference. Address by FCC Comr. George E. Sterling, before Radio Fall Meeting of RETMA, RTMA of Canada and IRE, Toronto, Ont., Oct. 26, 1953.

How Dept. Stores Use TV. Reprint of article by Robert H. Cole, asst. professor of marketing, U of Illinois, from November, 1953, issue of 'Stores,' official publication of National Retail Dry Goods Assn.

Final Color Television Decision. Full text of FCC report and order approving compatible system endorsed by industry, including appendix describing operation of system and full text of amended FCC technical standards. (Vol. 9:51).

Bound Copies Available

Complete sets of the 1953 *Television Digest* Newsletters, along with the two 1953 TV Factbooks, Addenda and all Supplements can be permanently bound between embossed hard covers and be made available on order at \$25 per volume.

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MARTIN CODEL'S

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(For Early Reports on UHF Reception and Receiver Demand in New-Station Areas, see pp. 8-9)

3 MORE ON AIR, UHF SHIPMENTS SPEEDED: Two new uhf stations and one vhf went on air this week, or just before New Year's Day. At same time, RCA disclosed shipments of 2 more 1-kw uhf transmitters Dec. 31 -- to Youngstown grantees WKBN-TV (Channel 27) and WFMJ-TV (Ch. 73), either or both of which will go on the air any day now.

Biggest uhf transmitter maker, RCA disclosed that it will also ship a transmitter to WJTV, Jackson, Miss. (Ch. 25), which is otherwise all set up to go and may turn on power Jan. 12-15. Then, shipments go to WAFB-TV, Baton Rouge (Ch. 28) and WROV-TV, Roanoke (Ch. 27), latter now informing us on-the-air date is Jan. 20.

Eight uhf transmitters per month are promised next few months by RCA and this may be increased to 10 before mid-year. "We'll catch up with orders for sure," said spokesman, "and we'll be ahead of receivers." He quickly explained he didn't mean receiver production, but rather ability to convert vhf, install uhf antennas.

This week's first starter was WKAB-TV, Mobile (Ch. 48), which became 15th post-freeze station (5th uhf) to go on air when it began operation Dec. 29 at 5:30. It thus beat still-delayed vhf WALA-TV, Mobile (Ch. 10) by possibly week or more. City is first where uhf & vhf were slated to get practically equal start.

Wilkes-Barre's WBRE-TV (Ch. 28) began test patterns Dec. 30 at 11:58 p.m. started commercial service at noon New Year's Day. It's using own microwave setup to pick up either WNBT from New York or WPTZ from Philadelphia for network relays.

El Paso's KTSM-TV (Ch. 9) got first equipment tests on air Dec. 31, went on with test patterns next few days, was slated to begin programming Sun., Jan. 4, at 2:15 p.m., will continue on daily schedule of 5:30-11 p.m. thenceforth. It's city's second vhf, KROD-TV (Ch. 4) having started Dec. 4. And from hard-pressing KXLY-TV, Spokane (Ch. 4), its Christmas Day start having been delayed (Vol. 8:52), came word at week's end that mid-January start is now likely.

[For latest reports in our continuing survey of upcoming stations, see p. 5.]

1952 WAS GOOD BUT 1953 LOOKS BETTER: This time last year, taking inventory and making our perennial forecasts for TV's New Year, we underestimated 2 basic factors:

(1) Against NPA forecast of output of 3,500,000 TVs and industry consensus of 4,500,000, due to defense restrictions, we settled on an in-between guesstimate of 4,000,000. Actual 1952 output and sales ran slightly over 6,000,000 (see p. 8).

(2) We forecast final freeze decision by March 1 (it came April 14) and we figured on first new-station grants by June 1 (they came July 11). We thought only 25-50 new stations would be authorized by end of 1952. Actually, the FCC authorized 175 up to Dec. 31, 1952; and actually, 17 new stations were on the air at year's end to bring total now operating to exactly 125 (plus 2 in Canada, 1 on Mexican border).

Otherwise, our predictions stood up pretty well (see Vol. 7:52) -- so here we go again, quite confident our 1953 forecasts, if they err at all, are on the same

conservative side. Looking into 1953 prospects, this is an amalgam and summary of the best thinking of Television Digest's editorial staff, as we pridefully begin our 9th volume in the 8th year of publication since Vol. 1:1 of Sept. 1, 1945:

* * * *

STATIONS ON AIR & CPs: Some 75-100 more stations will start telecasting, bringing total on air to 200-225. About 150-200 more CPs will be granted, mostly uhf or small-city vhf. Relatively few grants will be made as result of hearings. Few stations will operate at maximum powers during first quarter, but many Channel 2-6 stations will reach 100 kw by end of year and a few Channel 7-13 stations will hit 316 kw. Most uhf will run 15-25 kw, a handful up to 250-300 kw, none at 1000 kw.

TELECASTING BUSINESS: If TV network billings are an index -- as they always have been in radio -- the business of telecasting accounted for considerably more than \$300,000,000 in time sales alone during 1952 (vs. FCC-reported \$235,700,000 in 1951), and all signs point to substantially more in 1953. Network time sales totaled about \$160,000,000 in 1952. Old rule-of-thumb in radio was to double network figure to account for whole industry. Applying it to TV, we get \$320,000,000, which looks like fair figure. With more stations on the air this year, 1953 figure could go as high as \$500,000,000. And that doesn't include expenditures on talent & production.

SET OUTPUT & TRADE TRENDS: Some 6,000,000 TVs having been produced and sold during 1952, not less than that number and probably as many as 7,500,000 (or better than 1950's record 7,355,000) could be made and marketed this year. That would mean present 21,000,000 sets-in-use would swell to well over 27,000,000. With many sets near end of their 8½-year obsolescence span (Vol. 8:47), with half the sets-in-use still 16-in. or under, with 17-in. sets now cheaper than old 7, 10, 12 & 16-in., and with 21-in. enjoying huge demand, the replacement market in "saturated" areas (now 67.7% of U.S. population) looks very good. Still-unsold homes in TV areas, plus new markets being opened up by new stations and by higher powers for old stations, add up to continued good business for TV trade.

RADIO: Enjoyed excellent 1952 -- a record \$486,000,000 in time sales, according to NARTB president H.E. Fellows. This compares with FCC-calculated \$450,400,000 in 1951. This, too, in face of considerably reduced network time sales (Vol. 8:52). Year's production of 9,200,000 radios brought total to 106,000,000 in use in 98% of U.S. homes, which impels Mr. Fellows to predict "even higher gross revenues in 1953." We don't know -- but we do think something has got to "give" as TV continues inroads on audience and advertising budgets. And it's hard to believe all 2516 AM and 648 FM stations can continue to exist and prosper under present pressures -- which is not to deprecate radio's value as "the most economical advertising medium yet devised," as Mr. Fellows puts it. Not only more TV competition but lowered radio network and station time rates seem to point to smaller aggregate revenue prospects for 1953.

* * * *

That's the larger picture. Getting down to some of the important specifics in the telecasting and related fields, these are the prospects:

The FCC: New chairman to replace Walker, new member to replace Merrill, both presumably businessmen or men of experience; possibly one or 2 additional members before year is out. Current generally cooperative attitude toward industry to continue, very much subject to the influence of new chairman -- possibly Comr. Hyde. Commissioners will work harder than ever before, trying to rush final decisions in TV hearings and conduct major rule-making hearings at same time. Comr. Hennock's influence on wane; unpredictable, a Democrat, even educators pay her little heed now.

Congress: Several investigations of FCC may be launched, but won't amount to much in long run. GOP probers likely to lose enthusiasm for embarrassing Commission headed by "good" Republican. Sen. McCarthy's announced probe into "favoritism" in granting of licenses will produce little besides headlines. Rep. Wolverton's fervor for investigation into color decision may dissipate entirely, now that CBS system is defunct and FCC is quite willing to approve compatible system. Sen. Tobey, as head of powerful Interstate & Foreign Commerce Committee, always unpredictable, to oscillate between impassioned attacks on "monopoly" and unaccountable silences. Slowness of TV hearings and final decisions, because of insufficient examiners and staff,

will impel Congress to give FCC more funds. Wraps will come off televising of Congressional hearings.

Film: Trend to filmed TV programs will accelerate as film-vs.-live controversy rages fiercely as ever. While it's inevitable that major film producers will some day release their written-off backlog of old feature pictures to TV, 1953 may see trickle rather than flood of "new oldies", with most big studios still holding back under exhibitor pressure. But TV's impact on theatregoing and on total of film houses will be felt more than ever, and lure of ready cash from increasing number of TV stations will be hard for either big or little producers to resist.

Sports: National Collegiate Athletic Assn. to continue tight restrictions on college football TV -- but not so severe as in 1952, in face of pressures from public and telecasters. Justice Dept. anti-trust suit against National Pro Football League, whether successful or not, will add to pressures to force some modification of TV "controls". Clamor for TV restrictions will increase in other sports, notably boxing and baseball, but no overall "control" plans are likely.

Theatre TV: Commission will be tough to convince that special frequencies should be set aside for this new medium. Decision probable in latter half of year. Meanwhile, closed-circuit theatre-TV shows will continue to be few and far between, though new program material will be tested -- such as vaudeville and drama. Boxing will continue to be biggest drawing card. Number of equipped theatres may increase from today's 100-plus to nearly 175.

Pay-as-You-Look TV: Full-scale FCC hearing on principle of pay vs. free TV likely (Vol. 8:52), ramifications to drag it out but final decision by end of year conceivable. There's 50-50 chance the FCC will favor principle, but probably won't favor any one system over another. But so many complications will develop that actual start of system in 1953 is extremely unlikely.

Coaxial & Microwave Facilities: Majority of new stations will be brought within reach of network service -- but speedy expansion of networks, quick acceptance of new outlets by advertisers, seem unlikely on account of high cost of TV time. Rapid increase in number of circuits, enabling many more multiple-station markets to get several fulltime network services.

Community Antennas, Boosters & Satellites: Community systems will continue rapid expansion, but some will drop out as new stations take the air and as powers increase. FCC will approve use of microwaves to bring signals to very remote communities. Proponents of boosters and satellites may ask FCC for hearing to establish such outlets on regular basis, but no final decision likely in 1953.

Educational TV: Ten or 12 stations should be on air by end of 1953; 80-90 more applications likely. Best on-the-air prospects are in Los Angeles, St. Louis, Houston, Boston, Pittsburgh, Atlanta, Detroit, San Francisco, Philadelphia, New Brunswick, N.J., Manhattan, Kan. About 30 stations will get Ford Foundation grants.

Color: Compatible system will be approved by FCC after brief hearings. NPA will lift ban on the production of home color sets. But few, if any, sets will be offered to public in 1953. Mass production unlikely to come until 1954.

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Among miscellaneous other subjects, we predict quick FCC approval of long-delayed ABC-United Paramount Theatres merger following Jan. 5 oral argument. If the Commission wants more time to think over other phases of so-called Paramount case, such as Paramount-DuMont control issue, merger issue will be severed and granted. When Congressional critics are made familiar with facts of merger, they will drop their much-publicized "opposition" reported in press.

TV receivers' most popular size will continue to be 21-in., with 24-in. to be up-&-coming by end of year and some 27-in. on market early. Printed circuits will appear in some TV sets. Transistors will reach the mass-production stage, some possibly being incorporated into TV sets by end of year. Barring all-out war, there will be no important materials shortages, with most NPA controls removed by mid-year. Price controls will be out the window from April 30.

Military electronics production will climb to "plateau" in second or third quarter, remain there for rest of year at dollar value of \$3 billion or more.

TAPE-RECORDED TV PICTURES COMING UP FAST: Progress in magnetic tape recordings of TV pictures, as demonstrated this week in Hollywood by Bing Crosby Enterprises, unquestionably rates the adjective "astonishing".

When system was first demonstrated over year ago (Vol. 7:46), engineers conceded that the crooner's organization had achieved remarkable feat in being able to produce recognizable pictures. But here's how New York Times' reporter describes this week's demonstration:

"Those who a little more than a year ago saw the company's initial attempt to tape-record TV off the air expressed amazement over the quality [of current pictures]. In the first stages of the experiment images were barely discernible. [In today's showing] the lighting was bright and the images came through with a minimum of distortion, but they had a persistent grainy quality that covered the screen. It was like looking at a worn print of a motion picture."

Though network engineers are pleased with development, they point to tremendous strides already made in improvement of kinescope recordings. They agree that film recordings still have a way to go but confess they don't know whether ideal method of future will be film, tape or something else.

Further demonstrations will be held in May, said Frank Healey, head of Crosby's electronic division. By then, he said, refinements would produce picture equal to live telecasts. Commercial production of equipment is expected by January, 1954. Though recorder will sell for \$50-\$60,000, Healey pointed out that 15-min. tape show would cost only \$80, compared with up to \$600 for 15-min. kine.

Additional advantages of tape, according to Healey: (1) Simultaneous recording of picture and sound which can be played back instantaneously. (2) Re-use of tape, just as with audio tape -- through simple electronic "erasure".

Tape is 1-in. wide, but 1/2-in. tape is planned; running speed wasn't given. Mr. Healey said color TV can be recorded as well as black-&-white. Development was under direction of Crosby's chief engineer John T. Mullin, was achieved in collaboration with Ampex Electric Corp. and Minnesota Mining & Mfg. Co. Crosby plans to license manufacture of equipment to Ampex, which makes sound recording equipment, and units probably will be leased to stations and studios.

FCC's ONE-A-DAY PACE BRINGS 6 MORE CPs: FCC rounded out the year with neat 175 CPs -- having granted 6 this week (2 vhf). This means the remarkable rate of one-a-day since processing of applications began July 1. Vhf grants total 48, uhf 127.

Commission picked 3 grants from Group A priority list, reaching down to the 159th city. The 3 Group B grants ranged from 8th city to 176th. Comr. George Sterling is particularly pleased with this week's batch, since it includes first CP in his native state of Maine.

While hitting smaller and smaller cities in Group A, Commission is finding fewer and fewer applications. At current rate, FCC may soon race clear to end of Group A, then work back and forth over entire list, granting uncontested applications wherever they crop up. In Group B, end of list may soon be reached, too, but for different reason -- most channels are contested.

Week's vhf CPs: Bangor, Me., WABI, No. 5; Altoona, Pa., WFBG, No. 10. Uhf grants went to: Festus, Mo., Ozark TV Corp., No. 14; Lakeland, Fla., WONN, No. 16; New London, Conn., WNLC, No. 26; Harrisburg, Pa., Harrisburg Broadcasters, No. 71.

Festus is by far the smallest town (pop. 5199) to get CP so far. But its transmitter site is only about 20 miles from downtown St. Louis. Principals are accountant John T. McKenna, TV film producer Carl G. McIntire, ex-Congressman Raymond W. Karst, who is gen. counsel of Economic Stabilization Agency, and flying school operator George Menos. Harrisburg grantee is owned by Donald E. Newhouse, son of newspaper chain operator S.I. Newhouse.

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WWSW's famed court appeal, which sought to force FCC to put Channel 4 into Pittsburgh, and which was rendered moot by allocation of the channel to nearby Irwin, Pa., was finally dropped. Attorney Paul Segal issued statement pointing out that appeal aroused public interest; that Pittsburgh Mayor Lawrence then asked chan-

nel be assigned to Irwin; that 3 applicants have filed for Channel 11 and 3 for Channel 4, promising "a fair and orderly hearing without excessive delays"; that Irwin station "will be able to render some measure of service" to Pittsburgh.

Another celebrated case moved ahead a notch when Commission set Feb. 2 as date for comparative hearing for Channel 8 between WGAL-TV, Lancaster, and WLAN. Latter contends it has equal right to the channel, to which WGAL-TV shifted Dec. 31. WGAL-TV reports shift was completed at 9:45 p.m., in a blinding blizzard, and that increase from 1 to 7.2 kw has improved coverage greatly.

AM STATIONS UP TO 2516 AT END OF YEAR: An increase of 106 in total radio stations authorized by FCC is surprising end-of-year fact disclosed by 1953 AM-FM Directory which logs all North American radio stations and which goes to our full-service subscribers in about a week. It shows that the oft-predicted mortality of AM outlets simply hasn't happened. And there were only 6 fewer FMs as of Dec. 31, 1952.

Actual figures are these: Total AM stations authorized at end of 1952 was 2516, of which 2377 were licensed and on air and 139 were CPs. On same 1951 date, total was 2410 (2306 licensed, 104 CPs). AM total was 2351 at end of 1950; 2246, end of 1949; 2131, end of 1948; 1961, end of 1947; 1579, end of 1946; 1056, end of 1945.

FM grantees totaled 648, of which 612 were on the air. Year earlier, total was 654, with 640 on air. During the year, 36 FM licenses and 5 CPs were dropped. At year's end only 8 applications for new FM stations were listed.

Our 1953 AM-FM Directory (cost per extra copy, \$7.50) also lists all applications for new AM stations pending as of Dec. 31. They totaled 232, as against 290 year before. Applications for new AM facilities for existing stations were down to 159 from 172 year earlier. Dropped during 1952 were 11 AM licenses, 12 CPs.

Canada's radio stations increased to 190 from 173 during the year, Mexico's to 315 from 298, Cuba's to 106 from 104 -- all logged in the Directory.

EARLY UHF starters in more Pennsylvania communities are assured in more reports received this week from grantees in the course of our continuing survey of upcoming new stations. December starters in York (Vol. 8:52) and Wilkes-Barre (see p. 1) undoubtedly will spur others to hasten debuts, especially in light of favorable reports on uhf receptivity over their rolling terrains. Following are reports received this week from uhf grantees:

WLEV-TV, Bethlehem, Pa. (Ch. 51) is shooting for Feb. 15 start, may be a bit later, according to Clair R. McCollough, who got grant for third Steinman station Oct. 29. He's replacing low-power experimental uhf KG2XAZ with new plant. Robert Meeker Associates will be rep. Other Steinman stations are the pioneer WGAL-TV, Lancaster, and WDEL-TV, Wilmington, and in Bethlehem area it operates AM station WEST, Easton.

WEEK-TV, Easton, Pa. (Ch. 57) has ordered DuMont equipment, will start in matter of days on tower and building foundations atop nearby Gaffney Hill (1775-ft. above sea level), hopes weather will enable it to complete construction and get station on air before April 1, reports publisher J. L. Stackhouse, *Easton Daily Express*, grantee.

WEEU-TV, Reading, Pa. (Ch. 33), whose gen. mgr. Thomas E. Martin first gave out that it would begin in mid-1953 (Vol. 8:38), then said May 15 (Vol. 8:46), now is reported expecting to start in latter February with interim GE equipment and with full power in May. That's what consultant Mike Hanna told recent meeting of Reading Rotary Club.

WSUN-TV, St. Petersburg, Fla. (Ch. 38) has ordered RCA equipment, tower is up, transmitter building completed, begins studio construction shortly, reports mgr. George D. Robinson. May 1 is still on-air target date. Weed & Co. will be national sales rep.

WFAM-TV, Lafayette, Ind. (Ch. 59) ordered its RCA equipment last summer, is waiting for favorable weather to begin building transmitter and studio house, expects to be in operation on or about May 1, reports president O. E.

Richardson. Wm. G. Rambeau will be national sales rep.

WTVM, Muskegon, Mich. (Ch. 35), granted Leonard A. Versluis, former owner of WLAV-TV, Grand Rapids (now WOOD-TV), hasn't ordered equipment yet, is still in early planning stages, but Mr. Versluis reports he thinks he can get it on the air by next Sept. 15.

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Vhf grantees are fewer (only 48 of the 175 to date) and there aren't many new reports from them. Our report last week from DuMont, stating that it had shipped transmitter to KGKL-TV, San Angelo, Tex. (Ch. 3) apparently was erroneous, for mgr. Lewis O. Seibert Jr. writes under Dec. 26 date to say that equipment has not been ordered and construction plans not finalized. Station therefore should be removed from list of Jan.-Feb. on-the-air prospects. KTXL-TV, also San Angelo (Ch. 8) has reported March starting date, though it too had not yet ordered equipment.

WFBG-TV, Altoona, Pa. (Ch. 10), granted last week, looks like an early starter, its GE transmitter and antenna and GPL projection equipment all on order and due for speedy delivery, probably within week, according to mgr. Jack M. Snyder. It's using old FM plant, so that building is all ready and tower practically ready. On-the-air target date is "Feb. 15 or sooner." H-R Representatives will be national sales rep.

WABI-TV, Bangor, Me. (Ch. 5) was another quick vhf starter promised this week. RCA equipment has been ordered, and mgr. Murray Carpenter said station should go on the air Feb. 1. Hollingbery will be rep. Mr. Carpenter is equal owner with ex-Gov. H. A. Hildreth, and they also have applied for Ch. 13 in Portland.

KIDO-TV, Boise, Ida. (Ch. 7) has ordered RCA transmitter & studio equipment and tower from Allison Steel Co., Phoenix, has completed building plans, aims to get on air by June 1, reports v.p. Walter E. Wagstaff. Blair TV will be national sales rep.

Telecasting Notes: Sensitivity of the TV medium—illustrated by summary dropping of playwright George S. Kaufman from panel of Lucky Strike's *This Is Show Business*, Sun. 7:30-8 on CBS-TV, simply because he quipped during the pre-Xmas program: "Let's make this one program on which no one sings *Silent Night*." Result was several hundred letters and phone calls in protest. Kaufman's explanation was that he did not wittingly intend any anti-religious remark; he said, "I was merely speaking out against the use and over-use of this Christmas carol in connection with the sale of commercial products" . . . Tin Pan Alley, sore beset by Red drives and fearful of the offcolor quip ever since it began to lean on radio and TV for income, isn't happy about Kaufman dismissal—Garry Moore even observing, during his own CBS-TV show, that "it's a shame that responsible people in the TV industry have given in to such foolish pressure" . . . Rev. Truman B. Douglass, chairman of Broadcasting & Film Commission of National Council of Churches, wrote CBS chairman Paley to object, too, stating: "The real sacrilege is the merciless repetition of *Silent Night* and similar Christian hymns by crooners, hillbillies, dance bands and other musical barbarians." He suggested CBS "begin its reform movement by scrutinizing some of these rather than by firing a distinguished playwright who was undoubtedly expressing the sentiments of many persons of religious sensitiveness and discriminating taste" . . . Religious husband-&-wife team, TV's first, is Rev. Dr. Norman Vincent Peale, minister of Marble Col-

legiate Church, New York, and Mrs. Ruth Peale, appearing on *What's Your Trouble?* on WCBS-TV, New York, Sat. 3:45-4 p.m.; 26-week series was produced by Broadcasting & Film Commission of National Council of Churches of Christ . . . CBS-TV to conduct all-day workshop in its Grand Central studio Jan. 29 to instruct ministers and lay associates how they can make maximum use of TV facilities . . . WPIX has discontinued Sun. a.m. telecasts from N. Y. churches, plans studio religious program Sun. afternoons titled *Television Chapel* . . . Richmond's WTVR left it to audience to decide whether it wanted only New Year's Day Cotton Bowl game, to which it was committed, or also Rose Bowl game, back-to-back due to time differential; 2 noon and 2 evening announcements asked viewers to vote, with 4826 letters for 2 games, 460 against . . . Opera has a future on TV, says NBC music director Samuel Chotzinoff in *New York Times* interview Dec. 28; annual NBC-TV series, he asserts, has created vast new audience for opera, which he predicted in next decade will be as natural to U. S. life as movies . . . Canadian Broadcasting Corp. and its Toronto & Montreal stations have reached rate agreement with NBC & CBS, whereby U. S. networks will pipe sponsored programs to them . . . "Look, Folks! I'm on TV!" titles article in January *Changing Times* (Kiplinger) telling laymen how to prepare for a TV appearance . . . Petry issues January report titled *Cost of Reaching Families Through Spot TV* . . . CBS distributed \$100 savings bonds to 92 employes qualifying for its 20-year club.

Personal Notes: Jack Werner, chief of FCC Common Carrier Bureau, resigns as of Jan. 6 to join Washington law firm of Freedman & Levy; he supervised staff work in TV network facilities, theatre TV and like matters in addition to telephone and telegraph . . . Earl Minderman, asst. to FCC Chairman Walker and his predecessor Wayne Coy, and the man credited with ghosting their speeches, has resigned to be field liaison officer of the National Citizens Committee for Educational TV headed by Robert R. Mullen, with Milton S. Eisenhower, president of Penn State, and Marion B. Folsom, new Undersecretary of the Treasury, as honorary chairmen . . . Andrew Ring, veteran Washington consulting engineer, has taken Howard Head and Stephen Kershner into partnership, renamed firm A. D. Ring & Associates . . . Peter G. Levathes, ex-TV chief and sales manager of 20th Century-Fox's Movietone News, to join Young & Rubicam as v.p. on special assignments, reporting to Anthony Geoghegan, media v.p. . . . Eugene Katz has succeeded father, now chairman, as president of the Katz Agency, biggest of the TV rep firms. . . . Thad Holt, president of WAPI & WAFM-TV, appointed for 3-year term as director of Federal Reserve Bank, Birmingham . . . Terrell W. Kirksey, ex-DuMont transmitter div. field man in southwest, onetime asst. chief engineer of old KBTB, now WFAA-TV, Dallas, named chief engineer of KDUB-TV, Lubbock, Tex. . . . Jerry Leighton, ex-WSAZ-TV, Huntington, joins new WSBA-TV, York, as production mgr. . . . Mike Shapiro, ex-WFAA-TV, Dallas, named commercial mgr., KDUB-TV, Lubbock, Tex. . . . John B. Hughes, commentator, named news director, WOR-TV, New York . . . Charles E. Denney Jr., ex-NBC account executive (no relation to the exec v.p.), joins Paramount Television Productions, assigned first to make study of Los Angeles market . . . George McGovern, NBC sales, joins Wm. Esty Co. as research director, succeeding Adolph Toiga, now with Lennn & Mitchell . . . Max E. Buck, ex-Kings Super Markets adv. mgr., named director of adv., merchandising & sales promotion, WNBT & WNBC, New York . . . Warren Boorum named director of sales promotion, WTOP & WTOP-TV, Washington, succeeding Hayward Meeks, now with WMAL & WMAL-TV . . . Bernard

G. Rasmussen, business mgr. & timebuyer in TV-radio dept. of Ruthrauff & Ryan, resigns to join N. Y. office of Fuller & Smith & Ross in similar capacity . . . Marshall Grant, ex-Ruthrauff & Ryan, joins new Gross-Krasne Productions, Hollywood . . . Arche Mayers, president of Unity TV Corp., elected president, National Television Film Council, New York . . . H. H. Holtshouser to manage CBS-TV spot sales office in Memphis, H. W. Maier Jr. to manage radio spot sales, in new separation of functions . . . Carroll H. Marts named gen. mgr. of midwest operations, General Teleradio Inc., with George Jeneson, midwest mgr., WOR & WOR-TV, now also midwest sales mgr. of KHJ-TV.

TAIL WAGGING DOG is indicated in profit-&-loss statements filed to support Washington Post Co.'s application for FCC permission to purchase WMBR & WMBR-TV, Jacksonville, for \$2,470,000 (Vol. 8:51).

Net profit of the newspaper company, controlled by the Eugene Meyer family, was only \$54,500 in 1951, the application shows, but for 1952 it will be "in excess of \$200,000." *Washington Post* acquired 55% control (with CBS 45%) of WTOP & WTOP-TV in August 1950. The TV property is known to be a big earner, so presumably accounts for all or most of the newspaper company's earnings, if it doesn't actually make up the newspaper's losses.

Alongside radio, the dominance of TV revenues and earnings in a joint operation is pointedly illustrated by fact that WMBR-TV enjoyed sales of \$954,591 in 1951 while WMBR's AM-FM revenues totaled \$383,225. TV expenses were \$346,422, AM-FM expenses \$325,335. Combined net operating profit was \$282,833, profit after taxes \$96,066.

In 9 months to Sept. 30, 1952, WMBR-TV sales were \$650,073, AM-FM sales \$286,261. TV expenses were \$327,595, AM-FM expenses \$192,284. Net operating profit on combined operations was \$332,387 (more than for whole of 1951) and profit after taxes was \$104,527.

Of total selling price, \$1,259,700 will go to Ed Norton, \$444,600 to Frank M. King, \$765,700 to Glenn Marshall Jr.—latter staying on as gen. mgr.

MORE TV SPORTS: "controls" are in prospect—this time in boxing—despite fact that its 1952 combined TV-radio income and boxoffice exceeded 1951's. Authoritative prizefight publication *Ring Magazine* estimates boxing's 1952 TV-radio income at \$4,800,000 and gate receipts at \$4,600,000, compared with 1951 TV-radio income of \$2,000,000 and gate receipts of \$5,100,000. Despite increased revenue, National Boxing Assn. executive committee, at Jan. 10-11 meeting, will call on state boxing commissions to insist on TV "blackouts" in areas where fights are staged. NBA president George A. Barton says TV's "terrific impact on boxing is the most classic example in all sports history of killing the goose that laid the golden eggs" and NBA commissioner Abe J. Greene adds that "TV has cut its own supply lines" because public no longer attends fights at small clubs. *Ring Magazine* publisher Nat Fleischer, in year-end sports roundup, is also worried over fate of small clubs, calls for "a more intelligent and realistic evaluation of the hazards of TV," and concludes that "TV has taken over boxing, making it another puppet show, with the TV industry pulling the strings and boxing dancing to a none too lively or enthusiastic tune."

- College football TV restrictions will face bitter battle, led again by U of Pennsylvania and Notre Dame, at Jan. 5-10 convention of National Collegiate Athletic Assn. in Washington, but NCAA's TV committee has demonstrated in past that it has enough backing to push through another "control" plan. Organized baseball hasn't any plans for TV "controls," but this week established 6-man "exploratory" committee to study plan of Sen. Johnson (D-Col.), Western League president, to distribute funds from baseball's pooled TV-radio income to minor league clubs "hurt" by major league telecasts (Vol. 8:50).

Spotlight on educational TV will shift to Buffalo next week as first of 3 important hearings is held there Jan. 6 to consider proposed 10-station educational network of State Board of Regents, which holds non-commercial uhf CPs for WGTW, New York (Channel 25); WRTV, Albany (No. 17); WQTV, Binghamton (No. 46); WTVF, Buffalo (No. 23); WROH, Rochester (No. 21); WHTV, Syracuse (No. 43). Main purpose of hearings, which will also be held Jan. 14 in New York & Jan. 21 in Albany, will be to find ways of raising \$4,000,000 merely for construction of stations. It's safe bet other grantees in same no-funds boat, such as New Jersey Dept. of Education (uhf Channel 19, New Brunswick), and applicants who must depend on legislative appropriations, will watch N. Y. hearings closely for possible financial formula. Hearings were called by N. Y. State Temporary Commission on Educational TV, appointed by Gov. Dewey and headed by Douglas M. Moffat, prominent N. Y. attorney. Commission must make recommendations for educational TV to upcoming session of legislature. Other members: Bernard Duffy, BBDO president; Michael R. Hanna, general manager of Cornell U's WCHU; Dr. Paul F. Lazarsfeld, Columbia U; Clarence U. Carruth, N. Y. attorney; Mrs. J. W. Kidney, Buffalo.

Talent strike against WGN & WGN-TV, Chicago (Vol. 8:52), ended Dec. 30 when management and AFTRA reached agreement to boost basic weekly wage of staff announcers from \$135 to \$150, with extra fees for TV; to place news staff out of union jurisdiction; to adopt severance and retroactive pay plans, but no check-off or revisions in stations' sick leave policy.

Senator Prescott Bush (R-Conn.), elected in November to succeed late Sen. McMahon, has resigned as director of CBS but is retaining his partnership in Brown Brothers, Harriman & Co. It's rumored he may be replaced by Philip Graham, publisher, *Washington Post* (WTOP).

Financial & Trade Notes: Bankers Trust Co.'s Amusement Industry Div., 16 Wall St., New York, so far as we can learn, has as yet made no loans for construction of TV stations, although article by Herbert Golden in its house organ, *Pyramid*, states that it intends to do so (Vol. 8:52). But it has loaned some \$12,000,000 in the past to the film industry with satisfying results—and currently is financing the *Dragnet* and new *Hopalong Cassidy* series. This week, too, Western Television Corp. announced it has concluded \$1,525,000 loan for acquisition of films for TV which it distributes through Motion Pictures for Television Inc., claiming to do the largest volume of business in film in TV field.

Mr. Golden, onetime *Variety* staffman, stated in his article: "Permits for some 1500 or more additional transmitting outlets are eventually to be issued by the FCC. The cost of each of them will average better than \$500,000, and BTCO aims to help get them afloat." With regard to film loans, article stated:

"BTCO now has evolved a 3-cornered policy for feature films which is about as foolproof as you can get in a business that's definitely not foolproof. The policy is: (1) No loan of more than 50% of production cost will be made. (2) No loan beyond \$500,000 will be granted on a film. (3) No single-picture loans will be made. The last point means that a producer must come in with a program of at least 2 and preferably 3 pictures. They are cross-collateralized so that in the event one film proves a dud, there's some assurance of success for the producer via profits on the others."

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Sylvania expects to show 13% gain in net sales for 1952, even more in 1953, says year-end statement by president Don G. Mitchell, reporting 1952 sales at about \$230,000,000 vs. previous all-time high of \$202,800,000 in 1951 and \$162,000,000 in 1950. Plant capacity limited sales in some product lines, he stated, but manufacturing and related storage space were increased in 1952 by some 4,000,000 sq. ft. Defense business was 30% of total in 1952 as against 20% in 1951. With current backlog of defense orders totaling about \$85,000,000, it may go up several percentage points this year. Electronics Division enjoyed 40% sales increase in 1952.

Raytheon's sales for 6 months ended Nov. 30 totaled \$78,787,000, net earnings \$1,913,000 (83¢ on 2,170,942 shares) after taxes of \$4,450,000. For same 1951 period, sales were \$45,348,000, earnings \$718,000 (55¢ on 1,736,753 shares) after \$1,060,000 taxes. Inventories at end of 1952 period totaled \$52,300,000 vs. \$38,000,000 for 1951 period. Backlog of govt. orders is about \$200,000,000.

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Look Magazine's annual TV award for best variety show in 1952 was won for second straight year by NBC-TV's *Your Show of Shows*, whose producer, Max Liebman, was designated year's best producer & director. Other awards: comedy, *I Love Lucy* (CBS-TV); drama, *Robert Montgomery Presents* (NBC-TV); public affairs, political conventions (all networks); panel, *What's My Line?* (CBS-TV); sports, Pabst boxing bouts (CBS-TV); m.c., John Daly (CBS-TV); educational, *Zoo Parade* (NBC-TV); news, *See It Now* (CBS-TV); children's show, *Kukla, Fran & Ollie* (NBC-TV).

Block of 119 feature films was acquired from Republic Pictures jointly by KTTV and KLAC-TV, Los Angeles, for price reputed to be around \$350,000. Pictures included the 104 recently sold to WCBS-TV, New York (Vol. 8:51-52), plus 15 old John Wayne westerns. Both stations will show all the pictures. Station officials explained purchase was made jointly because of high cost of big package.

YEAR'S OUTPUT & SALES ABOUT 6,000,000: TV production figures for 2 more weeks of 1952 remain to be compiled by RTMA statisticians -- but the 5,900,000-plus cumulative total to Dec. 19 leads them to predict, quite safely, not less than 6,000,000 total production for year and to estimate factory value at \$1,031,700,000.

That means retail sales of TVs ran just about 6,000,000, for advance indications are that factory, distributor and dealer stocks at end of year won't be up from what they were at same time year before, indeed may be down somewhat.

It's a far cry from guesstimates averaging 4,500,000 made by industry sales chiefs about this time last year (Vol. 7:52). It's an excellent showing, too, when you note that factory inventories totaled 150,104 as of Dec. 19 (last date for which figure is available) and that's about same as for that time last year. Figure went up from 93,297 week before, due to usual seasonal accumulation of New Year's models.

Neither factory inventory figure nor last distributor and retail inventories are regarded out of line. RTMA's last distributor inventories showed 468,341 units at end of November, dealer inventories 803,327. On Nov. 28, factory inventories were 91,688. Thus end-of-November overall trade pipelines were about 1,360,000 -- not considered excessive. Very likely this was considerably reduced in December.

Preliminary radio output estimate is 9,200,000, factory value \$213,256,000.

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Reported output of TVs for week ended Dec. 19 was 170,717 (6636 private label), down from 203,680 week preceding. Factory inventories went up to 150,104 from 90,297. Radio output was 256,021 (91,741 private), down from 269,640. Radio inventory was 171,683, down from 178,824. Week's radios were 88,965 home receivers, 38,960 portables, 53,202 clock, 74,894 auto.

UHF SET DEMAND GOOD, SUPPLY IMPROVING: Uhf receiver and converter market "arrived" with the infant 1953 -- but the stork didn't bring it.

With 6 uhf stations now on air, with new ones expected virtually every week, with most manufacturers turning out uhf sets and/or converters in quantity, and with the public buying them -- uhf now takes its place as "a member of the family."

Reports on the new uhf markets -- Atlantic City, York & Wilkes-Barre, Pa., South Bend, Mobile -- are still fragmentary. Stations haven't been on the air long enough to gauge receiver sales or coverage. Some reports from the new areas have been wildly optimistic, others quite gloomy. And fact that all 5 of the new uhf stations came on air during holiday season adds to confusion.

RCA, which built 4 of the 5 new transmitters in use, plans to wait several weeks to let equipment "shake down" before making field measurements. But engineer J.P. Taylor, who headed RCA's survey team in Portland (Vol. 8:46) says he's "agreeably surprised" by first reports, and adds: "Everything we've heard so far has convinced us it's better than the engineers have predicted."

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To get preliminary sizeup of uhf acceptance in some of the new areas, we made spot check by telephone of distributors, dealers and others in 3 cities.

We got the most enthusiastic reports from York, whose WSBA-TV (Channel 43) went on air Dec. 22 and whose transmitter has been at full 1-kw power ever since. Nearly every major manufacturer now has vhf-uhf sets and converters pouring into the area -- and they're selling fast, according to all reports.

There have been spot shortages of uhf receiving equipment since WSBA-TV went on air, but real bottleneck apparently is shortage of servicemen. Wait for installation is said to be 2-5 weeks. In addition to opening of uhf station, another factor which may contribute to heavy demand in York is power increase of Lancaster's vhf WGAL-TV (23 mi. distant) from 1 to 7.2-kw (see p. 5).

No figures are available on number of uhf sets and converters sold in York, which was about 50% saturated with vhf sets before WSBA-TV went on air (Vol. 8:44). But parts distributor Leo Hochberger (York Radio & Refrigeration) estimates more than 10,000 homes in area are now equipped for uhf, with about 1000 being added each week. Making big dent in York market alongside merchandise by TV set manufacturers are converters made by Mallory, Regency and Sutco (Sutton Electronics).

York TV reception was described as "excellent" by Washington consulting engineer Robin Compton, who helped set up the installation. He reported surprisingly good reception in Hanover (18 air miles) and Harrisburg (22 mi.). He said he found no blind spots or nulls "that weren't worked out by using proper antennas, properly placed." He added that built-in antennas worked well in many close-in locations.

Most viewers in new uhf areas who had vhf sets before coming of uhf are discovering that they need new antennas and transmission line to get new station. In many cases, uhf antenna must be mounted on another mast on different part of roof. Dealers claim good results with both all-channel antennas and uhf-only types in the new uhf cities. Ladder, tubular and Anaconda uhf line are being used for lead-ins. Availability of antennas and transmission line doesn't appear to pose problem now.

New Atlantic City station WFPG-TV (Channel 46), plagued by transmitter troubles, finally went to its full 1-kw transmitter power Dec. 30. From Atlantic City, like York, came reports of converter shortages, and number of converted sets in area has been estimated at 5000. First reports of "dumping" (if you can call it that) of converters came from Atlantic City and York, which readily absorbed units originally shipped to Reading in belief WHUM-TV would be on air first.

By way of contrast, no rush to buy converters or uhf sets is reported in South Bend, Ind., where WSBT-TV (Channel 34) began test programming Dec. 22. Philco distributor G.E. McMenamin (Radio Distributing Co.) says post-Christmas sales have been "very good -- above expectations -- but certainly no panic." He estimates about 3000 converters and uhf sets in area which receives fringe pictures from Chicago and is about 30% saturated with vhf sets -- some 18,000 of South Bend area's 55,000 homes have TV, according to local electric company.

"We get quite a few 'lookers' in the stores," says Mr. McMenamin, "but we don't expect the market to really open up until Feb. 1 when the station begins full programming." WSBT-TV now telecasts 2 hours daily of films, news, weather reports.

Motorola distributor F.E. Miholich (Femco Distributing Co.) also attributed "no surge in buying" since station went on air to fact that WSBT-TV hasn't yet begun full-time programming. He said uhf sales were quite good before telecasts began, thought "things should really start rolling by Feb. 1." He reports good pictures as far as 40-55 miles from the transmitter.

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Some dealers and distributors in new uhf areas are irked with quality of signals during early tests. One distributor gave us this advice:

"Tell those guys [telecasters] not to go on the air until they're really ready. There shouldn't be any race to see who gets going first, because when a station goes on the air without enough power and before all the bugs are taken out, it gives uhf a bad name, it gives the telecasters a bad name and it makes it awfully tough for the dealers and distributors."

Compatible color still isn't ready, CBS says in year-end statement which urges that industry and Govt. hurry up and choose an acceptable system—whether field sequential or compatible—and put it to use in 1953. Network says it believes compatible system to be "extremely desirable" and that it "genuinely hopes" industry will be successful in perfecting one. Says CBS: "The manufacturing industry, broadcasters and the FCC owe the public the obligation of promptly considering whether it still remains true, as CBS believes on the basis of information currently available to it, that the present field sequential system is the only practical, workable and inexpensive color system or whether this approved system is to be re-

placed by a compatible system which must be equally practical, workable and inexpensive."

Westinghouse's 42-tube color set, using NTSC standards, is described by Kenneth E. Farr in January *Electronics Magazine* which devotes front cover to set and the pictures it produces.

Chicago's annual Audio Fair will be combined with 1953 International Sight & Sound Exposition, to be held in Palmer House, Sept. 1-3.

Admiral has issued 12-p. brochure for its distributors to pass along to TV-radio dealers, titled *How to Make Money*.

Topics & Trends of TV Trade: Industry's most determined effort yet to reduce spurious radiations begins with Jan. 9 all-industry conference in New York's Biltmore Hotel, called by RTMA engineering dept. director Dr. W. R. G. Baker. FCC recently came to JTAC (which is sponsored by RTMA and IRE) with plea that it get to bottom of the vexatious problem (Vol. 8:50) and JTAC agreed to take on job. FCC's complaint is that industry just isn't doing enough generally and that failure to adopt uniform IF in uhf receivers threatens to undermine whole uhf allocation plan. Dr. Baker wrote Commission that RTMA will do everything in its power to ameliorate spurious radiations, said that all organizations are invited to conference, whether RTMA members or not. Commissioners and staff are also invited.

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RCA president Frank B. Folsom, usually given to underestimating, says he thinks 6,250,000 new TVs will be sold in 1953 which, added to defense production, means the "going rate" of the TV-radio industry, now estimated at \$5 billion, will approach \$6 billion in latter part of year. He forecasts 150-200 new TV stations on air this year, bringing some 5,000,000 more families within range of TV program service. "America's overwhelming acceptance of TV," says his year-end statement, "is shown by the fact that in the last 6 years the public's investment in TV receivers alone amounts to more than \$9 billion [involving] the manufacture and distribution of approximately 23,000,000 TV sets, of which nearly 21,000,000 are in use today."

Westinghouse introduces 1953 line of 17 new receivers at distributor meetings beginning Jan. 7: Table models—17-in. mahogany plastic \$200 & \$230; 21-in. mahogany \$260, \$290 & \$330, blonde \$330. Consoles (all 21-in.)—mahogany open-face \$300, \$370 & \$390, blonde \$390 & \$410; mahogany half-door 380, oak 400; mahogany full-door \$400 & \$450, blonde oak \$420 & \$470. Top of line is carryover mahogany combination at \$570. All sets have built-in antennas for vhf & uhf and "100-mile plus" tuners for distant reception. New line of 20 radios will be introduced at same time.

Tightening of raw materials in 1953 is foreseen by Majestic chairman Leonard Ashbach, yet he anticipates 50% increase in TV-radio production with addition of new 5-story plant his firm is occupying next week at 79 Washington St., Brooklyn, just opposite main plant. Majestic plants in Brooklyn and Charlotte, Mich. (home of parent Wilcox-Gay Corp.) are presently producing 800 TV sets daily, he said, and by end of next year should be turning out 1200 a day. During 1952, Majestic added 40 distributors, expects to add 150 more in 1953.

Dan D. Halpin, gen. sales mgr., DuMont receiver div., foresees potential 1953 retail volume of over \$1.5 billion from sales in multiple-set & replacement markets. He said over 4,000,000 homes have sets at least 3 years old, many under 12-in.; over third of receivers in N. Y. meet that description. Americans will always want larger screens and better cabinets, he said, adding: "There is no such thing as saturation. Call it penetration if you will."

NARDA will inaugurate monthly survey in February on sales, inventories, merchandise availability & credit conditions among cross-section of member dealers. Results will be published by NARDA on 25th of each month. Survey committee chairman is Tom Carmichael, of Burns & Carmichael, Seattle.

Motorola's 30-model line of TVs, 10 of them 17-in. and 20 of them 21-in., was introduced to distributors at regional meetings this week, and at same time adv. mgr. Ellis L. Redden announced 1953 advertising has been budgeted at \$12,000,000.

PHILCO sticks to old prices, with only a few variations, in restyled line introduced to some 10,000 dealers via 54 local distributor-sponsored "conventions" conducted on closed TV circuit from Philadelphia and New York, Dec. 29, 6-7 p.m. EST. West Coast groups viewed it 3-4 p.m. PST. Consensus was the idea was great one for introduction of merchandise and intimate talks by Philco executives, and highlight was announcement that another giant Atlantic City convention is planned in June—all expenses to be paid by Philco to dealers earning requisite "points." Whereas June, 1950 convention brought 5000 dealers to that city, preparations are being made this time for 7500. Line comprises 37 models, most renumbered, all providing for optional all-channel uhf tuner capable of bringing in any of the 70 new uhf channels. The line (all prices rounded out):

Table Models: 17-in. walnut \$200, dark plum \$230, blonde \$250, honey maple \$290, mahogany finish \$280 & \$300; 21-in. mahogany finish \$300 & \$260, blonde \$290, mahogany \$290 & \$340. All but first 3 have built-in aerials.

Consoles (all open face with built-in aerials): 17-in. honey maple \$320, mahogany veneer \$300, blonde oak \$320, walnut veneer \$280, mahogany veneer \$340; 21-in. honey maple \$340, blonde oak \$430, mahogany veneer \$340, walnut veneer \$330, mahogany veneer \$350, \$370, \$390 & \$430, blonde oak \$340.

Consoles (full door): 21-in. honey maple \$460 & \$500, mahogany veneer \$430, \$450 & \$480. *Console* (half door): 21-in. mahogany veneer \$400.

Combinations (all with AM & 3-speed): 17-in. full door mahogany veneer \$480 & \$470; 21-in. full door mahogany veneer \$600, solid mahogany and veneers (AM-FM) \$775; 21-in. half-door mahogany veneer \$500.

Top of line is 27-in. solid mahogany full-door console at \$750.

Big radio line has cabinet models at \$180 & \$230, table models ranging from radio-phono at \$110 & \$225 (latter with harmonic reproducer) down to \$28; clock radios in 15 models priced from \$75 down to \$30; portables from \$100 down to \$40.

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Distributor Notes: Motorola names Jones Television Supply Co., Sioux City; Presque Isle Electric Co., Erie, succeeding Pennsylvania Sales Co.; Fargo Glass & Paint Co., Fargo, replacing Nash-Finch . . . Emerson appoints Turner Distributing Co., Springfield, Mo., replacing Mayflower Distributing Co.; Philadelphia distributor, Emerson Radio of Pennsylvania, establishes Scranton branch . . . Capehart N. Y. distributor, IT&T Distributing Corp., appoints Ben Z. Kaplan adv. & sales promotion mgr.; he's ex-Motorola-New York adv. mgr. . . Admiral names Berebeth Corp., Honolulu . . . DuMont appoints Frank Edwards Co., San Francisco, replacing Thomson-Diggs Co. . . . Hallcrafters names Edwin Flato Co., Corpus Christi . . . CBS-Columbia appoints E. G. Hendrix Co., San Antonio . . . Pacific Mercury names Grauman Co., Denver; Service Games Inc., Honolulu.

Pacific Mercury conducted closed-circuit TV meetings, originating in ABC-TV Los Angeles studios, for its distributors in western cities, including radiocast to Honolulu. Beauty of this type of "convention," according to sales v.p. Elliot Peikoff, is that it can be conducted more often than actual meetings. It will probably be repeated in second quarter 1953, he stated.

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Varian Associates is moving main business offices to newly completed building in Palo Alto but retaining manufacturing facilities at San Carlos, Cal. Electronic sales in fiscal year ended Sept. 30 totaled \$3,861,000 compared with \$1,766,000 preceding year, and president Russell H. Varian reports backlog of \$3,000,000 in unfilled orders.

Electronics Reports: Statistical sizeup of TV-radio-electronics in 1952 by Dr. O. H. Caldwell in January issue of *Tele-Tech*: "Annual bill" for TV-radio came to \$5.5 billion, including \$850,000,000 in broadcasters' time sales, \$140,000,000 in talent costs, \$450,000,000 in electricity & batteries to operate TV-radio receivers, \$2.36 billion retail cost of TVs sold during year, \$500,000,000 for radios at retail, \$250,000,000 for phonograph records, \$992,360,000 for TV-radio repairs and parts.

These are Dr. Caldwell's estimates of annual payroll of "electronic-TV" industries for 1952: manufacturers \$700,000,000, TV-radio distributors & dealers \$650,000,000, TV-radio stations (including talent) \$500,000,000, commercial communication stations \$80,000,000. Among other statistics for 1952, *Tele-Tech* estimates TV stations used 656,000,000 ft. of motion picture film, costing about \$32,500,000, TV-radio stations used 900,000,000 ft. of magnetic sound recording tape at \$2,000,000 and 3,500,000 transcription discs at \$10,500,000.

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Richards W. Cotton, on loan from Philco since June 16, resigns Jan. 9 as director of NPA Electronics Div. to return to post of asst. to president Wm. Balderston. At request of defense mobilizer Henry H. Fowler, he'll remain at helm of DPA's top-level Electronics Production Board on part-time basis during transition between administrations. Indicative of the importance which mobilization authorities attach to Electronics Production Board, its "staff" has been doubled at time when other mobilization bodies are being emasculated by economy firings (Vol. 8:52). Added to staff of EPB this week as asst. to chairman was Robert Van Valkenburgh, formerly of DPA Office of Program & Requirements and ex-electronics branch, Military Security Board, High Commission for Germany. Other member of EPB staff is Justin R. Sypher, board secy. & asst. to chairman. Since NPA is now in state of suspended animation pending change-over to GOP administration, it's not anticipated that new director will be chosen from industry. Electronics Div. deputy director Donald S. Parris will assume director's duties. J. Bernard Joseph, chief of division's broadcast & communications equipment section, who was scheduled to leave Jan. 5, has been granted extension through Jan. 31.

Mobilization-induced expansion of electronics industry is rapidly being transformed from "target" figures on paper to actual brick and steel and production machinery, according to NPA sources. Of \$287,500,000 in govt. tax-aided expansion and direct loans granted to electronics industry as of Dec. 1, some \$210,000,000-worth, or 73%, is now "in place"—actually built or installed. Of the \$287,500,000, facilities for production of end equipment now "in place" account for \$105,000,000 or 36.6%, tubes \$71,450,000 or 24.9%, components \$33,240,000 or 11.6%. Total expansion goal for electronics industry is \$396,000,000.

First use of transistor in consumer product available to general public was announced Dec. 29 by Sonotone Corp., whose transistorized hearing aid is now on sale. Device uses one transistor plus 2 "micro-miniature" tubes, retails for \$229.50, or \$24.50 above price of regular model. President Irving I. Schachtel said new hearing aid gives "double the power of any comparable instrument at half the operating cost." He added that tiny B battery costing less than \$1 will last more than 6 months, compared with 330 hours in old-style instrument. Saving on A batteries was estimated at 50%. Mr. Schachtel said Sonotone is now largest producer of cathode ray guns for TV picture tubes.

Edwin E. Potter, GE's Washington v.p., has retired and is succeeded by Warde E. Stringham, his executive asst. and ex-district mgr. for GE Supply Co. in Washington, who will hold title of commercial v.p. of parent firm.

Trade Personals: Marvin Hobbs, ex-Munitions Board, left Raytheon Jan. 1 to become engineering v.p., Harvey-Wells Electronics, Southbridge, Mass. . . . Ernest Searing elected chairman, Charles Weyl president, International Resistance Co. . . . H. Scott Killgore, ex-Collins Radio, has joined Emerson Radio as sales director of govt. contracts; Henry Giese joins Emerson as traffic mgr. . . . E. Robert Glauber resigns as Admiral Eastern branches mgr. to become Olympic branch operations v.p. & president of its N. Y. distributor, Olympic Appliances Inc. . . . Antony Wright, engineering v.p., Capehart consumer products div., promoted to v.p., commercial products div. . . . Raymond V. Buivid promoted to GE radio sales mgr.; Thomas J. Nicholson to parts sales mgr. . . . William Helfrecht promoted to sales mgr., Jewel Radio, succeeding Milton Benjamin, resigned to organize own factory sales organization, New York-New England Distributor Sales Co. . . . Mac Markowitz, Emerson Radio, elected president of the Purchasing Agents of the Radio & TV Industry . . . Harold J. McCormick, GE contact man with its ad agency, Maxon Inc., named N. Y. district sales mgr. for receiver dept. . . . Kenneth L. Ross named Westinghouse central N. Y. district TV-radio sales mgr. in Rochester . . . Arthur J. Hammer named RCA Victor Dallas mgr., replacing James W. Cooke, retired . . . Francis E. Blake, former attorney for Atomic Energy Commission, appointed asst. mgr., Stromberg-Carlson patent dept. . . . Edward A. Kaegi, factory mgr. of General Motors' Delco radio div., named gen. mgr. of GM's Detroit transmission div. . . . Reuel O. Launey named mgr., Dominic Leone asst. mgr. of new Clarostat Chicago plant . . . Lynam H. Wilson, ex-Kokomo, Ind. consulting engineer, named gen. mgr. Argos Products Co. Inc., Genoa, Ill. (cabinets) . . . W. Walter Jablon appointed sales v.p., David Bogen Co. . . . A. John Platt promoted to mgr. of theatre equipment sales, RCA engineering products dept., succeeding Marty Bennett, promoted to regional management staff . . . Gaius Wike named sales mgr., Utah Radio Products Co., succeeding Fred Tower, promoted to v.p. of Caswell-Runyan Div. (cabinets) . . . Kjell Gaarder, ex-Webster-Chicago, named chief of V-M Corp. development & production engineering . . . Robert C. Tait, Stromberg-Carlson president, designated chairman of board of Buffalo branch, Federal Reserve Bank.

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FCC lifted "cloud" of ancient anti-trust violations from GE this week by granting renewal of licenses for WRGB and WGY, Schenectady. Renewals had been held up since Oct. 27, 1949 for AM, since Jan. 25, 1950 for TV, pending FCC's determination of just how "tainted" GE was. In similar situation, Westinghouse had its stations renewed April 19, 1952.

WFAA, Dallas, has asked Commission for 30-day extension of its tests of high-intensity daytime tower lighting (Vol. 8:45) "because of the widespread interest." Present authority for the tests expires Jan. 6.

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J. Graves McDonald, husband of singer Marguerite Piazza and former Philco distributor in Memphis, died Dec. 31 in Biltmore Hotel, New York, at age of 40. He married the singer in 1950, having met her while she was appearing in an operetta in Memphis. He retired from appliance business to become her manager. They have an infant son.

Admiral Luke McNamee, 81, chairman of board of Mackay Radio since retiring in 1951, died at Newport naval hospital Dec. 30. He was president of Naval War College when he retired from Navy in 1934 and became president of Mackay.

Leland A. Wooten, 52, director of Bell Labs chemical physics dept. and holder of patents on electron tube materials, died at Williamsburg, Va. Dec. 29 while returning from visit to his parents in Statesville, N. C.

FRANK H. WHITE, 53, ex-CBS treasurer and former president of Mutual Broadcasting System, who joined NBC about 6 months ago as v.p. & gen. mgr. of its TV-radio networks, this week succeeded Joseph H. McConnell as president of NBC and member of its board. The 47-year-old "Joe" McConnell resigned to become president of Colgate-Palmolive-Peet Co., succeeding Edward H. Little, who will become chairman.

The change was one of several approved Jan. 2 by parent RCA board, which elected Admiral Lewis L. Strauss, USN ret., ex-member of Atomic Energy Commission, as director of both RCA & NBC, filling vacancy created by recent resignation of NBC chairman Niles Trammell (Vol. 8:50). McConnell, onetime RCA Victor gen. counsel, succeeded Trammell as NBC president in Oct. 1949.

Emanuel Sacks, RCA staff v.p., becomes gen. mgr. of RCA Victor Record Dept., succeeding P. A. Barkmeier, promoted to v.p. & director of all RCA Victor regional offices. Frank White, incidentally, was formerly president of the CBS subsidiary, Columbia Records Inc., equivalent to job being assumed by Sacks.

At NBC, Sylvester (Pat) Weaver, becomes vice chairman of the board under Chairman David Sarnoff, at same time continuing as v.p. in charge of TV-radio networks. John K. Herbert, network sales v.p., is moved up to "v.p. in charge of networks and sales." He becomes, in effect, second in command with sales as his main concern, while Weaver has autonomy over programs and the creative side.

Via closed circuit Jan. 2, "Joe" McConnell told NBC affiliates of his decision to enter a new industrial field without announcing actual job he's taking. It's understood new post will pay more, mean less strain than the combination of industry-advertising-show business represented by NBC. He's off next week for a cruise to Bermuda with R. S. Reynolds Jr., head of Reynolds Metals Co., close personal friend, while his ex-chief, RCA president Frank Folsom, flies to California for week's vacation.

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Carleton D. Smith, NBC v.p. and director of o-&m station operations, has returned to Washington to manage network's WRC & WNBW. He succeeds Eugene Juster, assigned to public affairs dept. in New York. One of first "presidential announcers," Smith rose to be manager of WRC, was transferred to New York as director of TV and became station relations chief. His return to Washington as a v.p. is in recognition of the growing scope of operations there, as v.p. Frank M. (Scoop) Russell pays more and more attention to RCA matters.

Approval of ABC-UPT merger was urged by another voice this week, on eve of Jan. 5 oral argument before FCC, when Alf Landon wrote to Commission stating "it seems to me that if the merger is not approved, it may reduce competition instead of maintaining it." The ex-governor of Kansas and onetime GOP presidential candidate, whose station holdings include ABC affiliate WREN, Topeka, said he was writing only because Senators Tobcy and Langer had voiced opposition to merger (Vol. 8:49-50). He ventured that neither Senator had read a line of the hearing record and admitted he hadn't either. "The answer to the monopoly issue," he said, "lies in the regulation by the Commission of the networks." Landon said that when he was considering purchase of WREN last summer he was advised that ABC was "pretty sick" and a poor affiliation unless merger were approved.

ABC reports estimated gross billings of \$34,391,316 from sale of radio network time in 1952, and estimated gross of \$17,697,140 from TV network time. This compares with \$33,242,182 & \$18,297,589, respectively, in 1951.

New Wisconsin legislature, looking for new revenue sources, will have before it proposal to tax sellers of TV \$5 per set, owners \$1 per set.

BEST GUIDE to TV-radio spending by political parties in recent election campaign, as adduced thus far, is the \$6,062,378.05 figure announced this week by Senate Subcommittee on Privileges & Elections after its survey of all stations. Figure includes preemption costs but not production costs for individual programs, which subcommittee counsel Paul Cotter said ran "pretty high" in some cases, and may add \$300,000-\$500,000 to total.

TV expenditures were \$2,951,328.52, radio \$3,111,049.53. Republicans shelled out \$1,643,909.61 for TV and \$1,803,825.82 for radio, Democrats \$1,303,916.91 for TV and \$1,269,660.28 for radio. Remainder was split among 12 minor parties.

Survey results impressed subcommittee members with need for higher legal limits on campaign expenditures. Subcommittee chairman Sen. Hennings (D-Mo.) said that "the total figure of approximately \$6,000,000 was undoubtedly somewhat less than the popular conception of the costs for television and radio campaigning," but he added that "it nevertheless forcefully stresses the need for a revised uniform election law, which would establish realistic limitations consistent with the high cost of present-day campaigning."

Special House Committee to Investigate Campaign Expenses was similarly impressed, and in report filed Jan. 3 devoted much space to discussing TV's high cost and recommended that campaign spending limits be raised "substantially," particularly since increasing number of TV stations will mean higher, not lower, TV costs for political campaigning in future. It flatly rejected suggestions of some witnesses that Federal Govt. subsidize some campaign costs, including TV expenditures.

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Only 4 applications for new TV stations were filed with FCC this week, bringing to 757 total pending as of Jan. 3 (294 of them uhf). Applications were for Pine Bluff, Ark., Channel 7, by Burnett Estes, Dallas contractor; Meridian, Idaho, Ch. 2, by KDSH, Boise, and group including Earl Glade, onetime mgr. of KSL, Salt Lake City, recently mayor of that city, and a bishop of the Mormon Church; Durham, N. C., Ch. 46, by WTOB, Winston-Salem; Richmond, Va., Ch. 29, by same WTOB group (who also amended their Winston-Salem application to ask for uhf Ch. 26 there instead of previously sought Ch. 12). [For further details about these applications, see *TV Addenda 15-Y* herewith; for listings of all 1952 post-freeze applications, grants, etc., see *TV Factbook No. 16*, due Jan. 15.]

Issues in Lancaster hearing for Channel 8 between WGAL-TV and WLAN (see p. 5) include: (1) WLAN's financial qualifications (Vol. 8:38). (2) Multiple ownership—balancing 3 stations owned by Steinman interests against WLAN's possible one. (3) Overlap between operation of Steinman's WDEL-TV, Wilmington, and WLEV-TV, Bethlehem (CP), at presently authorized powers and heights, with WGAL-TV's proposed operation at 316 kw. Comr. Sterling again voted against hearing (Vol. 8:38), pointing out that Commission is responsible for shifting WGAL-TV from Channel 4 to 8 and for overlap caused by power-height increases authorized in new standards. Comr. Merrill concurred in ordering hearing, would have gone further and investigated overlap which would result if all 3 Steinman stations operated with maximum facilities.

Only stations without live network service as of Jan. 1 are those in Albuquerque, Lubbock, El Paso, Spokane, South Bend, Colorado Springs, Mobile. All others are served either by AT&T or their own private relays. Length of time stations must wait for service depends upon when networks order connections from AT&T (and whether they want them "expedited") and physical difficulties involved. South Bend and El Paso are among simplest to connect, should be hooked up soon.

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

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January 10, 1953

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NEW INDEX, TV FACTBOOK & MAP, AM-FM LOG: During next week or so, subscribers to our various services will be provided with carefully-edited basic documents designed to enable them to maintain their own ready reference files. First, there's the Index to contents of our 1952 Newsletters, Supplements, Special Reports, etc., sent herewith to all subscribers. It is compiled to make it easy for you to look up major events, trends, facts, dates, etc., as chronicled in Television Digest during the last year.

Use of the 1952 Index presupposes, of course, that you have maintained your file of Newsletters and other Reports (Vol. 8:1-to-52). We're now preparing bound volumes for those who ordered them in advance (at \$25 per copy), and we strongly urge that you have your own files bound locally if facilities are available.

The semi-annual TV Factbook (No. 16) goes into mails week of Jan. 19, and with each copy will go our 1953 TV Map. We've had a new map built to our specifications, showing all TV cities, plus all AT&T and private network facilities -- both existing and proposed. It includes all cities over 10,000 pop., except in most congested areas, and those communities under 10,000 with applications or CPs. In addition, communities peculiar to the TV allocation plan -- such as Irwin, Pa.; Warner Robins, Ga.; Old Hickory, Tenn., etc. -- are clearly indicated.

You'll be able to keep map up to date, if you desire, by simply noting new stations on air, network routes, etc., as reported. Each subscriber to our full TV services gets Factbook with map; extra Factbooks with maps are \$3, extra maps \$1.

Our 1953 AM-FM Directory logs all U.S., Canadian, Mexican, Cuban and other North American radio stations now authorized -- by states & cities and separately by frequencies, as well as all U.S. applications pending as of Jan. 1, 1953. It goes into the mails Jan. 17 to full TV-AM-FM subscribers. Extra copies are \$7.50.

Both the TV Factbook, which features a Directory of TV Stations on air or expected to be in operation during January & February, plus a 48-page Blue Section listing all post-freeze grants and applications, and the AM-FM Directory, will start new series of Weekly Addenda reporting station applications, grants, changes, etc., designed to permit you to have up-to-the-minute logs available at all times.

SEN. TOBEY TRIES TO STALL ABC-UPT MERGER: Senate hearing on ABC-UPT merger is in the works, apparently -- but approval of merger is still expected. In fact, report was that Commission met Jan. 6, after oral argument on case, voted to adopt examiner Leo Resnick's initial decision (Vol. 8:46), with Comr. Hennock dissenting and Comr. Webster planning to issue separate statement.

It's Sen. Charles Tobey (R-N.H.), standing almost alone in his opposition, who wants the investigation. He fired another hot telegram at Commission this week, warning that his Interstate & Foreign Commerce Committee (he'll be chairman) will conduct hearing on matter of movie-TV tieups in a few weeks, that it will consider merits of ABC-UPT merger and whether legislation is needed to prevent such mergers.

Despite vehemence of Sen. Tobey, who dropped in and heard a few minutes of

the argument, many of Tobey's Senatorial colleagues, including some very influential ones, see nothing but good resulting from merger.

But some delay appears inevitable. Even if Tobey doesn't faze Commission, it will take time, though perhaps no more than couple weeks, for dissents and/or separate opinions to be written. FCC practice is to hold decisions until dissents can be issued simultaneously.

* * * *

Oral argument was largely summary of the exhaustive hearing which consumed an entire year. Only Miss Hennock had many questions about the merger, reflecting doubt that ABC is in as serious financial straits as it said it is. She seemed even more dubious about Paramount Pictures Corp.-DuMont control question, seemed convinced former controls latter -- contrary to examiner's findings.

Comr. Webster was much concerned over the "transfer" issue. This involved splitup of old Paramount Pictures Inc. into United Paramount Theatres and Paramount Pictures Corp., and transfer of stations to the two new organizations. Paramount claims transfers were "involuntary," didn't require FCC approval. Webster made it clear he thinks Paramount should have sought Commission approval first.

TRADE BUOYED BY UHF RECEIVER DEMAND: "Uhf is hot!" That's unanimous verdict of the set makers and distributors, large and small, we met at this week's Chicago marts.

Thanks to hefty promotion jobs by manufacturers & telecasters, uhf already has found public acceptance -- and even in some vhf areas where uhf stations aren't yet on air, customers are insisting on built-in uhf. "You can't sell a set in Connecticut unless it has uhf," sales official of a medium-sized manufacturer told us -- despite fact there are no uhf stations on air in that state yet.

Biggest problem in the new uhf areas, manufacturers and distributors agreed, is getting enough sets to satisfy the demand. In areas where new stations are operating on full power, where all the "bugs" have been taken out, local distributors were full of praise for quality of pictures.

A look at the sets displayed in Chicago reveals manufacturers are now taking uhf in their stride. Gone are the awkward makeshifts of the early Portland days. New vhf-uhf sets are neat as a pin, and every brand has its own ingenious approach to simplified tuning controls. Many set makers are now using tuning arrangements entirely different from the ones they offered when uhf first "popped" in September.

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Controversy still rages over uhf tuning methods -- limited-channel (strips and "matchboxes") vs. continuous. Principal selling-point used by proponents of strips and matchboxes is simplicity -- uhf stations being "as easy to tune as vhf." Manufacturers who use continuous tuning stress fact sets will get all channels.

RCA came out this week with what it considers a compromise between these 2 approaches. Its new turret tuner, offered as "optional equipment" (\$50) for new RCA sets, as well as some older models, will accommodate 16 channel "inserts" in any combination of vhf and uhf. Tuner operates on fundamental of oscillator frequency, and inserts may be installed from front of cabinet without removing chassis.

New tuner will be shipped to distributors equipped with 12 vhf inserts. The dealers and distributors will be supplied with uhf inserts for all local stations. If more than 4 uhf channels are receivable in any area, RCA will trade uhf inserts for customer's vhf inserts on even-Steven basis. Company says tuners and inserts are now in production. RCA also continues to turn out external converters in three different models -- 1-&-2-channel matchboxes and continuous type.

Trend to all-channel tuning appears to be underway. Many manufacturers have switched from strips to continuous tuners or are offering customer choice of the 2 systems. Admiral is expected to unveil set with continuous uhf tuning soon. And Zenith is known to have continuous tuner in works -- but when it will be introduced isn't known, and company is still plugging its strips as vigorously as ever.

DuMont, Capehart and CBS-Columbia are among those which have concentrated on strips so far but plan to offer continuous tuning soon. Hallicrafters now stresses all-channel tuning, although it started out with strips last fall. On other hand,

Stewart-Warner, which offers both strips and continuous tuner, says its sales so far favor the strips. Emerson, which indicated last fall it would also have continuous tuner early this year (Vol. 8:42), is still offering strips only.

Those which had all-channel tuning from the first -- notably Arvin, Crosley, Philco, Raytheon, Sylvania -- are still using it as their big selling-point.

11 CPs INCLUDE UHF FOR CHICAGO & HOUSTON: Year's first batch of TV grants totaled 11 (2 vhf) as FCC continued granting applications as fast as staff can process them. Included was first uhf to Chicago, plus more uhf for Houston & Pittsburgh. Week's crop brings total post-freeze new station authorizations to 186 -- 50 vhf, 136 uhf.

Commission worked back over both Groups A & B to glean most of the grants, advancing only 2 cities in Group B -- to 183rd.

Chicago uhf grant went to Republican Congressman Richard W. Hoffman, owner of 250-w radio station WHFC in Cicero area and publisher of 4 neighborhood newspapers. He got Channel No. 26, first granted out of the 5 uhf allocated city.

While Cornell U, which operates commercial radio station WHCU, Ithaca, got Ch. 20 for commercial operation, educational CP for Ch. 14 in Ithaca went to University of the State of New York -- its 7th grant. Other uhf grants went to:

Stockton, Cal., KSTN, No. 36; Atlantic City, N.J., Matta Enterprises, No. 52 (second for city); Pittsburgh, Pa., WKJF-FM, No. 53 (third); Houston, Tex., the UHF Television Co., No. 23, and KNUZ, No. 39 (second & third, first having been educational grant for Channel 8); Madison, Wis., WKOW, No. 27.

The vhf grants went to Springfield, Mo., Lester L. Cox and Springfield Newspapers Inc. (KGBX), No. 3; and Hutchinson, Kan., Hutchinson TV Inc., No. 12. Springfield grant was close, barely squeaked through. By 4-3 vote, FCC granted CP with condition 19.6% stockholder Lester L. Cox drop his 1% interest and directorship in KWTO, Springfield, removing that vestige of "duopoly". Comrs. Webster, Hennock & Merrill wanted "further inquiry". Cox is son of Lester E. Cox, who owns 49% of KWTO and has interests in KCMO, Kansas City and KOAM, Pittsburg, Kan. The elder Cox is also a curator of U of Missouri, itself a TV applicant for Columbia. Part owners of Hutchinson grantee are John P. & Sidney F. Harris, who have interests in KBUR, Burlington, Iowa, and KFBI, Wichita.

Houston's UHF Television Co. comprises oilmen R.L. Wheelock, W.L. Pickens & H.H. Coffield, original stockholders (who later withdrew) in KPHO-TV, Phoenix, Ariz., and in KEYL, San Antonio. They sold KEYL to Storer interests in 1951 (Vol. 7:30,41) and are now also applicants for TV in Dallas, Corpus Christi and New Orleans.

Madison situation is particularly interesting. Both WKOW and WISC had been applicants for Channel 27; two others were competing for city's sole vhf channel, No. 3. WISC has court appeal pending, seeking to force FCC to make No. 3 non-commercial. Recently, the Channel 3 contestants merged into single application, presumably could have been granted. But WISC then amended to No. 3, tying up that channel but leaving WKOW free for grant.

[For further details, see TV Addenda 16-A herewith; for complete data on these and all other applications, see TV Factbook No. 16, to be published Jan. 19.]

STARTERS NOW MAKING HASTE MORE SLOWLY: New-station grantees seem less inclined now to hasten day of getting on the air -- not only because deliveries of transmitters and associated equipment have been slow, particularly uhf, but because they're hearing that some of the quick starters have run into technical troubles. "Bugs" usually are cleared up in time, but advice of the equipment makers and consulting engineers alike continues to be, "Better to be slower and surer."

To the 17 newcomers going on air up to Jan. 1, none was added up to Jan. 10 but at least 4 more will be added week of Jan. 12 -- 3 uhf, one vhf. Youngstown's WKBN-TV (Ch. 27) and WFMJ-TV (Ch. 73); WJTV, Jackson, Miss. (Ch. 25) and Tucson's vhf KOPO-TV (Ch. 13) look like the next.

WKBN-TV started picture patterns without sound Jan. 6 at 5:27 a.m., but only sporadically; filterplexer arrives next week for full tests. WFMJ-TV, also with RCA equipment, also awaits filterplexer. Both should be carrying sight-&-sound tests

before another week has passed, commercials by Jan. 20. WJTV got its transmitter this week, was poised for tests Jan. 10 or 11, commercial debut Jan. 15.

Both built-in uhf sets and converters are selling like the proverbial hot cakes in Youngstown area, reports WFMJ-TV's Len Nassman. Vhf fringe reception from Cleveland (65 mi.) & Pittsburgh (67 mi.) is poor, so local service, especially network, is eagerly awaited. Microwave relays from Cleveland will bring in network programs starting with inauguration in Washington Jan. 20. Nassman estimates 20,000 TVs will be equipped to bring in uhf by time both stations go on air.

Cowboy star Gene Autry's KOPO-TV, Tucson, managed by veteran radio broadcaster E.S. (Mitty) Mittendorf, began testing DuMont equipment this week, but regular daily schedule of 6-7 hours of test patterns start Jan. 15, will continue to Feb. 1, which is still commercial debut date.

RCA and GE uhf and vhf shipments this week and in next few weeks (detailed on p. 8, along with other reports on upcoming new stations) augur several more new starters before end of month. "Imminent" vhf starters are still KXLY-TV, Spokane, and WALA-TV, Mobile, and uhf WEEK-TV, Peoria, should get going by end of month.

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There may be a few more surprise starters. One that came up this week was WABI-TV, Bangor, Me. (Ch. 5). Granted Dec. 31, its RCA equipment arrived Jan. 9 and antenna was due to be in place Jan. 13. Film camera is on hand. Housing atop Copeland Hill, 5.5 mi. from center of town, will be completed in 2 weeks. So Jan. 31 has been set as starting date for what it claims will be first post-freeze station in New England. Manager is Murray Carpenter, half owner with ex-Gov. Horace Hildreth, now president of Bucknell U. Network is CBS-TV; national rep is Hollingbery.

ENGINEERS BREATHING 'LIFE' INTO KINES: Kinescope recordings approaching the quality of live shows are now a reality -- result of long, painstaking research and development by the 4 TV networks and equipment firms.

Long the bane of the televiewer, TV recordings -- under certain controlled conditions -- are now considered "acceptable" in same sense as radio transcriptions. Tremendous strides in improvement of kine quality have been made in past year -- and nobody doubts future advancements will further narrow the gap between live shows, TV films and filmed "TV transcriptions" to point of virtual imperceptibility.

The startling advances being made in development of magnetic tape and other non-film TV recording techniques (Vol. 9:1) haven't deterred the industry's engineers from pushing vast improvements in film transcriptions. Most of them feel kines some day will be obsoleted by all-electronic system -- but the immediate need for better reproduction is so pressing that improvement of film recording techniques is anything but a lost cause. And it's still going ahead full steam.

Principal beneficiaries of steady improvement in kines are stations, present and future, without network interconnections, for whom TV recordings and films are principal fare. Also looking on with extreme interest are stations in the Far West, which get most of top evening network shows via "transcribed" re-runs, as in radio.

The quite spectacular progress of the kine has come about by unspectacular means -- engineers gradually chipping away at shortcomings of TV transcriptions and improving contrast, resolution, sound, uniformity. Network and equipment engineers are attacking problem from both ends -- constantly redesigning both recording and playback equipment. Unfortunately, playback equipment in most TV stations today is inadequate to bring out best in today's improved kines. DuMont's 16mm flying spot scanner (Vol. 8:14,41) and other innovations in film-showing equipment, when they come on the market, should go long way toward remedying situation.

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Quality of new kines was demonstrated quite graphically last month, when strike of technicians in Detroit forced cancellation of 2 NBC-TV Dinah Shore shows which were due to originate from WWJ-TV. Network substituted 35mm kines of same shows, recorded and played back with new "electronic recording" equipment and techniques, still in developmental stage. Result:

"When we substitute a film for a live show, our switchboard usually lights

up like a Christmas tree," said NBC production v.p. Fred Wile. "But we didn't get a single call after the first show, and after the second there was only one -- from a man who wanted to know whether it was live or filmed."

NBC's "electronic recording" system has been developed over several years by improving kine recording and playback equipment all along the line. NBC and the other networks have found 35mm gives best results for network re-runs, and can be reduced to 16mm for playing by individual stations without noticeable loss of quality. NBC has used 35mm "electronic recording" for West Coast re-runs of some shows for about year. What network's experimentation has proved so far, says Mr. Wile, warily, is: "Under certain controlled conditions you can get a very good result."

CBS, too, has completely redesigned recording and playback equipment in New York and Hollywood studios. Results have been good enough to prompt engineering v.p. Wm. Lodge to opine: "Under ideal conditions, a large percentage of viewers wouldn't know the difference between a TV recording and a live program."

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Among CBS's innovations is use of "crispener" -- previously developed for color TV -- in its recording equipment. In use for the last 3 months, it sharpens demarcation between blacks and whites, increasing apparent resolution. Playback equipment has been completely redesigned, to point that -- again in Mr. Lodge's own words -- "the average person now can't tell the difference between a good film, made especially for TV, and a live performance."

"Tremendous improvement", is how research director Thomas T. Goldsmith describes new transcription units being installed in DuMont Network's new studios in New York. These new recorders use 7-in. monitor tubes with special blue phosphors to improve contrast. Built-in oscilloscope shows video waveform at all times, taking much of guesswork out of monitoring TV recordings and making possible greater uniformity in reproduction, according to Dr. Goldsmith.

On playback end, DuMont is hurrying toward volume output of its flying spot scanner, and plans to show production model at Los Angeles NARTB convention April 28-May 1. Dr. Goldsmith says combination of new recording equipment and film scanner should produce transcriptions "approaching the quality of live studio fare."

Major improvements in recording techniques have stemmed from "the ability to exercise more constant product control," says ABC engineering v.p. Frank Marx. New 35mm kines now being used by ABC, in both negative and positive form, are "vast improvement for network showing," he says. He believes most important improvement in TV film reproduction will be commercial production of 16mm flying spot scanner.

Personal Notes: John J. Mullins, who recently sold interest in KPHO & KPHO-TV, Phoenix, to Meredith Publishing Co., is moving back to Tulsa and plans to devote his time to acquiring TV stations . . . Walter J. Stiles, consulting engineer, now chief engineer of new KOPO-TV, Tucson, Ariz., plans also to continue consulting practice . . . William F. Brooks, ex-NBC v.p., elected exec. v.p., Allied Public Relations Associates Inc., 1625 I St. NW, Washington . . . Henry T. Hede promoted to administrative asst. to ABC v.p.-treas. Nicholas Priaulx . . . Warren Morton, ex-WOR, Crosley, Branham and Katz, joins ABC-TV sales dept. . . . Edward Kletter has resigned as DuMont sales promotion director to set up own ad agency, handling Serutan account; joining him as v.p. is Norman Livingston, ex-WOR sales chief, recently with Roy S. Durstine Inc. . . . William Fall succeeds Hugh L. Kibbey as program director, WFBM-TV, Indianapolis . . . Lester Dana succeeds Robert Evans as program director, WSPD-TV, Toledo . . . Al Schrott, mgr. of WJAC-TV, Johnstown, elected treasurer of Johnstown Tribune Publishing Co., parent company; he continues as WJAC-TV mgr. . . . Art Nevins named film director of WLWT, Cincinnati, succeeding Russ Landers, now film director of KECA-TV, Los Angeles . . . Herb Bachman, ex-ABC-TV & Headley-Reed, succeeds Frank Schiro as director of sales promotion & publicity, KPIX, San Francisco.

NBC EXECUTIVE realignments underline determination to get back to "two-fisted, hard-selling era of Niles Trammell [and] points up unspoken belief of the top brass at RCA that the time for expensive experimentation is past, and the period of shrewd operations geared for bigger net returns is definitely here." Thus does Joseph Csida, editor of *Billboard* and onetime RCA executive, who usually knows the score with respect to that company better than most, size up recent shakeup that brought Frank H. White in as president to succeed Joseph H. McConnell, resigned (Vol. 9:1). White was chosen over 3 others considered (v.p.'s Pat Weaver, Ed Madden, Joe Heffernan) as "the most experienced and perhaps most coldly practical in all facets of the business," says Csida.

Gen. Sarnoff, as chairman of both RCA & NBC, "will more directly operate NBC," says *Variety*, while RCA president Frank Folsom "will similarly channel greater direct supervision over RCA Victor operations." *Variety* reveals McConnell's NBC salary was \$140,000 plus car and town apartment, says he quit not only for more money and stock consideration but also "his wife's desire to keep him more in one location rather than having the peripatetic duties of a constantly moving super salesman."

Henry B. Lockwood, 53, mgr. of WOR recording studios and a noted radio amateur, died Jan. 3.

ANTI-TRUST indictment against *Kansas City Star*, returned by Federal grand jury Jan. 6, accuses newspaper and its WDAF & WDAF-TV of violating Sherman Act in "dissemination of news and advertising in metropolitan Kansas City." Justice Dept. is filing suit against newspaper and its president Roy A. Roberts and treasurer Emil A. Sees to enjoin continuation of alleged violations and is requesting court, under Communications Act of 1934, to revoke station licenses.

Pressed by regime of outgoing Attorney General McGranery, charges drew immediate retort from Roberts, one of earliest Eisenhower supporters, implying political motives, published in big ads in Washington and New York newspapers. Political aspects were further emphasized in Senate speech Jan. 9 by Sen. Carlson (R-Kan.), who called suit a "vindictive" and "punitive" move by President Truman because of newspaper's anti-corruption campaign. Meanwhile, newspaper entered innocence pleas to all charges Jan. 9, got 60 days to file motions attacking the indictments.

Among accusations was allegation that "special discounts for advertising in defendants' newspapers have been offered to those who have advertised on defendants' radio station and that advertisers not using defendants' newspapers have been denied access to the *Star's* TV station." Regarding TV-radio properties, Roberts states:

"The Government seeks to have the *Star* divest itself of both its radio and television stations although Congress has repeatedly refused to pass legislation conferring such powers. The *Star* went on the air for the first time in 1922, among the first 5 radio stations in the United States, long before there was even a station in New York for instance. We pioneered in this field because we felt it was an opportunity to serve our community. We took a financial beating for years. We were one of the first 5 stations that constituted the original NBC network, being the westernmost outpost at the time. The Government on radio complains of a rate practice prevailing in years only 1933 to 1937, long since abandoned. Not until now—2 weeks before the end of the Truman Administration—has any governmental agency challenged our conduct of radio.

"The Government seeks to have the *Star* divest itself of its television station, WDAF-TV. The same opportunity was open to any other applicants to go into the television field when we did. The facts are losses then being suffered by television were so terrific, everyone hesitated to take the risk. The *Star* believed Kansas City was entitled to television service and chose to pioneer this new service as it had in radio, and expected to take terrific losses. Fortunately, it turned out the other way. Goodness knows, the outgoing Administration certainly wouldn't have given the *Star* any preference or favors on a license if there had been anybody else ready to take the risk."

"Operations Americana" will be title of new weekly coast-to-coast NBC-TV series of 30-min. locally-originated programs to show progress being made in various American cities. The joint project of NBC-TV and *Life Magazine*, which will invest \$100,000 and lend several researchers, shows originally were to be confined to owned-&-operated stations but have spread to affiliates, which are pro-rating production costs. City-by-city series, available for local sponsorship, will be presented each Wed. 10:30-11 p.m., beginning Jan. 14, when WNBK presents *Life in Cleveland*, followed by *Life in Washington* from WNBW.

TV-radio broadcasts of Congressional hearings would specifically be permitted under resolution (H.Res. 21) introduced by Rep. Patrick J. Hillings (R-Cal.); Chairman Velde (R-Ill.) already has announced he'll permit televising of some hearings of his House Un-American Activities Committee.

EDUCATIONAL TV advanced another step in New York State Jan. 6 following forceful presentation of board of regents plan for 10-station U of State of New York network in first of 3 hearings called by N. Y. State Temporary Commission on Educational TV (Vol. 9:1). At conclusion of Buffalo hearing, one Commission member, who declined use of his name, said he was favorably impressed with plan and believed that went for other members as well.

Hearing was marked by surprising accord as one witness after another implored Commission to urge speedy \$4,000,000 appropriation from legislature to put program into effect before June 2, when FCC may consider making unused reserved channels available to commercial applicants. Board of Regents this week received CP, its seventh, for uhf Channel 14 in Ithaca (see p. 3 & *TV Addenda 16-A* herewith; for other grants, see Vol. 8:44).

Answering charges that proposed network would compete with commercial stations, Dr. T. Raymond McConnell, Buffalo U chancellor, said: "WBEN-TV has cooperated generously and effectively with educational institutions in the presentation of educational programs. We propose to continue this collaboration and cooperation after the educational non-commercial station has been established." Cooperation of WBEN-TV was also cited by Dr. Benjamin C. Willis, Buffalo supt. of schools, and Dr. Harvey M. Rice, president, Buffalo State Teachers College.

Only opposition came from Charles A. Suchan, representing Tonawanda Business & Civic Assn., who said he favored educational TV but was opposed to spending tax money for it at present. Further opposition is expected at New York City hearing Jan. 14 and at Albany Jan. 21.

Other educational TV developments this week: (1) Massachusetts Gov. Herter urged legislature to grant \$100,000 for study of statewide educational TV network in advance of appropriations for other state functions. (2) Walter W. Finke, Minneapolis industrialist and civic leader, appointed chairman, Minnesota Committee on Educational TV. (3) North Carolina Gov. Umstead said in inaugural address Jan. 8 he would appoint educational TV commission shortly, probably to be headed by North Carolina U president Gordon Gray. (4) State educational meetings scheduled Jan. 12 in Richmond & Baton Rouge.

Independent AM station WMGM, New York, owned by Loew's Inc. and operating with 50 kw on 1050 kc, may be sold to its manager Bertram Lebhar Jr. for \$2,000,000, payable \$500,000 down and \$150,000 per year for next 10 years. Loew's, parent of big MGM, Hollywood producer, thus would sever last ties with radio ownership. Though it made several passes at TV acquisitions, notably of Los Angeles KLAC-TV, it has never been identified with TV operations. WMGM was formerly known as WHN, was managed for many years by ex-FCC secretary Herbert Petty, has reputation of being big earner. Trade stories of impending sale evidently were premature, and deal hasn't yet been closed, for Loew's issued statement Jan. 9 saying Lebhar has "indicated interest" in buying but no definite proposition is before board yet.

Preview of mass education via TV was afforded this week in Baltimore, where strike of janitors closed 107 public schools for 3 days. WAAM, WBAL-TV & WMAR-TV all donated free time to teachers selected by board of education to give regular classroom instruction to some 80,000 pupils, who reported to school each morning to get TV "program schedules" of their classes and turn in homework from previous day's telecasts. Limited number without access to set were invited to form studio audience. Experiment was pronounced success by supt. of schools William H. Lemmel.

Telecasting Notes: Heavy film buying by new-station grantees, many before they hit the air, is reported by the film syndicators, with result that starting stations generally can operate full evening hours even if they're non-interconnected. Most will go on full-day schedules much earlier than their predecessors could . . . Timebuying on new stations is reported good generally—with national reps doing thriving business. Murray Carpenter's new WABI-TV, Bangor, Me. (Ch. 5), due on air Jan. 31, is case in point; first post-freeze outlet in New England, it's getting plenty of advance billings from Boston as well as from TV distributors-dealers and other local sponsors . . . Republic's determination to market its old films to TV, despite protests from exhibitors, again demonstrated this week by third deal involving big block of feature pictures—this time 156 sold to KRON-TV, San Francisco, following sale of 119 to KTTV & KTLA, Los Angeles (Vol. 9:1) and 104 to WCBS-TV, New York (Vol. 8:51-52) . . . Tempest over George S. Kaufman's allegedly irreverent remark about overdoing *Silent Night* on TV-radio (Vol. 9:1) during holiday season abated quickly—and CBS, showing unusual spunk for ever-fearful networks, is letting him resume his place on *This Is Show Business* panel as of Jan. 24, when it moves to Sat. 9-9:30; Lucky Strike is dropping Sun. 7:30-8 sponsorship. CBS said letters supporting Kaufman exceeded those criticizing him . . . Blame for Kaufman incident is placed on sponsor in Jan. 7 editorial in *Washington Post*, partner with CBS in ownership of WTOP-TV, which says "sponsor ordered that Mr. Kaufman be cast into the outer darkness" and states CBS "severed" sponsor's contract. "Sponsor control of program content

has been the blight of radio," newspaper asserts. "If TV is to be spared this blight, the broadcasters will have to regain an authority over programs which they never should have relinquished" . . . Coronation films may be shown on U. S. networks as early as 7:30 p.m. Coronation Day, June 2, as result of trans-Atlantic air race between ABC, CBS & NBC, each of which has chartered special plane in effort to be first with the films; DuMont's plans incomplete, but spokesmen said it would be in the race, too . . . Pooled networks will carry both sections of Inaugural Ball from Washington on sustaining basis night of Jan. 20; committee insisted telecasts not be sponsored, but before-&-after plugs will give just about same impact . . . Toronto's CBLT has reduced base hourly rate from \$1600 to \$750, 1-min. from \$320 to \$225, 20-sec. from \$240 to \$150, 8-sec. from \$120 to \$75; Montreal's CBFT has reduced hour from \$750 to \$375, 1-min. from \$150 to \$100, 20-sec. from \$112.50 to \$75, 8-sec. from \$56.25 to \$37.50. Both CBC stations are now affiliated with all U. S. networks . . . First U. S. commercial show going to CBC stations, via kines pending completion of microwave relays, is *Studio One*, sponsored by Canadian Westinghouse, at same Mon. 10-11 p.m. time as on CBS-TV . . . Promoting uhf, new WKNX-TV, Saginaw, Mich. (Ch. 57), due on air in March, will run closed circuits at local TV Exposition Jan. 13-16, will give door prizes of receivers and antennas . . . Required reading for commercial staffs: "How to get the most out of farm radio and TV" in Dec. 29 *Sponsor Magazine*—comprehensive survey with case examples . . . First birthday of NBC-TV's *Today*, 7-9 a.m. weekday show, is Jan. 14—and it's carried in 40 cities.

"One of the greatest surprises of 1952," writes James J. Nagle, *New York Times* business expert, "was the almost negligible effect of TV as an advertising medium on the revenues and circulations of printed media. All such types of media showed gains [and] a number of new publications even entered the field. Network radio showed a decline, but spot and local radio held their volume. The answer seemed to lie in the fact that TV sponsors were using mostly new money, rather than cutting into their budgets for other media. Whether this trend will continue this year when 75 new stations are expected to be built is problematical. The high cost of programs remains TV's biggest headache." Magazine Advertising Bureau also observes that network TV budgets are largely "extra money" and notes rising number of dropouts among TV advertisers. MAB estimates advertising revenues of magazines at \$550,000,000 in 1952 vs. \$511,000,000 in 1951.

Thirty top agencies in TV-radio billings aggregated \$448,900,000, of which \$266,000,000 went to TV, \$182,900,000 to radio, according to *Broadcasting Magazine* survey published Jan. 5. Details on each agency, including accounts and TV-radio's percentum of each agency's overall billings (ranging up to 60%) are published. Top 10 (in millions): BBDO, \$26.5 TV & \$13.5 radio; Young & Rubicam, \$24 & \$12; Benton & Bowles, \$19.5 & \$10.5; Biow, \$19.5 & \$10.5; Wm. Esty, \$18 & \$10; J. Walter Thompson, \$13.5 & \$13.5; Dancer-Fitzgerald-Sample, \$8.5 & \$17.5; McCann-Erickson, \$16.3 & \$8.7; Foote, Cone & Belding, \$10 & \$10; Leo Burnett, \$9 & \$9.

Both CBS & NBC will show radio billings, not yet released, considerably lower for 1952 than for 1951. But both ABC & MBS are up, latter claiming best gain in radio. MBS reports 1952 radio time sales totaled \$21,004,976, up 17% from \$17,900,958 in 1951. ABC has reported 1952 radio billings of \$34,391,316 vs. \$33,242,181 in 1951.

Joyce O'Hara, 59, executive v.p. of Motion Picture Assn. of America, long associated with its president Eric Johnston, died of heart attack in his New York hotel Jan. 9.

Network Accounts: Ford Motor Co. will sponsor one-shot 2-hour show June 15 simultaneously on NBC-TV and CBS-TV to mark 50th anniversary. Program will be recorded and adapted for radio, but format and other details aren't definite yet . . . Amana Refrigeration Inc. (home freezers) buys 4:15-4:30 segment of *Kate Smith Show* on NBV-TV, starting Feb. 19, Thu. 4-5 p.m., thru Maury, Lee & Marshall . . . General Electric will substitute filmed drama series on CBS-TV, starting Feb. 1, during 8-week transcontinental tour of *Fred Waring Show*, Sun. 9-9:30 p.m., but latter will originate 2 live programs from Los Angeles and Kansas City while on tour . . . General Foods Corp. (Maxwell House Coffee & Gaines Dog Food) buys *Red Buttons Show* to replace *Life with Luigi* on CBS-TV, starting Jan. 5, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Eastco Inc. (Clearasil) buys one-shot 5-min. segment Jan. 19 of *There's One in Every Family* on CBS-TV, Mon.-Sat. 11-11:30 a.m., thru Ruthrauff & Ryan . . . Jay Jackson as of Jan. 2 became m.c. of *Twenty Questions*, sponsored by Curads & Clorets on DuMont, Fri. 10-10:30 p.m., replacing Bill Slater . . . Sweets Co. of America Inc. (Tootsie Rolls) expands *Tootsie Hippodrome* from 15-min. to half-hour, starting Feb. 1, on ABC-TV, Sun. noon-12:30 p.m.; agency is Moselle & Eisen . . . Early morning news show *Today* on NBC-TV, weekdays 7-9 a.m., enters its second year Jan. 14 with these new sponsors added this week: Kleenex, thru Foote, Cone & Belding; Buick, thru Kudner; C. H. Masland & Sons (rugs & carpets), thru Anderson & Cairns; Willys-Overland, thru Canady, Ewell & Thurber; International Silver Co., thru Young & Rubicam; Avco (Bendix Home Appliances Div.), thru Earle Ludgin; Anson Inc. (jewelry), thru Grey Adv.; Jerclaydon Inc. (Glamorene rug cleaner), thru Ruthrauff & Ryan.

NARTB membership drive, aimed at raising membership 28% over present 107 TV stations, 1033 AM, 368 FM, 4 TV and 2 radio networks, started Jan. 5 and will run until Feb. 28, through committees in 17 district under supervision of station relations director Wm. T. Stubblefield.

SHIPMENTS of transmitters provide fairly reliable guides to possibility of getting on air—and this week we can recapitulate what several more major manufacturers have reported as they step up production tempo.

Taking uhf first, RCA shipped its seventh 1-kw transmitter Jan. 8 to WJTV, Jackson, Miss. (Ch. 25) and indicated next will go, probably next week, to WAFB-TV, Baton Rouge (Ch. 28) and WROV-TV, Roanoke (Ch. 27). Beyond that it won't make any commitments yet, except to stick by prediction of 7 or 8 per month output shortly.

GE ships second 100-watt job to WEEK-TV, Peoria (Ch. 43), on Jan. 13, to be followed by 12-kw amplifier in April. Then follows 12-kw to WHUM-TV, Reading (Ch. 61) about Jan. 15-20, first of that power. After that, GE will ship second 12-kw to WWLP, Springfield, Mass. (Ch. 61), Feb. 17. Rest of schedule calls for:

WHYN-TV, Holyoke, Mass. (Ch. 55), 100-watt early in February, followed by 12-kw amplifier March 6; WGBI-cated next will go, probably next week, to WAFB-TV, Reading (Ch. 33), 100-watt in mid-March, followed by 12-kw end of May; WPAG-TV, Ann Arbor, Mich. (Ch. 20), 100-watt mid-February, followed by 1-kw in mid-summer; KBMT, Beaumont, Tex. (Ch. 31), 100-watt in mid-February, 12-kw later; WOSH-TV, Oshkosh, Wis. (Ch. 48), 100-watt in April; WILK-TV, Wilkes-Barre, Pa. (Ch. 34), 12-kw end of April; WTVS, Gadsden, Ala. (Ch. 21), 100-watt in April; KPIK, Los Angeles (Ch. 22), 12-kw in May.

Already delivered by RCA are these vhf transmitters soon to go into operation: KXLY-TV, Spokane (Ch. 4); WALA-TV, Mobile, (Ch. 10); WABI-TV, Bangor, Me. (Ch. 5); KELO-TV, Sioux Falls, S. D. (Ch. 11). About to be delivered are KFDX-TV, Wichita Falls (Ch. 3) and KVOA-TV, Tucson (Ch. 4).

GE's vhf deliveries include KFDA-TV, Amarillo, Tex. (Ch. 10), shipped Dec. 29; WFBG-TV, Altoona, Pa. (Ch. 10), shipped Jan. 6; KVTV, Sioux City, Ia. (Ch. 9), due Jan. 16; KTNT-TV, Tacoma (Ch. 11), due Jan. 26; KGUL, Galveston (Ch. 11), due Feb. 13.

Latest DuMont and Federal shipments were reported on p. 7, Vol 8:52.

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In our continuing survey of upcoming new stations, this week's crop of reports include only 3 vhf—besides those reported on p. 3. KELO-TV, Sioux Falls, S. D. (Ch. 11), said it won't make previously promised Feb. 1 date, but won't be long thereafter, announced appointment of O. L. Taylor as national sales representative.

KNOE-TV, Monroe, La. (Ch. 8), will order equipment next week, reports ex-Lt. Gov. James A. Noe, owner. Construction begins Jan. 10, and target is April 1. H-R Representatives Inc. will be national rep.

KUHT, Houston (Ch. 8), U. of Houston's non-commercial educational outlet, has its Federal equipment, now has target date of April 20, may test on or before April 1. Houston Independent School District, originally co-grantee, will use and defray costs of allotted time for local public school telecasts.

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Among the uhf grantees, long-delayed WHUM-TV, Reading, Pa. (Ch. 61), first due to get 12-kw GE transmitter in about 2 weeks, with its 1000-ft. tower up, now reports: "Now that the waveguide problem is solved, the transmitter and antenna which have been under test at GE plant in Syracuse will be shipped to the WHUM-TV transmitter site in the very near future." Waveguide's installation will require about 7 days. Station ought to get on air by Feb. 1.

Both Pittsburgh uhf grantees now indicate mid-summer as their target dates—WENS (Ch. 16) reporting it expects to be ready in July or August, WTVQ (Ch. 47) having previously said August. WENS is the Donovan

Faust-Larry Israel (ex-WDTV) group; WTVQ the Ronald Woodyard group.

WTVU, Scranton, Pa. (Ch. 73), expects to have GE transmitter in operation by March 1, has appointed Donald Cooke Inc. as national rep.

WNLC-TV, New London, Conn. (Ch. 26), reports equipment will be ordered within next 2 weeks, construction plans completed within 6 weeks, target July. No national sales rep has yet been selected.

KHTV, Baton Rouge, La. (Ch. 40), hopes for late fall starting date, according to John E. English, partner, who is an attorney in Erie, Pa. and also has interest in TV application for Erie.

KAFY-TV, Bakersfield, Cal. (Ch. 29), begins construction next week of new home for TV plant, hopes to get on air by latter March or early April, reports manager Naum Healy. Forjoe & Co. will be national sales rep.

KTVW, Wichita Falls, Tex. (Ch. 22), using RCA equipment throughout, now has May target, reports W. Erle White, president, White's Auto Stores, grantee. Call letters (changed from requested KWTW) were issued by FCC this week. Paul N. Goode is acting mgr., William D. Buford development engineer.

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WITV, Ft. Lauderdale, Fla. (Ch. 17), one of earliest grantees (July 30, 1952), has ordered DuMont 5-kw transmitter, is negotiating for higher tower than the 548-ft. granted by FCC and so hasn't fixed starting time yet. This week, it was announced that Comdr. Mortimer W. Loewi, asst. to Allen B. DuMont, has bought 25% interest in WITV as an investment, in partnership with L. C. Judd, local realtor; George W. English, chairman of local First National Bank; E. J. Richardson, builder. Comdr. Loewi and son Bob recently acquired 10-acre tract in Hallandale, between Miami and Ft. Lauderdale, for restaurant and cottage resort named "Out of This World" which opened Jan. 3.

WTVO, Rockford, Ill. (Ch. 39), being built by the brothers Elmer & Harry Balaban, of the noted Chicago theatre family, in partnership with the Dubinsky theatre family of Rockford, completes new transmitter house on Meridian Rd., 2 mi. west of city, on Jan. 16, begins erection of 650-ft. Ideco tower in February, gets its RCA transmitter Feb. 1, is contemplating interim antenna so as to start operating in February, even before big tower is up, reports president Harry Balaban. It will be in full operation by March, he stated. Weed & Co. will be national rep.

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First 100-watt uhf transmitter in use—and GE's first uhf transmitter—is producing good results for WKAB-TV, Mobile (Channel 48), judging from early reports. Although station still is using temporary transmission line and GE hasn't yet begun field tests, there have been reports of good reception on built-in antennas in city and satisfactory signals as far as 40 miles or more from transmitter. Station went on air Dec. 29 (Vol. 9:1), is scheduled to go to high power in spring with 12-kw amplifier.

To avert shortage of TV receiving and auto radio antennas, NPA this week removed the 2 products from its list of civilian type items. Electronics Div. director Richards W. Cotton said this action should pave way for larger rations of aluminum to antenna makers, since their materials allotments are no longer tied to the amount they used during base period (last half 1949 or first half 1950).

In Battle Creek call letter fight, WBCK-TV is protesting to FCC the assignment of WBKZ-TV to Booth Radio & Television which has no AM there. WBCK-TV claims confusion over call letters "will create a situation at variance with the principles of fair competition."

CHICAGO MARTS SHOW TV TREND IS UP: Look for moderate price increases, concentration on 21-in. production and sales -- and, above all, a banner business year ahead which might see as many as 7,500,000 TV receivers sold.

Those were the major conclusions we gathered from close observation of the bustling winter furniture marts in Chicago this week, traditional time for TV manufacturers to show new wares along with those of other makers of household goods.

No alternative to another wave of price boosts, slightly higher than those of last fall, was frankly foreseen by Dan D. Halpin, DuMont gen. sales mgr., so long as production and labor costs continue to mount. Sales executives of other firms were quick to echo Halpin's prognosis, but none wanted to be quoted and none seemed willing to be the first to make a major price break. Caution reigned at first marts since OPS lifted price ceilings on TV-radio receivers (Vol. 8:35).

Relatively few brand-new lines were shown, most set makers preferring merely to "sweeten" last summer's lines with a few new models. Many are rendering lip service, at least, to the one-line-a-year policy which seems to be gaining foothold.

[For detailed reports on new models & prices, see Topics & Trends, p. 10.]

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There was plenty of activity in the TV booths, but all motion wasn't selling by any means. Actual buying was at minimum most places, since order-taking usually comes at company conventions and in hotel suites. As usual, sales officials spent considerable time in booths of competitors -- checking prices, styling, etc.

But optimism prevailed, no matter where you went -- and everybody joined in the industry's perennial guessing game about how many sets would be made and sold in 1953. Most optimistic was Hallicrafters Wm. J. Halligan, forecasting 7,500,000. In public statements, Motorola's Bob Galvin and Westinghouse's Tod Sloan said 6,500,000 to 7,000,000; GE's W.R.G. Baker, 6,500,000 to possibly "equal to 1950's" 7,325,000; Philco's Wm. Balderston, 6,500,000; Dr. Allen B. DuMont, 6,000,000-6,500,000; RCA's Joe Elliott, 6,250,000; Andrea's Frank A.D. Andrea, 6,000,000; International Resistance Co.'s Harry A. Ehle, at least 6,000,000.

At Philco's Boca Raton convention, President Balderston said his company's doubled plant capacity gives it "an opportunity to sell more than 1,000,000 TV sets in 1953." DuMont's Halpin spoke of 300% increase in TV volume first half 1953 over same period 1952. CBS-Columbia announced \$8,000,000 worth of orders on books for first 3 months. So it went everywhere, with a common refrain among jubilant manufacturers that they were "out of inventory."

Only some unforeseen contingency, such as worsening of Korean situation or more hullabaloo over color, could upset their calculations, they said.

That 1953 will be year of the 21-in. -- almost to exclusion of other sizes, save 17-in. for price and 27-in. for exploitation -- also seems evident from reports of the tubemakers and opinion of the sales folk. Latter are convinced 21-in. is the ideal size for those buying first sets as well as for replacements. Heyday of 21-in. could well extend through 1954, despite hopes for 24-in. (Vol. 8:49).

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Statistical year ended Jan. 2 with 6,092,128 TVs and 9,558,011 radios produced, according to preliminary RTMA figures. TV factory inventories as of Jan. 2 were put at 104,809, radio inventories 190,269 -- both quite low. Radio output for year: 3,721,712 home sets, 1,448,213 portables, 1,754,309 clock, 2,635,277 auto.

Figures are subject to adjustments, and final official counts will shortly be made known by RTMA. For the record, it showed 90,608 TVs (5153 private label) produced week ended Dec. 26, and 93,009 (4750 private) week ended Jan. 2.

Topics & Trends of TV Trade: Some new models, refinements of old models, some restyling of furniture — rather than full new lines—dominated TV offerings at Chicago's Furniture and Merchandise Marts this week. As we looked over the 1953 lines, as exhibited at the marts and in hotel suites, the conclusion was inescapable that "new lines" was a misnomer for all but a few companies. Practically none had full complements of new models, replacing old; if anything really was new, it was the provision for converting to uhf (see story, p. 2).

Nearest to full new lines seemed to be those of RCA and Philco, as already reported (Vol. 8:50-51 & 9:1), and even these had quite a few carryovers. Also, this week, Hallicrafters, Bendix and Stewart-Warner claimed brand new lines rather than merely a few new models.

Admiral seized occasion in Chicago shows to point with pride, in page ad in Jan. 7 *Retailing Daily*, to its one-line-per-year policy, advocated so strongly last year by NARDA. It invited comparisons of "so-called 'new' TV lines" with its 13 basic models introduced last August (Vol. 8:33). Admiral convention in Chicago's Conrad Hilton Hotel, Jan. 22-24, will be devoted mainly to white goods, will add only one 21-in. mahogany table model, tentatively priced at \$230.

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Hallicrafters' new line: Tables—17-in. brown leatherette \$200 & \$250; 20-in. mahogany & blonde plastic \$250 & \$310, brown \$300. Consoles—21-in. open-face mahogany \$330 & \$390, blonde \$350 & \$410, full-door mahogany \$400 & \$460; 27-in. open-face mahogany \$595, blonde \$625.

Bendix's new line: Tables—17-in. mahogany \$200 & \$250; 21-in. mahogany \$260 & \$300, blonde \$310. Consoles—17-in. mahogany \$280; 21-in. open-face mahogany \$290 & \$380, blonde \$390, half-door mahogany \$420, blonde \$440, full-door mahogany \$450, blonde \$470; 27-in. full-door mahogany & blonde \$750. Combinations—21-in. mahogany & blonde \$595.

Stewart-Warner's new line: 21-in. tables—leatherette \$200 & \$230, mahogany \$280 & \$350, blonde \$300 & \$370; 21-in. open-face consoles—mahogany \$330, \$370, \$390 & \$420, blonde \$390 & \$440; 27-in. open-face mahogany console \$500.

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Capehart-Farnsworth's 4 new models: 21-in. mahogany table \$270, blonde \$280; 21-in. half-door mahogany console \$430, full-door French provincial \$475; 27-in. full-door mahogany console \$700.

CBS-Columbia's 5 new models: Tables, 17-in. mahogany & ebony \$190, 21-in. \$220; consoles, 21-in. half-door mahogany \$400, full-door \$460; 27-in. open-face mahogany \$680.

Crosley's new model: 21-in. full-door mahogany console \$390, blonde \$400.

Magnavox's 2 new models: 21-in. full-door mahogany console \$435, French provincial \$445; half-door mahogany, oak & walnut \$495 & \$575.

Majestic's 3 new models: 21-in. open-face mahogany console \$320, limed oak \$330; full-door mahogany \$370, limed oak \$390, silver-fox \$400; mahogany combination \$520, limed oak \$530.

Motorola's 3 new models: 17-in. mahogany table \$230; 21-in. mahogany table \$280; 21-in. open-face mahogany console \$300 & \$320, blonde \$320.

National Electronics Mfg. Co. (Natalie Kalmus): 21-in. open-face mahogany console \$360, limed oak \$370, full-door limed oak combination \$700.

Raytheon's new model: 17-in. black leatherette table \$200, brown & maroon \$220.

Olympic's 7 new models: 17-in. mahogany table \$200, 21-in. \$250; 17-in. open-face mahogany console \$250 & \$300, ¾ doors \$350, full-door \$370; 17-in. full-door mahogany combination \$400, 21-in. \$460.

Pathe's 3 new models: 21-in. mahogany table \$280; open-face mahogany console \$350; full-door mahogany & blonde \$400.

Sentinel's 3 new models: 17-in. mahogany table \$230, 21-in. \$270; 21-in. open-face mahogany console \$340, blonde \$350.

Sparton's 3 new models: 21-in. mahogany table \$390, blonde \$400; 21-in. open-face mahogany console \$440, blonde \$450; full-door mahogany console \$460.

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Serious shortage of picture tubes in 1953 was forecast this week by L. S. Thees, gen. sales mgr., RCA tube dept. Anticipated manufacture of 6,250,000 new TV sets plus renewal demand for 3,750,000 CR tubes will place severe strain on production facilities, he said. "The shortage will be even more serious," he added, "unless the usual practice of curtailing production during the summer months is abandoned in favor of a steady, full-production load, scheduled on a 12-month basis." He predicted that after midyear, demand will surge far beyond tube industry's ability to produce. He estimated more than 70% of 1953's TV sets will use tubes 20-in. or larger. "Aside from the fact that the production cycle is longer for these large tubes," he stated, "the industry's existing manufacturing facilities are not yet geared to produce these types in quantities required to meet the demand."

Distributor Notes: Admiral appoints Robert I. Howard v.p. & gen. mgr. of its N. Y. distributor; Don Jacobs gen. sales mgr.; Gay B. New operations mgr.; Jack Somber TV-radio supervisor . . . DuMont names Midwest-Timmerman Co., Des Moines . . . CBS-Columbia appoints Certified Supply Co., Middletown, N. Y. . . Emerson distributor, Emerson-Long Island Inc., announces resignation of Richard B. Dreazen as sales mgr. . . Raytheon appoints Contractors Heating & Supply Co., Denver . . . Motorola distributor, Motorola-New York Inc., names Milt Allenson adv. & sales promotion mgr.

Shortage of TV servicemen is growing more acute daily as new stations go on air, says Frank J. Moch, president, National Alliance of Television & Electronic Service Assns. Industry's 55,000 qualified servicemen, he warns, are nearly 25,000 short of national demand. He is urging Veterans Administration to establish training courses to build up adequate labor pool.

New vhf-uhf antenna is being offered by RCA Service Co., including mast and new low-loss transmission line, for \$24.95, installed. Uhf-only antennas range from bow tie at \$29.95 installed to corner reflector at \$42.50; vhf-uhf indoor antenna is \$7.95.

Granco Products Inc. is new company organized to manufacture and distribute uhf converters and uhf measuring instruments, with offices and 10,000-sq. ft. plant at 36-17 20th Ave., Long Island City, N. Y.

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RCA plans factory in Spain to produce phonographs, records and eventually TV sets, arrangements having been completed this week with Gabriel Soria, president of Industria Electronica S.A., whereby RCA will put up half of \$500,000 for 322,000-sq. ft. Madrid plant to be completed by mid-1953.

Philco is building new \$4,000,000 plant at Connersville, Ind., to increase refrigerator capacity by 50%, double home freezer output; it will have 340,000-sq. ft., will employ 3000 at capacity.

Trade Personals: Dempster McIntosh, since 1943 president of Philco International, has resigned to open own export office at 149 Broadway, New York; he continues with Philco as consultant. Successor will be Sydney Capell, v.p. & general manager of Philco's Canadian operations for last 17 years . . . Donald S. Parris named acting director, NPA Electronics Div., effective Jan. 10, succeeding Richards W. Cotton, who returns to post of asst. to Philco president Wm. Balderston but retains chairmanship of NPA Electronics Production Board . . . W. W. Watts Jr., RCA engineering products v.p., sails with Mrs. Watts Jan. 23 on *Queen Mary* for 6 weeks' business trip in Europe . . . Gerald W. Davis, ex-Bureau of Standards and Raytheon, leaves NPA Electronics Div. Jan. 15 to join Signal Corps engineering & technical div., Washington, as electronics engineer . . . Robert E. Cassatt, onetime sales promotion mgr., GE receiver div., recently Fedders-Quigan adv. mgr., named sales mgr. of Fedders refrigeration appliances div., succeeding Frank Mitchell, resigned . . . Robert L. Anderson, ex-ABC central div. research mgr., named mgr. of Admiral's newly formed market & research dept.; Joseph R. Gransee named asst. to adv. director Seymour Mintz . . . Bernard Hecht, Little Silver, N. J., ex-RCA and International Resistance, has become management consultant specializing in quality control . . . Frank Loring, ex-Hallicrafters mgr. of distributor relations, named DuMont north central regional mgr., Chicago . . . Howard C. Handweg, ex-Motorola auto radio merchandising mgr., named asst. gen. sales mgr., Ampro Corp. . . . E. G. Denham resigns as Capehart-Farnsworth Washington sales mgr., replaced by James D. Walker, ex-New York sales mgr. . . . Roger F. Long promoted to sales mgr., GE equipment tube sales, central region, Chicago . . . R. Edwin Gray, Dallas district mgr. for Stromberg-Carlson, placed in charge of new sales office for sound div., serving 8 southern states . . . Leonard A. Rooney named Raytheon communication equipment sales mgr. . . Eugene C. White appointed to new position of industrial specialist, GE tube dept. . . . Fred Favor resigns as DuMont asst. sales promotion mgr. . . . Fred A. Mann resigns as sales mgr. National Electronics Mfg. Co. (Natalie Kalmus TV) . . . Wm. Tozer named national service mgr., Martin Hodsoll field service mgr., Canadian Admiral . . . J. Kneeland Nunan elected sales v.p., Consolidated Engineering Corp., Pasadena, and executive v.p. of its subsidiary CEC Instruments Inc. . . . Wm. Marsh designated as RCA Service Co. district representative for leases of Teleprompter in N. Y., headquartering at 155 E. 24th St. . . . Blair Foulds, commercial engineering director, promoted to v.p. of General Precision Lab.

Another peak-level year is foreseen for the electrical manufacturing industry, matching or exceeding its \$12 billion volume of 1951 & 1952, according to year-end report by W. J. Donald, managing director, and A. J. Nesti, chief statistician, of the National Electrical Manufacturers Assn. Devoted largely to heavy duty apparatus, report shows electrical appliances, which dropped from factory value of \$4 billion in 1950 to \$3.3 billion in 1951 and \$3 billion in 1952, are expected to rise to \$3.5 billion in 1953.

Picture tube phosphors have become \$3,000,000-a-year enterprise in past 6 years as TV screen sizes grow larger, reports Dec. 27 *Chemical Week*. Article reports that TV industry uses 15-20,000 pounds of phosphors per month at \$15 a pound, that requirements of color are likely to bring even further expansion.

Columbia Records Inc. has purchased Eaton O'Neill Co. plant in Terre Haute, Ind., will occupy it next summer for record manufacturing.

TV-radio-appliances comprised 25% of Western Auto Supply Co.'s 1952 sales volume of \$170,000,000.

ALL-OUT ATTACK on spurious radiation problem (Vol. 9:1) was launched when all-industry meeting, called by RTMA in New York's Biltmore Hotel Jan. 9, heard this statement by Dr. W. R. G. Baker, director of engineering dept.:

"Manufacturing costs may be increased as spurious radiation is reduced, but this industry has a job to do and we will do it to the best of our ability."

These three "Task Committees," with their chairmen, were formed: Receivers, J. A. Chittick, RCA; transmitters, J. E. Keister, GE; coordination, Donald G. Fink, Philco. Job of first two is to develop necessary technical data and to set timetables for reducing radiation. Third is to coordinate work of the other two with JTAC, IRE and FCC, and disseminate information.

Steady progress in reducing spurious radiations was reported by chairmen of various RTMA committees, but Dr. Baker stated that "a complete solution to the problems has not yet been achieved."

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Hearing aid manufacturers have been quick to capitalize on commercial production of transistors, announced by Raytheon early last month (Vol. 8:49). Hard on heels of last week's disclosure that Sonotone is now selling hearing aid with one transistor and 2 tubes (Vol. 9:1) comes announcement of completely transistorized hearing aid by Maico Co. It uses 3 transistors, no tubes, substitutes tiny 25-30¢ "energy capsule" (life, 75 hours) for both "A" and "B" batteries. Maico president Leland A. Watson estimates efficiency of hearing aid has been boosted 100 times by transistors, complete unit weighing 2½ oz. He said Maico will be able to turn out "several thousand hearing aids monthly within 6 months." It's as yet unpriced, but will cost "well above \$200," says Mr. Watson.

Admiral revealed existence of own research laboratory at Palo Alto, Cal., near Stanford U. in cryptic announcement this week, said it has "more than 20 engineers working on various phases of color TV and other electronics developments." Director is Robert M. Jones, ex-Admiral chief engineer. On further inquiry, Admiral says nothing more, except that lab has been in secret operation over 2 years with Jones in charge. Also this week Arvin reported it has color TV generator in operation at Columbus, Ind. plant, testing color receivers, one having 49 tubes.

IRE board appointed, at Jan. 7 meeting, these 1953 officers and directors: Haraden Pratt, telecommunications advisor to the President, reappointed secretary (10th year); W. R. G. Baker, GE v.p., treasurer (3rd year); Alfred N. Goldsmith, consulting engineer, editor, post he has held since founding of IRE in 1912; directors, Ralph D. Bennett, U. S. Naval Ordnance Lab; Wm. R. Hewlett, Hewlett-Packard Co.; Arthur V. Loughren, Hazeltine.

Furniture industry, which is closely allied with TV-radio, will probably show record sales volume of about \$3.4 billion for 1952, as against \$3.35 billion in 1951, said Gen. Lawrence H. Whiting, president of American Furniture Mart. He reports retail stores ran about 5% ahead in annual sales volume in 1952 (spurred to 10% in December) and that wholesalers ran even with 1952.

Motorola Communications & Electronics Inc. is name of new wholly owned subsidiary formed to distribute products made by Motorola's communications & electronics div. No changes in present field sales personnel are contemplated, said president Paul Galvin.

Cinema Engineering Co., Burbank, Cal. manufacturer of electronics and motion picture equipment, has broken ground for new 18,000-sq. ft. plant at 1100 Chestnut St.

Philco radios and refrigerators now being made in new 20,000-sq. ft. plant of Amron Ltd., Hcrzlia, Israel; first run is 500 radios per month, to be increased to 1500.

COLLEGE FOOTBALL TV "controls" in 1953 were approved, as expected, by National Collegiate Athletic Assn. at Washington convention this week by 172-13 vote—but determined opposition by U of Pennsylvania, Notre Dame and DuMont Network may force slight modifications from 1952's strict limitations.

NCAA's TV committee didn't make detailed recommendations for convention adoption. Instead, it advised that new committee be established for 1953 to hold hearings and devise football TV program. But it's almost assured that next fall's program will follow closely along lines of last fall's—one network game per week and no team appearing more than once on TV. Only modification may be provision for some regional football telecasts to supplement network "game-of-the-week."

Convention didn't even consider U of Pennsylvania's proposal that each college be permitted to make its own TV arrangements and contribute one-third of TV receipts to fund for aid to colleges considered "hurt" by telecasts (Vol. 8:46).

Most delegates placidly accepted TV committee recommendations, but possibility of private or govt. anti-trust action against NCAA still exists. TV committee chairman Robert Hall of Yale advised membership to watch results of govt.'s anti-trust suit against National Professional Football League, and DuMont Network gen. mgr. Chris J. Witting released statement that "court action may be a product of persistence in thwarting the public interest."

Subscription TV was aired briefly before delegates, who heard Telemeter's Paul McNamara, Skiatron's James Landis and Phonevision's Ted Leitzell describe each system. TV committee's report noted that subscription TV "will be of vast importance in the future."

More accurate technical rules are sought by FCC in proposed rule-making covering TV stations issued this week as Doc. 10370 (Notice 53-14) and Doc. 10369 (Notice 53-13). First ties down method of determining height above average terrain, specifying that the 8 radials must start with true north and describing how radials over bodies of water or foreign territory are to be treated. Second proposal seeks to get more consistency into conversion of powers from "dbk" to kilowatts and would make mandatory a special showing on coverage for unusual terrain conditions. Several other changes, mostly minor, are included. Also issued was a final "blue pencil" order making minor editorial changes in definitions, etc. Various AM and FM changes are included in week's proposals. Comments on proposed changes will be accepted until Feb. 9. Copies of documents may be obtained from Commission, or we'll get them for you.

Located 359 miles from Ft. Worth, 392 from El Paso, Lubbock's KDUB-TV (Ch. 13), which went on air Nov. 13, boasted 12,252 sets-in-use within 60-mi. service range (pop. 317,700) as of Jan. 1, according to new survey. Before station got on air, local dealers had sold 3500 sets; they're now selling 1000 per week, survey shows. NBC-TV Research "census," showing low Dec. 1 figure (Vol. 9:1), apparently was due to failure of San Antonio, Amarillo and other major distributors, non-local, to report movement of sets into Lubbock.

Power increases for 5 New York stations were granted this week by FCC which also granted boosts to 6 others (see *TV Addenda 16-A* herewith). The New York stations are WJZ-TV, WCBS-TV, WNBT, WPIX, WOR-TV—and WOR-TV hiked to 88 kw immediately, using amplifier it has been testing. WABD and WATV haven't yet requested increases. From San Francisco, KPIX reports it expects to achieve 100 kw with new GE 35-kw amplifier "within the next few weeks."

Peoria's WMBD Inc., if proposed new ownership that includes mgr. Charles C. Caley and WKZO-TV operator John E. Fetzer is approved by FCC, will supersede TV application of Peoria Broadcasting Co., present WMBD licensee, for Channel No. 8. This is most noteworthy of week's 8 TV applications, because WMBD once held CP for vhf Channel 8 but gave it up. Of week's applications, 6 are for vhf, 2 for uhf, bringing total pending at 747 (280 uhf). Other vhf applications came from St. Louis, No. 11, by Koplars family, hotel owners; Hattiesburg, Miss., No. 9, by group headed by Dorsey Newman, Birmingham; Salt Lake City, No. 2, by Salt Lake Tribune Publishing Co. (KALL); Salt Lake City, No. 2, by Frank Carman & Grant Wrathall; Ogden, Utah, No. 9, by KVOG. Uhf applications were for Miami, No. 33, by Sherwood Gordon, local businessman, et al.; Corona, Cal., Ch. 52, by KOWL (Arthur Croghan). [For further details about these applications, see *TV Addenda 16-A* herewith; for complete listing of all post-freeze applications, grants, etc., see *TV Factbook No. 16*, due off presses Jan. 19.]

Honolulu TV station KONA (Radio Honolulu Ltd.), which went on air Dec. 17, 1952 as 11th post-freeze station, is offering for public sale 30,000 shares of Class "A" non-voting common stock at \$10 par, through A. H. Rice & Co. Ltd., 227 S. King St., Honolulu. Purpose of issue, as explained in prospectus dated Jan. 2, is "to pay for construction costs, purchase of equipment, engineering fees, and to provide working capital." Prospectus lists station's capitalization at \$422,820, including the \$300,000 from sale of current offering. Total assets are listed as \$672,918, liabilities \$219,615. Company expects to show net operating income of \$39,500 before taxes after first full year of operations, on basis of anticipated \$315,000 in time sales and expenses and depreciation totaling \$260,000. Present plant represents investment of \$77,420 in cash, about \$350,000 in credit, says prospectus. President is Walter H. Dillingham, real estate broker.

FCC seeks \$8,000,000 for fiscal 1954, or \$1,591,540 more than was appropriated for it last year, in budget sent to Congress this week by President Truman. Figures don't mean much, of course, since President Eisenhower will compile his own budget, possibly by April. The increase, budget says, is to handle workload of processing TV applications and to strengthen radio-monitoring and enforcement activities. Last year, Commission received extra \$300,000 for TV processing, largely through efforts of Sen. Johnson (D-Colo.), chairman of Interstate & Foreign Commerce Committee. Commission's argument for more funds is as good as ever, since its augmented corps of examiners and TV staff are still too small. As situation stands, many applications face several years' wait before their hearings can be scheduled.

TV-radio editors of the country, polled by *Radio Daily*, picked this telecasting "Who's Who of '52," reported Jan. 7: man of year, Bishop Sheen, DuMont; woman, Lucille Ball, CBS; dramatic show, *Robert Montgomery Presents*, NBC; comedy show, *I Love Lucy*, CBS; variety, *Show of Shows*, NBC; musical, Fred Waring, CBS; commentator, John Cameron Swayze, NBC; documentary, *Victory at Sea*, NBC; quiz, *What's My Line?*, CBS; sportscaster, Mel Allen, NBC; children's, *Kukla, Fran & Ollie*; song hit, *Wish You Were Here*, ASCAP.

FCC's unpopular proposal for marking and lighting of guy wires of high TV towers (Vol. 8:46, 50-51) seemed headed for scrapheap this week as CAA deputy administrator F. B. Lee added his objection to those of TV-radio and tower industries. Mr. Lee urged deletion of guy wire clauses from proposed new standards for tower lighting and marking because specifications "have never been fully tested in the field."

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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January 17, 1953

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TV FACTBOOK No. 16—BIGGEST & BEST: It's with pride we feel is pardonable that we send you, who are subscribers to our full TV services, your copies of the 16th edition of our semi-annual TV Factbook, whose 268 pages, carrying advertising for first time, make it by far the most ambitious single job we've yet undertaken. It's just twice the size of last July's edition, and in it you will find all the basic directories of preceding editions, brought up-to-date, plus such new data as a listing of all post-freeze new stations authorized to Jan. 3, 1953, showing which are on the air and when the rest expect to start; new TV-radio set & percent-of-household estimates; directories of community TV projects and theatre-TV installations, allocation tables with priority lists revised to date, etc.

TV Factbook No. 16 also tabulates all 748 applications pending as of Jan. 3 -- this 48-p. section to be kept current with our weekly Addenda or "Blue Sheets". Main Directory of TV Stations shows personnel, facilities and rates of the 125 U.S., the 2 Canadian and one Mexican border stations on the air Jan. 3, plus the 19 others due to begin operating in January & February, along with rate cards of networks and data on all Mexican, Cuban and South American TV stations.

A 34x22-in. wall map in color goes with each Factbook. It's entirely new, and shows present TV cities, all U.S. cities with more than 10,000 population, routes of all actual and projected coaxial-microwave network interconnections.

[Newsletter-only subscribers are urged to place orders now for their copies of the Factbook, at \$3 each; extra maps are available at \$1 each.]

3 MORE GO ON AIR—U. S. TOTAL NOW 128: Year's first new stations to begin operating: WKBN-TV, Youngstown (Channel 27); KOPO-TV, Tucson (Ch. 13); WALA-TV, Mobile (Ch. 10). So these can be added to your log of stations now in commercial operation -- making 128 in the U.S., plus 2 in Canada, one on the Mexican border.

First of Youngstown's 2 uhf outlets (rival WFMJ-TV on Ch. 73 is due to start momentarily, too), WKBN-TV tested its first picture transmission Jan. 6, added sound Jan. 11 and began commercial programming with newscast that day at 4:15 and kine of "Omnibus". It's now operating 5:30-9:30 p.m. daily with programs, 11-12 & 2-5:30 on test patterns. Next week, it expects to have AT&T relay ready for CBS networking.

Gene Autry's KOPO-TV, first of 2 vhf in that thriving Arizona town (other, KVOA-TV on Ch. 4, due very soon), began test patterns "at the 13th second of the 13th minute of the 13th hour on Jan. 13 on Channel 13," according to telegram from technical chief Walter Stiles. Its commercial debut date is still Feb. 1.

Bill Pape's WALA-TV, Mobile, where uhf WKAB-TV (Ch. 28) got started Dec. 29, started after-midnight tests Jan. 10, continued that way several days, then plunged right into commercial schedules Jan. 14 at 6 p.m. It's now operating Mon.-Fri. 5-11 p.m., Sat. & Sun. noon-11 p.m. It's to be basic NBC-TV, gets kines also from others.

[For reports on upcoming new stations & transmitter deliveries, see p. 5.]

11 CPs INCLUDE 7 VHF, 3 BIG-CITY UHF: FCC's TV "construction permit machine" is truly in high gear -- rolling out 11 more grants this week. This makes 40 in last 4 weeks alone, 197 since end of freeze. Surprisingly, 7 of this week's group are vhf; the explanation is that they came mostly from wide-open West where vhf is relatively plentiful. Big-city uhf grants included CPs for Louisville, St. Louis, Dallas.

The vhf grants: Boise, Ida., KGEM, No. 9 (second to city); Rochester, Minn., KROC, No. 10; Columbia, Mo., U of Missouri, No. 8; Billings, Mont., Rudman-Hayutin TV Co., No. 8; Butte, Mont., KOPR, No. 4; Great Falls, Mont., KFBB, No. 5; Fargo, N.D., WDAY, No. 6. The uhf grants: Salinas, Cal., Salinas-Monterey TV Co., No. 28; Louisville, Ky., WLOU, No. 41 (second); St. Louis, Mo., Broadcast House Inc., No. 36; Dallas, Tex., UHF Television Co., No. 23.

* * * *

Several multiple applicants did nicely in this week's grants. Engineer Grant Wrathall is 16.75% owner of Butte grantee, 50% partner in Salinas organization. Oilman M.B. Rudman holds CPs for Galveston as well as half of Billings grantee. Dallas organization comprises oilmen R.L. Wheelock, W.L. Pickens & H.H. Coffield, who received Houston CP just last week (Vol. 9:2). All these principals have additional applications pending (see pp. 105-152, TV Factbook 16).

U of Missouri once argued for partial commercialization of educational channels during allocations hearing. After FCC turned that idea down, university asked for commercial channel, got it this week after KMMO withdrew competing application. It's the third educational institution with commercial CP. Others are Cornell and Michigan State. A curator of U of Missouri is Lester E. Cox, who holds interests in TV applicants KCMO, Kansas City, and KOAM, Pittsburg, Kan.

THE 162 BIGGEST MARKETS & THE MOST TVs: Just 8 of "The 162 Most Important Markets of the U.S." have as many as 9 out of 10 of their homes equipped with TV sets -- but it's an exceptional major market without considerably more than 50% "saturation".

That's one of the striking facts adduced from report bearing above title and prepared by big J. Walter Thompson Co. ad agency, as released for first time in our TV Factbook No. 16 of Jan. 15, 1953, just off the presses.

These "most important markets," as delineated by JWT researchers headed by Carroll Hudders, who compiled the report under direction of media v.p. George Dibert, do not purport to be TV station service areas, which generally enjoy considerably wider coverage radius. But the value of the tabulation becomes readily apparent to TV station operators, timebuyers and receiver manufacturers because it shows:

(1) Estimated number of households in each of the 162 markets as of Jan. 1, 1953; (2) estimated number of TV receivers same date; (3) ratio of TV receivers to households; (4) percentage of U.S. total TVs represented in each market.

Only 76 markets had TV stations in operation as of Jan. 1, but 73 are included among the 8 "A", 35 "B", 72 "C" & 47 "D" markets that comprise the 162 total. These 162 embrace 17,418,060 TV homes, representing 65.8% saturation. They represent 82.9% of all the TV homes in the U.S.

Here's the TV score for the 8 "A" markets in their order of rank: New York, 3,341,525 TVs in 3,950,412 households, or 84.6% saturation of all households in the counties designated; Chicago, 1,360,778 TVs in 1,687,628 homes (80.6%); Los Angeles, 1,197,895 TVs in 1,578,216 homes (75.9%); Philadelphia, 945,318 TVs in 1,070,992 homes (88.3%); Detroit, 609,026 TVs in 888,275 homes (68.6%); Boston, 654,522 TVs in 821,778 homes (79.6%); San Francisco-Oakland, 396,075 TVs in 774,680 homes (51.1%); Pittsburgh, 461,138 TVs in 638,865 homes (72.2%).

So goes the tabulation down to the 162nd market. These top 8, however, represent an average of 78.4% of homes with TVs, constitute 42.6% of all 21,000,000 TV sets estimated to be in use in the United States as of Jan. 1, 1953.

* * * *

In the "90% saturation" bracket are these 8 markets, according to ranking: 10th, Cleveland; 40th, Rochester; 42nd, Dayton; 44th, Allentown-Bethlehem-Easton;

47th, Toledo; 73rd, Wilmington; 75th, Reading; 84th, Trenton. Oddly, neither the Allentown area, Reading nor Trenton has a station of its own as yet, so their tele-viewing is to other cities. Allentown & Reading figures seem inordinately high.

There are some markets pushing 90% so closely as to be worth note: New York 84.6%; Philadelphia 88.3%; and 12th ranking Baltimore 86.5%; 14th, Buffalo 83.4%; 15th, Cincinnati 83.4%; 31st, Indianapolis 88.6%; 33rd, New Haven-Waterbury 86.3%; 35th, Albany-Troy-Schenectady 86.4%; 37th, Columbus 84.9%; 50th, Omaha 88.3%; 53rd, Syracuse 87.1%; 55th, Richmond 84.2%; 90th, York 88%; 128th, Atlantic City 82.1%.

For detailed breakdowns for all 162 markets, including definitions of areas covered by the study, see pp. 262-266 of TV Factbook No. 16.

WSM-TV's BOOSTER TESTS ENCOURAGING: Enthusiastic first report on booster TV station experiments, filed with FCC this week by John H. (Jack) DeWitt, president of WSM-TV, Nashville, is bound to encourage more such experiments -- looking to "clusters of satellites" that might widen coverage range of "parent" stations. By same token, success could very well increase apprehension of community antenna system operators.

WSM-TV was granted CP July 15, 1952 for experimental 5-10 watt booster to be located at Lawrenceburg, Tenn., 67 miles away, operating on Channel 4, same as "parent" WSM-TV (Vol. 7:50; 8:29,50). On Oct. 17, station was ready to go, but it wasn't until Jan. 1 of this year that full-scale tests during daytime were possible.

Conclusions? "Without question," report says, "the booster does the expected job of providing a good signal to all the residents of the town. Within the city of Lawrenceburg, a highly acceptable picture can be received using the built-in antenna, which comes as a part of most sets, or the simple 'rabbit ears' antennas.

"It is felt that apparatus development is reasonably complete. The system is operating satisfactorily and is remarkably stable...It is felt that this system can be used as a prototype for similar installations in other locations where the terrain may be the same or quite different in character."

DeWitt doesn't claim that more study isn't needed. He's asking for a 90-day extension to look into many more problems -- such as matter of reception in fringe area of the booster, where signal level from WSM-TV and booster are equal.

* * * *

Principal development problem was antennas -- receiving and transmitting. Theory of booster is to minimize co-channel interference between WSM-TV and booster by having latter emit vertically polarized waves. DeWitt found there is very little experience of others to go on in designing antennas with both high front-to-back ratios and "pure" polarization characteristics.

Another problem is fading -- WSM-TV's signal varying as much as 20 db at that distance. This also adds to problem of reception in booster's fringe area.

* * * *

DeWitt's analysis of community antennas and satellites is particularly interesting. Though some community systems "are undoubtedly giving satisfactory service," he says, there's a connection fee of \$100 or more plus the monthly charge. Furthermore, maintenance of system "is comparable with maintenance of a good telephone system." And there are unresolved problems of program copyright and ownership.

Satellites appear quite attractive, report says, except that they require additional spectrum space -- although this drawback applies only to towns large enough to support their own TV stations.

Several advantages of boosters are listed, including: (1) Require no additional spectrum space. (2) Eliminate elaborate and hazardous receiving antennas. (3) Low installation and operation costs. (4) Produce negligible amount of interference. (5) Retain program responsibility in FCC licensees' hands.

Comparing costs, report says that there are 275 sets in Lawrenceburg, each of which uses antenna costing at least \$100. If each home in town had a set, investment in antennas would total at least \$175,000. In WSM-TV's original application, cost of booster was estimated at \$5288, and operation was to be unattended.

BATTLE SHAPING UP IN THEATRE-TV HEARING: Offer of partnership with theatre-TV folk by Western Union should be one of most interesting angles of theatre-TV hearing, scheduled to resume Jan. 26 -- and possibly destined to drag well into springtime.

Hearing shapes up as battle between AT&T -- which will argue that common carriers can do best job of providing wideband theatre-TV service -- and the Motion Picture Assn. & National Exhibitors Theatre TV Committee, which want special micro-wave frequencies exclusively allocated for transmission of programs to theatres.

Standing on sidelines -- but ready to jump into the fray if anyone steps on their toes -- will be the 4 TV networks, NARTB and the various industrial radio services in fields such as petroleum, aeronautics, motor transport. Principal interest of these groups is to make sure theatre folk don't cast eyes at any frequencies now assigned to them or potentially useful to them.

That's how theatre-TV hearings look on basis of advance summaries of testimony and exhibits filed with FCC this week, and pre-hearing conference Jan. 16.

Western Union's role in hearing is significant. A pioneer in development and use of microwaves, company is smarting under its complete freeze-out from TV networking at hands of AT&T -- upheld last October by FCC's 3-2 decision refusing WU permission to interconnect with AT&T's facilities (Vol. 8:42). Handicapped by lack of finances, WU looks to tieup with theatre-TV interests as good way to get into potentially vast new field. Its statements in hearing will make clear that as a common carrier it is in no way bound to AT&T's views -- and that no matter how FCC rules in theatre-TV case, theatre folk and Western Union can get together.

Arrangements would be "economically attractive" to both parties, according to testimony prepared by Western Union v.p. H. P. Corwith, who gives these alternatives: (1) If FCC rules common carriers should provide theatre-TV service, WU could supply facilities on long-term use basis. (2) If FCC rules frequencies should be allocated outside common carrier band, "the theatre-TV interests probably could set up a limited common carrier to supply such service and Western Union could enter into an agreement to build and operate the system." (3) If FCC decides to license special frequencies to theatre-TV, WU could build and operate system for theatre folk.

Western Union petitioned Commission Jan. 16 to include in hearing the question of interconnection between common carriers supplying theatre-TV service.

* * * *

AT&T's top engineering and legal talent will be at hearing to dispute the charges by theatre interests that common carriers can't accommodate wideband (10-mc) transmission, that they'd be too expensive, and that AT&T's other commitments make construction of new facilities too indefinite. AT&T will describe "tests to determine suitability of existing Bell System facilities to provide 10-mc. transmission," and will assert that its facilities can meet all requirements specified by theatre-TV engineers at technical phase of hearings last November (Vol. 8:43-44).

As to cost of system, AT&T's preliminary estimate for New York-Washington intercity link to provide 3 simultaneous programs to 9 cities is \$4,400,000 for construction, \$1,050,000 annually for operation. Theatre-TV proponents will present 3 volumes of cost data -- and their figure for roughly comparable intercity system is \$3,326,000 for construction, \$733,000-\$771,000 annual operation.

Question of bandwidth may come up again. RCA's Dr. George Beers is expected to argue that 10-mc band isn't needed, that 8-mc can provide necessary resolution.

* * * *

Imposing array of "name" witnesses will be presented by theatre folk to outline necessity and uses for theatre TV, including Metropolitan Opera manager Rudolph Bing, theatrical producers Gilbert Miller and S. M. Chartok, MPAA president Eric Johnston, Collier's sports editor Tom Meany, 20th Century-Fox's Spyros Skouras.

Hearing is likely to be quite lengthy, although direct testimony probably won't consume more than 15 hearing days. Amount of time spent in cross-examination and rebuttal -- and question of how many days a week the Commission can devote to en banc proceeding -- will determine how long it will last. But at pre-hearing conference it was evident all parties are prepared to settle down for long siege.

SPEEDIER deliveries of transmitters augur early starts of quite a few more new stations—and the word from RCA now is that, by beginning of February, it expects to deliver uhf transmitters at rate of 2-a-month. Production and delivery of uhf transmitters isn't so much a problem now, said an RCA spokesman, as obtaining tubes, filterplexers, antennas and crystals. Delays will be in such components henceforth, rather than transmitters.

Following close upon last week's delivery to WJTV, Jackson, Miss. (Ch. 25), RCA schedule calls for deliveries next week to WAFB-TV, Baton Rouge (Ch. 28) and WROV-TV, Roanoke (Ch. 27), both of which have indicated they also will be on air by Feb. 1. Next in line for RCA uhf deliveries are WKNB-TV, New Britain, Conn. (Ch. 30); WHP-TV, Harrisburg, Pa. (Ch. 55); WNBH-TV, New Bedford, Mass. (Ch. 28)—all 3 probably during week of Jan. 26.

GE's delivery to WEEK-TV, Peoria (Ch. 43) went this week as scheduled, and rest of its uhf deliveries are still scheduled as reported in this space in Vol. 9:1.

On the vhf side, DuMont reports transmitters shipped to WLVA-TV, Lynchburg, Va. (Ch. 13); KOLN-TV, Lincoln, Neb. (Ch. 12); KDZA-TV, Pueblo, Colo. (Ch. 3)—so that they should be starting very soon.

Latest word from Spokane's KXLY-TV (Ch. 4) is that its RCA plant will turn on juice inauguration day, Jan. 20, while WABI-TV, Bangor (Ch. 5) is still poised for Jan. 31. Next RCA 2-kw shipments go before end of this month to KVOA-TV, Tucson (Ch. 4); KCSJ-TV, Pueblo (Ch. 5); WBAY-TV, Green Bay, Wis. (Ch. 2).

* * * *

From CP holders themselves, these were this week's replies in our continuing survey of upcoming new stations:

KSTV will be call letters sought for new Ch. 36 station in Stockton, Cal., authorized Jan. 7 to owners of KTSN there, who include Knox LaRue, San Francisco

Personal Notes: Jules Herbeuoux, TV operations director of WNBQ, Chicago, promoted to asst. gen. mgr. of integrated WNBQ & WMAQ under NBC Chicago v.p. Harry C. Kopf; George Heinemann named director of programs for both TV & radio stations, Homer Heck mgr. of production staffs, Wm. Bray news director, John Whally operations director, John Wehrheim controller . . . Don Kellett, exec. asst. to Roger Clipp, gen. mgr. of WFIL & WFIL-TV, and a U of Pennsylvania 9-letter man, has resigned to become pres. & gen. mgr. of new Baltimore Colts pro football team . . . Robert Stahl, ace *Variety* reporter, resigns to join staff of new TV fan magazine being projected by *Philadelphia Inquirer's* Walter Annenberg (WFIL-TV) . . . Kingdom S. Tyler named mgr., Harold W. Van Wagenen asst. mgr., CBS building construction dept., under operations v.p. Frank Faulkner . . . John Stewart named TV sales mgr. in New York, George W. Clarke Inc., station rcps; no list of stations yet announced. Wm. R. Wyatt, ex-Forjoe, Chicago, is newly named eastern v.p. . . . Robert Clark, ex-mgr. of NBC-TV technical operations, Hollywood, named director of engineering, KONA, Honolulu; Craig Maudsley, ex-Dancer-Fitzgerald-Sample, to be director of national sales . . . Sheridan D. Reid, ex-KSL-TV, named production mgr., KGMB-TV, Honolulu . . . Joseph Goodfellow, ex-NBC spot sales, named director of sales, WRC & WNBW, Washington, under newly-named mgr. Carleton D. Smith . . . James Fletcher named national sales mgr. of new WABI-TV, Bangor, Me., Elmer C. Snow named supervisor of transmitting plant . . . Phil Williams resigns Jan. 31 as asst. TV director, 20th Century-Fox, to join Ziv TV Productions . . . John Clement, ex-WTAR-TV, Norfolk, joins new WROV-TV, Roanoke (due on air Jan. 31) as local program director . . . Robert A. Forrest promoted to program mgr.,

mgr. of George P. Hollingbery Co. and the operators of KONG, Visalia; KMOR, Oroville; KYNO, Fresno. Reports LaRue: Aug. 15-Sept. 1 starting date, though no equipment yet ordered, no construction plans yet, no rep selected.

Atlantic City's second uhf, Ch. 52 granted to Matta Enterprises, which operates WLOA, Braddock, Pa., applicant for TV in that town (near Pittsburgh) and for station in Akron, is still "in a state of flux" but partner Wm. G. Matta thinks RCA should have equipment delivered by early summer. No call letters or rep have yet been chosen.

Ross K. Prescott, Dallas counsel for the Wheelock-Pickens-Coffield oilmen group, which last week got CP for Houston (Ch. 23) and this week got same channel for Dallas, advises that bids for Houston uhf installation are now being taken, plans now being formulated, target for start is "summer 1953."

Hutchinson (Kan.) grantee of Ch. 12, authorized Jan. 7 (Vol. 9:2), has indicated to local dealers that station will get going by July 1 and that it expects to provide coverage of 75-100 miles, taking in such towns as Wichita, Great Bend, Newton & Pratt. Hutchinson is about 60 mi. from Wichita, whose channels are in contest, and new station will very likely be first in Kansas.

WHFC-TV, Chicago (Ch. 26), that city's first uhf grant, hasn't ordered equipment yet, says Rep. Richard W. Hoffman (R-Ill.), owner. He didn't expect grant so soon, he told us, and was "caught unawares" and he wants to study some already-operating uhf stations before going ahead with his plans.

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GE will rent its 12-kw uhf klystrons, rather than sell them as part of transmitter. This arrangement, long expected, was officially announced this week. Rental will be on hourly basis, will include stand-by tubes.

WCAU-TV, Philadelphia . . . Joe Grear named mgr. of films & props, WHBF-TV, Rock Island . . . Eugene S. Ragle, ex-program director, WLWC, Columbus, named to same position at KPTV, Portland, replaced by Walter Jacobs . . . Bob Finnegan, sportscaster, named asst. to John T. Madigan, ABC-TV director of news & special events; John Dunn named managing editor, *All Star News* . . . Theodore R. Kupferman, of NBC legal dept., offers second series of lectures by Copyright Institute starting Jan. 19 at U. S. Customhouse in New York . . . Ralph Judge, sales mgr. of Stovin Co., Canadian station reps, elected 1953 president of Canadian Radio Representatives Assn. . . . Wm. G. White named asst. mgr., TV-radio media, Cunningham & Walsh . . . Ransom P. Dunnell, ex-TV-radio production mgr., Cunningham & Walsh, joins Ward Wheelock Co., N. Y., in same capacity . . . Paul C. Phillips, ex-N. W. Ayer, New York, named TV-radio director, Factor-Breyer Inc., Los Angeles . . . Nat Wolff, TV-radio production mgr., succeeds Everard W. Meade, v.p. & TV-radio director, Young & Rubicam, as of March 15; Meade is retiring to reside in Charlottesville, Va. and devote time to writing and lecturing . . . Robert S. Kieve, ex-copywriter for CBS-TV, named special asst. to Emmett J. Hughes, administrative asst. to Gen. Eisenhower . . . John A. Thomas, ex-BBDO, named TV-radio director and T. L. Paynter, ex-Erwin Wasey, named TV-radio production mgr., New York office of Ewell & Thurber, Toledo agency . . . Lem Jones succeeds Peter G. Levathes, now Young & Rubicam, as TV director of 20th Century-Fox, N. Y.

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Annual dinner of Federal Communications Bar Assn. is set for Feb. 6 in Washington's Mayflower Hotel, principal speaker not yet chosen.

Telecasting Notes: Just as some short-sighted publishers, in early radio days, refused to carry radio program listings, so the sometimes fat-headed movie moguls in Hollywood balk at letting TV cameras into their sacred precincts. Such a rift occurred last week when Hollywood Variety Club and Paramount Pictures refused 3 local TV stations permission to televise 80th birthday dinner for movie pioneer Adolph Zukor . . . Mr. Zukor himself, quite aptly, used occasion to warn movie people they'd better join forces with TV, asserting: "TV is a form of entertainment; that makes it our own business—and the sooner we get at our business the better" . . . Another blowup looms in request this week of Theatre Network TV to put annual Academy Awards presentations, due March 19, on theatre screens; telecasting of big Hollywood affair to home sets has been banned, although it will be carried on radio as usual . . . Quality's same, live or film, Hollywood Ad Club was told Jan. 6 by Al Simon, president of Simon Productions, who predicted 75% of TV shows will be on film by end of 1953 . . . Own film production subsidiary is acquired by Crosley stations with purchase this week of Bert Johnston Productions Inc., Deer Park, O., for undisclosed sum; G. Carlton Hill continues as head . . . "Civil war" of TV-radio vs. newspapers erupted last week when *Cleveland News* owned by same interests as *Plain Dealer* (WHK) and 40% owner of WKBN-TV, Youngstown, and applicant for uhf Ch. 19 in Cleveland, published daily front-page box score of "killings" on Cleveland TV-radio

stations each preceding day. Stations hit back with criticism of *News'* page 1 emphasis on crime, declaring on day box was omitted *News* bannerline read "Storekeeper Murdered in Shop on Lorain Avenue" . . . Same criticism of crime in children's TV shows, in 5-article series in *Chicago Daily News* last week, resulted in investigation by City Council, to begin week of Jan. 26 . . . Smash-hit *Victory at Sea* film series, Sun. 3-3:30 p.m. on NBC-TV, won Distinguished Public Service Awards from Navy Dept. this week for Richard Rodgers, who composed music; Henry Salomon Jr., producer; Robert W. Sarnoff, NBC v.p. in charge . . . Newsphotos via facsimile, shot by TV camera right off the machine as they emerge, give NBC-TV's *Today* program swifter service by eliminating wait for darkroom development . . . Credit course in psychology being offered over WOI-TV, Iowa State College station; enrollment already over 100, mostly housewives, for classes at 2:30-3 p.m. every Mon., Wed., Fri., with students mailing in "homework" and coming to Ames for Feb. 7 mid-semester exam and March 21 final . . . New KNUZ-TV, Houston (Ch. 39) has named Forjoe as national rep. . . . KMTV, Omaha, raises Class A hour rate Feb. 1 from \$450 to \$550, min. from \$90 to \$110; reduces Class C hour rate from \$300 to \$192.50, min. from \$60 to \$38.50 and Class D hour from \$200 to \$154, min. from \$40 to \$30.80 . . . KPTV, Portland, has new rate card effective Feb. 1, raising Class A hour from \$250 to \$350, min. from \$50 to \$75.

Station Accounts: "Electricity for Better Living" will be theme of big promotional campaign to be undertaken this year by 84 power companies, with resultant heavy local advertising which includes TV-radio, as planned by Bozell & Jacobs Inc. . . . Teamsters Joint Council No. 43 buys 13-week series on WJBK-TV, Detroit, titled *Keep 'Em Rolling*, Sun. 2-2:30 p.m., in which union is cooperating with national and state trucking associations in presenting story of trucking with speakers, live variety talent, film, thru Joe Schneiders Associates, packager acting also as agency . . . General Petroleum Corp. has renewed for another year its blanket contract for automatic sponsorship of all unscheduled special events telecasts on KTTV, Los Angeles . . . Playskool Mfg. Co. (Lincoln logs) starts national building contest for children Jan. 24 on WCAU-TV, Philadelphia, Sat. 10:30-11 a.m., thru Friend, Reiss, McGlone Adv., N. Y. . . . Benrus Watch Co., besides sponsoring part of NBC-TV *Show of Shows*, is expanding use of TV-radio spots, thru Cecil & Presbrey . . . Gimbels Dept. Store's *The Handyman* and Philadelphia Electric Co.'s *TV Kitchen*, claimed by WPTZ as TV's oldest sponsored night time and daytime programs, having started in 1947, have renewed again, latter show thru Al Paul Lefton Co. . . . Imposing list of new announcement and participation sponsors reported this week by WCBS-TV, New York: American Home Foods (G. Washington Coffee) and Standard Brands (Royal Pudding), thru Ted Bates; Eastco Inc. (Clearasil), thru Ruthrauff & Ryan; Sun Oil Co., Chase National Bank and Helena Rubinstein Inc. (toilet goods), thru Hewitt, Ogilvy, Benson & Mather; Lever Bros. (Chlorodent), thru J. Walter Thompson; Sergitube Products Corp. (bandages), thru A. Lewis King; American Home Products (Burnett's puddings), thru Grey Adv.; Seeman Bros. (Nylast), thru Wm. Weintraub . . . Among other advertisers reported using or preparing to use TV: Jackson & Perkins Co. (flower growers), thru Maxwell Sackheim & Co., N. Y.; Cott Beverage Corp. (dietetic beverages), thru Dowd, Redfield & Johnstone, N. Y.; Lewis Howe Co. (Tums), thru Dancer-Fitzgerald-Sample Inc., N. Y.; Tidy House Products Co. (groceries), thru Buchanan-Thomas Co., Omaha; Bennett Labs Inc. (TV filter), thru Harrington-Richards Div., Fletcher D. Richards Inc.,

San Francisco; Climalene Co. (soaps & detergents), thru W. S. Hill Co., Pittsburgh; Relaxacizor Sales Inc. (reducing machines), thru Wm. Warren, Jackson & Delaney, N. Y.; Fedders-Quigan Corp. (air conditioners), thru BBD&O, Buffalo; Mystik Adhesive Products (Mystik tape), thru J. Walter Thompson, Chicago (formerly handled by Geo. H. Hartman Co.); Automotive Liqui-Moly (auto lubricant), thru Friend, Reiss, McGlone Adv., N. Y.; Certina Watches, div. of Illinois Watch Co., thru Frank Brodsky Agency, Chicago; Gyro Skid-Control Co., thru McNeill & McCleery, Hollywood.

Study of TV commercials by NARTB's Code Review Board will examine station & network practices to determine how closely they comply with TV Code recommendations. Board authorized study this week during 2-day Washington session at which it also: (1) Advised stations to determine their religious broadcasting policies "in light of local conditions," with governing factor to be "freedom of access to microphone and camera." (2) Noted diminution of "pitchman-type" commercials and advised against "excessive repetition" of such programs. (3) Authorized TV Code director Edward Bronson to produce standard formula for checking programs and commercials against Code provisions. Board meets again in April to prepare report for April 28-May 1 NARTB convention in Los Angeles.

DuMont ended 1952 with record gross billings of \$10,531,839, up 35.6% from 1951's \$7,761,506. Breakdown of types of advertisers shows that food advertising led with \$2,756,901, followed by drugs \$2,073,547, beverages \$992,614, appliances \$905,134, tobacco \$903,810. Top 10 sponsors were General Foods, Drug Store TV Productions, Larus & Bro., Curtis Publishing Co., Wine Corp. of America, Serutan, American Chicle, Mennen, Admiral, International Shoe Corp.

William L. Foss, 60, head of Washington consulting engineering firm bearing his name, died Jan. 11 of a heart attack at his home. Native of Portland, Me., he was first associated with the Rines radio stations, was an Army electronic specialist during war.

BALANCE SHEETS and profit-&-loss statements of TV and radio stations are usually carefully guarded property, seldom opened to public gaze despite natural curiosity and the eagerness of competitors and new-station enterprisers to glimpse them. This week, such figures were disclosed at FCC in connection with application for purchase of Jacksonville's WMBR, WMBR-FM & WMBR-TV by Washington Post Co. (WTOP & WTOP-TV) for \$2,470,000 (Vol. 8:51 & 9:1). Previously reported figures didn't quite tell the full story.

FCC file shows that current assets of licensee Florida Broadcasting Co., as of Sept. 30, 1952, totaled \$1,031,205, including TV equipment valued at \$223,163, AM at \$85,992, FM at \$30,758, less \$188,847 reserve for depreciation. Assets also listed \$252,138 in deferred charges, including \$143,180 construction charges on new building, \$72,432 TV camera and audio equipment, \$29,909 repairs of old building. Current liabilities totaled \$406,213, surplus \$358,991, net worth \$624,991.

During 1951 calendar year, WMBR-TV enjoyed sales of \$571,365, representing \$218,936 from national accounts, \$150,750 local, \$83,859 CBS, \$55,279 NBC, \$23,960 ABC, \$34,692 production & talent, plus other small items. The AM-FM stations grossed \$383,225, including \$129,594 from national, \$129,212 local, \$92,986 CBS, \$23,789 production & talent.

TV operating expenses ran \$346,422, AM-FM \$325,335—so that net operating profit on the combined \$954,591 sales of the TV-radio stations, after \$671,757 combined expenses and other charges, amounted to \$283,019. Provision of \$186,952 for income taxes left net profit of \$96,066.

Illustrating the fast upward trend in TV revenues, the P&L statement for 9 months ended Sept. 30, 1952, showed TV revenues of \$650,073 (more than for whole year 1951), AM-FM revenues of \$286,261, or total of \$936,334. In TV, largest slices came from national \$237,685, local \$177,938, CBS \$104,789, NBC \$49,329, ABC \$14,069, production & talent \$50,964, political \$8907. In AM-FM, local amounted to \$103,527, national \$72,886, CBS \$55,515, production & talent \$20,802, political \$19,456.

Operating expenses in the 9 months were \$327,595 for TV, \$192,284 for AM-FM, \$84,067 for general & administrative—totaling \$603,947. Net operating profit before taxes was \$332,577, after taxes \$104,527.

Net income of Washington Post Co. for 1951 was given as \$54,500, and net income for 1952 was estimated in excess of \$200,000—exclusive of equity of company in the undistributed earnings of WTOP Inc. (45% owned by CBS) whose figures were not revealed.

Large-scale TV network costs by 1955 may run from \$2,500,000 to \$3,000,000 for average sponsor's 39-week contract, says Jan. 12 *Sponsor Magazine*, which surveyed major ad agencies, NBC-TV and CBS-TV. It also concludes: (1) TV homes will total 23,500,000 in 164 largest markets by December, 1953 and 26,900,000 by December, 1955. (2) Networks will "level off" at 125-150 stations in 3-4 years and will assume ad agencies' burden of building big TV shows. (3) Network time costs will rise, but "costs-vs.-circulation figures will drop." (4) TV's effect on other media will become more pronounced, nighttime radio will be reduced to "complementary" media role, magazines will be hit harder than newspapers, and TV will inherit great deal of budget money heretofore earmarked for other media.

Walter Annenberg's Triangle Publications Inc. has purchased *TV Guide*, pocket-size New York program weekly, will change name and make it national publication with regional editions. Same firm published *Radio Guide* from 1931 to 1943, is parent company of *Philadelphia Inquirer* (WFIL & WFIL-TV).

EDWARD LAMB, Toledo attorney who founded WTVN, Columbus, and WICU, Erie, this week closed deal to sell WTVN (Ch. 6) to Radio Cincinnati Inc., owned by the Taft interests which publish the *Cincinnati Times-Star*, founded and operate WKRC-TV, own WKRC, own 20% of WBIR, Knoxville, and apparently have ambitions to expand their TV-radio operations. Consideration was approximately \$1,500,000 cash, payable on FCC approval for which application will shortly be filed.

WTVN began commercial operation Sept. 30, 1949, recently moved into own modern TV Centre, is reputed to be a substantial earner. Studio & transmitter plants as well as license are to be transferred, with Lamb retained as consultant for 10 years. He retains his Erie TV station. He also owns Erie AM station WIKK and WHOO, Orlando, Fla., and is publisher of the *Erie Dispatch-Herald*. He holds CP for WMAC-TV, Massillon, O., Ch. 23 uhf outlet due to go into operation in spring, and is applicant for TV stations in Toledo & Portsmouth, O., and Orlando, Fla.

President of Radio Cincinnati Inc. is Hulbert Taft Sr., publisher of the newspaper; executive v.p. is Hulbert Taft Jr., who runs the TV-radio properties; secy. is David Taft. Robert A. Taft Jr., son of the Senator, is general counsel. The Robert Tafts are cousins of the Hulbert Tafts, and the Senator is a trustee and small stockholder in the parent newspaper company. R. C. Crisler, Cincinnati, was broker in the sale transaction.

Note: WTVN sale deal is 19th involving the 108 "pioneer" or pre-freeze TV stations, nearly all running well into 7 figures. (For complete list of TV station sales & transfers, 1949-52, see p. 93, *TV Factbook No. 16*.)

New theatre-TV programming and production firm, Closed-Circuit Television Co., has been formed in New York by Harold Azine, ex-Civil Defense Administration TV-radio chief, who pioneered off-hour use of theatre TV for training of civil defense workers (Vol. 7:36, 39; 8:25). Mr. Azine said company will concentrate on off-hour commercial presentations rather than evening boxoffice attractions, "although the latter are also a possibility." New firm, with office at 20 E. 52nd St., is fourth to announce entry into theatre-TV production and distribution field, though only Theatre Network TV Inc. (Nathan L. Halpern) has actually staged any productions to date. Others are Teleconference Inc., New York (Stanley Baar) and Theatre Television Authority, Sacramento, Cal. (Kenneth E. Wright).

John E. Pearson Television Inc. has been organized by the well-known radio rep, with employes owning 40% of stock and with offices in New York, Chicago, Minneapolis, Dallas, Los Angeles, San Francisco. First active station is new WFPG-TV, Atlantic City, and it will also handle these CP holders when they go on air: KCBD-TV, Lubbock, Tex.; WHIZ-TV, Zanesville, O.; WOSH-TV, Oshkosh, Wis.; KGKL-TV, San Angelo, Tex.; KFSA-TV, Ft. Smith, Ark.; WOUC, Chattanooga, Tenn.

Power increases: RCA reports amplifiers already shipped to KSTP-TV and WCCO-TV, Minneapolis-St. Paul. Next are to WNAC-TV, Boston, Jan. 20, and WJAR-TV, Providence, end of month. WHEN, Syracuse, expects to reach 190 kw by March 1; KING-TV, Seattle, says it will achieve 100 kw this summer; WHBF-TV, Rock Island, plans hike to 100 kw by Aug.-Sept.

Martin Agronsky, ABC, elected president and chairman of executive committee of the Congressional TV-radio galleries, succeeding Hollis Seavey, MBS. Other officers: Richard Harkness, NBC, v.p.; Wm. Costello, CBS, secy.; Joseph F. McCaffrey, MBS, treas. On executive committee, in addition, are Julian Goodman, NBC-TV; George J. Marder, UP radio; Ann Corrick, Crosley.

'BOB' SPRAGUE, AIR FORCE UNDERSECRETARY: The electronics industry, which supplies anywhere from 10% to 50% of the materiel going into military aircraft cost, gets a welcome break -- its biggest in the Eisenhower Administration thus far -- with the appointment of Robert C. Sprague as Undersecretary of the Air Force, succeeding Roswell L. Gilpatric. Nomination hasn't been announced, pending routine FBI clearance, but it's definite -- Sprague having accepted after conference last week with Gen. Eisenhower and having already resigned as president of Sprague Electric Co.

His brother Julian, sales v.p., will head the company he founded in 1926, now one of the biggest and most successful electronics components producers, largely capacitors. On new job, he serves with Secretary of the Air Force Harold E. Talbott.

In his 53rd year, "Bob" Sprague, native of New York, graduate of Hotchkiss (1918), Annapolis (1921-A), Naval Post-Graduate School (1922), post graduate of MIT (1923-24), is one of the top figures in TV-radio-electronics manufacture. He started out to be a naval architect, helped design the carrier Lexington. He was elected RTMA president in June 1950, serving until April 1951 when he became chairman.

It isn't often that "parts peddlers", as the components folk are sometimes called by the more glamorous set makers, rise so high in RTMA echelons. But Sprague's personality, diplomacy and knowledge won universal respect -- especially in Washington, where he spearheaded RTMA's successful fight in Congress for fairer tax rates for new industry, and where he guided the industry's relations with the defense establishment and fought FCC's ill-starred color rules to a standstill. He and RCA president Frank Folsom set up the top level Joint Electronics Industry Committee.

1953 STARTS WITH HIGH TV-RADIO OUTPUT: First production week of 1953 (ending Jan. 9) saw TV output jump to 155,892 units (12,443 private label) from slightly over 90,000 in each of last 2 weeks of 1952 (Vol. 9:2). That this betokens flying start, is indicated by comparison with equivalent first week of 1952, when only 69,198 output was recorded. It wasn't until mid-August, in fact, that any week got up to 150,000. Factory TV inventory on Jan. 9 was 124,685, as against 104,809 on Jan. 2.

Radio also fared well in week ending Jan. 9, going up to 209,057 (85,907 private label) from 97,741 the week preceding. Factory inventory was 223,569, up from 190,267. Week's radios: 75,724 home, 20,094 portable, 43,130 clock, 70,109 auto.

Booming TV retail trade in latter 1952 is documented in RTMA report just out that shows 803,327 TVs sold in November, compared with 847,219 in October, 875,290 in September, 700,490 in June-July-August (first months RTMA began own figures). RTMA estimates retail sales thus totaled 5,095,220 for first 11 months of 1952.

Retail radio set sales in November, excluding auto radios, totaled 486,800 vs. 580,077 in October, bringing total for 11 months to 5,363,859.

TRADE GOOD--BUT DEALERS VOICE CONCERN: Business is fine, all right -- but the men who sell TVs, radios & appliances say it isn't all gravy. Though their optimism is at highest pitch since the 1950 TV boom, these are some of the worries they voiced at this week's NARDA convention in Chicago:

(1) Conflicting information about uhf in some areas -- especially where one or two rival manufacturers are dominant and are advertising exclusive claims of "only my uhf equipment will work."

(2) Lack of servicing data from set manufacturers when they introduce new TV lines. Dealers complained they can't sell new sets, particularly uhf, unless they are equipped to service them -- and they can't service 'em without information.

(3) Shrinking markups, a perennial headache for retailers. Mort Farr, outgoing president, warned lower profits will mean "the largest threat to economic security" dealers will face in coming year.

Joe Marty Jr., Admiral's electronics gen. mgr., speaking for manufacturers

on panel, tried to assure retailers that uhf presents no special sales or service problems, can be sold exactly like vhf. Said Marty: "All types of uhf reception operate. There should be no hesitancy in selling uhf. The uhf picture is free from noise and is sharper than the vhf picture."

Dealers weren't entirely convinced. Some retailers in new uhf areas had harsh words for grantees who sacrificed picture quality in haste to get on the air. They complained bitterly of being made scapegoats, forcing them to antagonize prospects by demonstrating pictures without sound, or sound without pictures.

Closer liaison with manufacturers, retailers agreed, would solve many of the problems. Accordingly, board of directors decided to establish committee of dealers to meet with set makers and distributors periodically during the year to thrash out problems of mutual interest. Other actions of board, approved by convention:

- (1) Resolved to fight for repeal of 10% excise tax on TV sets.
- (2) Officially thanked Admiral, Arvin, DuMont, GE, Motorola & Stromberg-Carlson for adhering to one-line-a-year policy, which NARDA pushed and still urges.
- (3) Urged uniform 90-day warranty on all parts & tubes from manufacturers.

It was a businesslike, fruitful convention marked more by maturity of judgment than by petty gripes. As one observer remarked: "We dealers seem to be growing up. We used to talk about all sorts of silly local problems that could be handled without coming all the way to Chicago. That's past. We've come to realize that TV is a big league business -- and we've got to be big to stay in it."

Topics & Trends of TV Trade: GE will virtually double its TV production this year over 1952, expects to increase combined TV-radio sales about 35% over last year, will spend more than \$9,000,000 through its receiver dept. and its distributors to promote these wares via TV, radio, magazine and newspaper advertising. Thus receiver dept. mgr. Willard H. Sahloff this week indicated GE's determination to become one of the top-ranking producers and sellers of TVs.

It's one of the oft-remarked commentaries in the trade that neither GE nor Westinghouse, despite their eminent trade names and pioneering positions in radio, has ever been able to come anywhere near the Big Four (Admiral, Motorola, Philco, RCA) in unit output or dollar volume in TV—although in radio GE has always held a top position, having pioneered clock radios. It claims that one-third of all clock radios sold are GE.

While GE enjoyed big TV-radio sales in early part of 1952, said Mr. Sahloff, the summer dip caused year's total to slip some 12½%. At end of year, GE distributors had less than 2 weeks supply of TVs, about one week of radios, and factory had no inventory at all, he reported. This year should be good for the whole industry, he said, because of (1) generally low inventory positions; (2) fact that "about 110 new markets will open"; (3) tremendous replacement market being created by larger and more adequate screen sizes; (4) improved quality of telecasts.

* * * *

New NARDA officers, elected at Chicago convention this week: president, Wallace Johnston, Wallace Johnston Appliances, Memphis, succeeding Mort Farr; v.p.'s, Harry B. Price Jr., Price's Inc., Norfolk, Phil S. Urner, Urner's Appliance Center, Bakersfield, Cal., and Vergal Bourland, Bourland Appliances, Fort Worth; secy., Victor P. Joerndt, Appliance Television Center, Kenosha, Wis.; treas., Ken Stucky, Stucky Bros., Fort Wayne.

Latest list prices of TVs, clock radios and phono records, along with those of various appliances, are tabulated in handy form in *Mart*, late-closing insert in monthly *Television Retailing* (Caldwell-Clements Inc.)—of particular value to dealers and distributors. Supplements started with January issue.

Distributor Notes: Admiral Newark appoints Samuel Schwartzstein sales mgr., Harold Bretton appliance field supervisor . . . Golden State Appliance Distributing Co. (Admiral), Los Angeles, names Darrell Peron sales mgr. . . DuMont names Samuel Brechner mgr. of N. Y. factory branch . . . Emerson Radio of Florida Inc. opens Tampa branch . . . Sentinel appoints North Coast Electric, Portland, Ore.; Massachusetts Gas & Electric Light Supply Co., Boston . . . Motorola appoints Allegheny Home Appliance Co., Huntington, W. Va., replacing Jones-Cornett Electric Co. . . . Emerson names Savage & Son Inc., Denver; Young's Wholesale Furniture & Appliance, Wichita; Roanoke Electronic Supply Co.

Servicemen will have to learn a lot in next few years to keep up with TV developments, J. M. Lang, gen. mgr. of GE tube dept., told session of servicemen in Harrisburg, Pa., Jan. 18. He spoke to Federation of Radio Servicemen's Assns. of Pennsylvania after accepting award for GE's "initiative in providing a public relations program in behalf of the independent TV technicians throughout the country." Lang referred to 3 areas of development: (1) Uhf. He estimated that 700 new stations will go on air in next 5 years; of these, 350 will be uhf. (2) Color. This "new animal," he said, "involves changes far more basic than the transition from vhf to uhf." (3) Transistors. These will become standard components in TV, bringing their special problems.

TV servicing seminar, limited to 50 experienced servicemen, will be held weeks of Jan. 25 & Feb. 8 at Iowa State College, Ames, owner of WOI-TV. Seminar will follow lectures on basic electronic principles and circuitry and informal discussions on customer relations & business practices.

RTMA abandoned plans this week for formal petition to OPS for decontrol of TV-radio-phonograph parts in view of agency's probable death by April 30 but will continue its informal requests for relief from reconrol order (Vol. 8:42, 48).

Fire destroyed part of Trad TV's concrete factory at Asbury Park, N. J., July 16, causing \$500,000 estimated damage.

Trade Personals: Walter Scott, works mgr., promoted to v.p. in charge of manufacturing, consumer product div., Motorola Inc.; John Silver named v.p. in charge of operations, communications & electronics div. . . . Dr. Allen B. DuMont to be honor guest of Radio-TV-Appliance div. for State of Israel Bonds, headed by Emerson's Ben Abrams, at dinner in New York's Savoy-Plaza Jan. 22 . . . William Harrison named mgr. of distributor operations, Philco; he's succeeded at New York branch by Stuart Plante . . . Glenn Catlin, ex-Zenith Radio counsel, named executive assistant & counsel of National Electronics Distributors Assn. . . . J. F. Waters, ex-GE Supply Co., named asst. adv. director, Hoffman Radio . . . Ted Nemes appointed sales mgr. of Admiral's new air conditioning div. . . . George Cohen named Emerson asst. sales director . . . Walter P. Chase appointed Olympic Los Angeles sales mgr. . . . Valdemar Bertelsen named Crosley sales financing representative . . . Frank R. McMillan, ex-asst. sales mgr. of International Resistance Co. radio div., appointed mgr. of new Chicago sales office at 4013 N. Milwaukee Ave.; Robert Butler, ex-merchandise div., named asst. mgr. . . . Walter E. Peek, ex-Mallory, joins Centralab as sales mgr., mechanical electronics products . . . H. L. Kunz, gen. mgr. of capacitor div., promoted to v.p., Sangamo Electric Co.; Wm. W. Taylor named sales mgr., succeeding John G. Twist, resigned . . . Robert L. Shaw, ex-Allied Stores, named Sylvania TV-radio district sales mgr. for Mo., Kan., Tenn. . . . Fred Schick, ex-product design dept., named head of govt. coordination dept., DuMont receiver div. . . . Ralph E. Niedringhaus, Sylvania sales mgr. in Cleveland since 1947, elected president of Sylvania Electric (Canada) Ltd.; Wm. B. O'Keefe, manufacturing v.p.; W. Benton Harris, treas.; Guy Therien, secy. . . . Ray Robinson, ex-Philco, named gen. mgr. of Jerrold Electronics; Caywood Cooley becomes engineering asst., Zolman Garfield, executive asst. to president Milton Shapp . . . George S. Kariotis promoted to sales mgr., southern California branch, Sprague Electric Co., Culver City, Cal., succeeding Tom Bills, resigned to join Johns Hopkins labs . . . John G. Weaver, ex-Swift & Co., named Crosley mgr. of TV-radio advertising & sales promotion.

Genesis of community antenna system in San Bernardino, Cal. was frustration of Richard J. Filanc, official of Mark B. Shaw funeral directors, whose reception of Los Angeles stations was blocked by Little Mountain. As reported by Lester Gilbert in Jan. 13 *Retailing Daily*, Mr. Filanc organized local group, contracted with Hoffman Radio Co. to install 7-channel Jerrold system. Some 2000 homes are located in blanked-out area. Service is to begin this week at cost of \$150 for initial connection, \$5 monthly. Mr. Filanc's San Bernardino Community TV Antenna System Inc. is to pay Hoffman and Jerrold about \$35,000 thirty days after service starts. Approximately 100 homes are to be connected initially.

RTMA realigned Washington staff this week by promoting Peter H. Cousins, information director, to special asst. to executive v.p. James D. Secrest and staff asst. to technical products div. chairman Carlyle W. Miller. Tyler Nourse, asst. information chief, becomes editorial director in charge of RTMA publications, and Herbert Francis Hoge Jr. is appointed asst. to Mr. Nourse. Changes were made following resignation of Ralph M. Haarlander.

Portable radio costing under \$5 to receive emergency information in air raid alerts or bombing attack if regular power fails is planned by Civil Defense Administration, which this week wrote manufacturers for suggestions.

Brig. Gen. Gordon A. Blake, vice commander, Wright Air Development Center, named deputy director of Air Force communications & electronics.

Electronics Reports: Hefty steel bonus for manufacturers of civilian goods in second quarter is favored by NPA, and probably will go through. Additional steel would bring allotments to 90% of amount used in average quarter of base period (first half 1950 or last half 1949). NPA filed for increase with DPA, its superior, but at week's end DPA had not yet approved it. Meanwhile, NPA Electronics Div. is now processing second quarter applications for materials and is allotting TV-radio manufacturers 70% of base period quarterly use. Any extra steel will be distributed as supplemental allocation.

NPA Electronics Div. is scheduled to move Jan. 22 to Room 319, Pension Bldg., 5th & G Sts. NW, Washington, across street from present location in General Accounting Office Bldg. Two other industry divisions—Motion Picture & Photographic Products, and Scientific & Technical Equipment—have been consolidated into new Motion Picture, Scientific & Photographic Products Div., under director Nathan D. Golden, formerly director of Motion Picture Div. and Commerce Dept. motion picture chief. J. Bernard Joseph of Electronics Div., who was scheduled to leave agency this week, will remain and has been placed in charge of electron tubes in components section. Defense Mobilizer Henry H. Fowler resigns as of Jan. 20.

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"Transocean TV Is on the Way" titles article in Jan. 27 *Look Magazine* by Albert J. Forman, asst. editor of *Tele-Tech*, plugging "Narcom" system of microwave & vhf relays spanning North Atlantic via island chain connecting Baffin Island, Greenland, Iceland & British Isles (Vol. 8:21). Story says scientists feel system can be set up within next 4-5 years—"all that's needed is the cash: between \$50,000,000 and \$100,000,000—the cost of one large ocean liner."

Limits on spurious radiations of TV transmitters, specified in proposal advanced by FCC (Vol. 8:48), shouldn't be effective until a year after formal adoption, RTMA told Commission this week. It said it has no objection to proposal but pointed out that manufacturing cycle for necessary filters runs up to 12 months and that in interim "manufacturers will make every effort to remedy any actual cases of interference which may arise."

Expanded research-development agreement between General Precision Laboratory and Britain's Pye Ltd., announced this week, covers principally TV cameras but also applies to theatre and industrial TV. Among projects is miniature camera built around new tube developed by Pye. GPL and Pye have been working together for 3 years.

Elimination of noise in aircraft electronic equipment is subject to 459-page Air Force study, *Design Techniques for Interference-Free Operation of Airborne Electronic Equipment* (PB 11051), now available for \$11.50 from Office of Technical Services, Commerce Dept., Washington.

Norman H. Moore, chief engineer, Litton Industries, San Carlos, Cal., elected 1953 president of West Coast Electronics Mfrs. Assn.; Ed Grigsby, Altec-Lansing, elected v.p.; Don Larson, Hoffman Radio, secy.; Myrl Stearns, Varian Associates, treas.

Add transistorized hearing aids: E. A. Myers & Sons, Pittsburgh, this week announced device using 3 transistors, no tubes, following introduction of transistorized aids by Sonotone (Vol. 9:1) and Maico (Vol. 9:2).

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Joseph T. Thwaites, 51, mgr. of electronic research & development, Canadian Westinghouse, and widely known for his work in radar, radio and industrial electronics, died Jan. 16 of heart attack while en route from Montreal to Hamilton.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Nov. 11-Dec. 10: Frank H. Sparks sold 300 Arvin, holds 7350; Amory Houghton sold 62,304 Corning Glass, holds 725,400 personally and through trusts; Arthur A. Houghton Jr. sold 79,428 Corning Glass, holds 854,768 personally and through trusts; C. C. Lowry bought 100 Gabriel, holds 100; James T. Buckley sold 500 Philco, holds 19,094; Meade Brunet bought 100 RCA, holds 400; Emanuel Sacks bought 100 RCA, holds 200; S. H. Ensinger bought 750 Remington Rand, holds 1522; Beman Gedel bought 250 Remington Rand, holds 515; Leslie R. Groves bought 525 Remington Rand, sold 525, holds 530; H. C. Landsiedel bought 500 Remington Rand, holds 500; Harry Landsiedel bought 2000 Remington Rand, holds 8483 personally and through joint tenancy; Albert H. Rumble exercised option to buy 1250 Remington Rand, holds 2878; A. R. Rumble bought 1500 Remington Rand, holds 4319.

Emerson's sales of \$57,664,200 for fiscal year ended Oct. 31, 1952 were second highest in company's history but net income went down to \$2,362,555 (\$1.17 a share). For fiscal 1951, sales were \$55,797,963, net income \$3,592,397 (\$1.85). In report to stockholders, president Benjamin Abrams said Emerson has "practically no inventory" of TV sets, is allocating current production to distributors. He predicted that "the industry is levelling toward a constant replacement market of 5,000,000 receivers annually." He hailed proposed merger with Webster-Chicago (Vol. 8:51), to be acted upon by stockholders of both companies at separate meetings Feb. 4, as advantageous to both companies. Emerson's backlog of military orders was given as \$50,000,000.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1952 hit all-time high of \$35,496,041 and net income was \$1,539,831 (\$3.15 a share). This compares with \$33,082,683 sales, \$1,649,163 net income (\$3.58) for fiscal 1951 (Vol. 8:1). In annual report, president Octave Blake said sales for first 2 months of fiscal 1953 are running at rate of approximately \$42,000,000 a year.

RCA sold \$25,000,000 of 3½% promissory notes, due May 1, 1977, to New York Life Insurance Co. and another investor, bringing borrowings to \$30,000,000; most is earmarked for working capital, especially financing of defense business.

General Instrument Corp. reports net profit of \$685,866 (\$1.13 a share) on sales of \$20,560,000 for 9 months ended Nov. 30, 1952, compared to net loss of \$1,097,434 on sales of \$13,129,000 same 1951 period.

Television-Electronics Fund reports asset position as of Jan. 1 was \$25,174,189, up some \$14,000,000 from Jan. 1, 1952.

"Forward planning" will occupy main attention of NBC v.p. Sylvester (Pat) Weaver in his new capacity as vice chairman of NBC board, under chairman David Sarnoff, resulting from reshuffling caused by Frank White's accession to president as successor to Joe McConnell (Vol. 9:1-2). Relinquishing operational activity as he left for vacation this week, he circularized memo which stated in part: "A tremendous planning job still lies ahead. [Our] plant problems, the final place of film, the coming of color, the extension of our network, the increased station competition, the need already for new programming forms and for development projects to create writing, acting and entertaining of high calibre and fresh vitality—everywhere one looks one sees the need for basic forward planning. And this is just as true in radio as in TV." Concentrating on policies, plans and developments, Weaver reports to White, who has final authority, thus setting at rest conjectures about who's now NBC "boss man."

SENATOR TOBEY is pretty much alone in his opposition to ABC-United Paramount Theatres merger (Vol. 9:2), judging from reaction we got from our interviews this week with available members of his Interstate & Foreign Commerce Committee. Nor is he likely to get any help from Justice Dept., whose outgoing Attorney General McGranery on Jan. 7 offered his belated opinion that merger has monopolistic aspects. Commission turned McGranery down Jan. 12, telling him case is closed and reminding him that Justice Dept. long ago informed FCC it wouldn't participate in case.

Text of majority decision upholding Examiner Resnick's report is understood to have been drafted and approved by FCC members this week and copy turned over to Comr. Hennock so that she may write her expected dissent. Unless Tobey shows more zeal than his initial outburst presaged, he may not get around to hearing, if one is conducted at all, before FCC majority approves merger. He has scheduled several other hearings, hasn't set date for ABC-UPT probe despite his statement to FCC that he'd hold hearings in 2 weeks. New chief counsel of Senate committee, its first in many years, is Robert D. L'Heureux. He comes from Banking & Currency Committee, was formerly member of Tobey's office staff.

Tobey is understood to nurse an aversion to the Hollywood film people, confusing them with exhibitors; he has said he has nothing against ABC, indeed wants it to prosper.

Outgoing chairman of Sen. Tobey's committee, Sen. Johnson (D-Colo.) is known to favor the merger, but he said: "It's my long-standing policy not to interfere with any action while it's before a court or a board." Few other members appear to know much about the case or have an opinion on it. Of those reached, only Sen. Hunt (D-Wyo.) showed real interest, saying: "I'd like to know more about it, and I've spoken to the FCC about it. TV is raising the devil with attendance in some states; I know it is in mine. I'd like to be more fully informed before I make a public statement."

Enthusiastic friend of TV is Sen. Charles Tobey (R-N. H.), new chairman of Interstate & Foreign Commerce Committee, who achieved national prominence as explosive Bible-quoting member of Kefauver Committee during 1951 televised crime hearings. Meeting with NARTB's TV Code Review Board this week, he described TV as "one of the greatest miracles of all time," and added, "Television is in its infancy still. Frankly, I wouldn't be without it in my home." Although he warned against "the tendency toward too much advertising," Sen. Tobey reiterated, "I want you fellows to feel that I am your friend here in Congress. I have a keen interest in television and think it is doing a great deal for the American people and can do more." Earlier in week, he said that his committee should investigate New York-New Jersey waterfront and that hearings should be televised. "It is only a little more elaborate reporting," he said, "and I think the people have the right to see their government working."

Sale of 43.5% interest in KJR, Seattle TV applicant, by Ralph E. Stolkin, Edward G. Burke Jr. and Sherrill C. Corwin to Theodore R. Gamble, has been approved by FCC. Transfer gives theatreman Gamble 87% ownership of station. Messrs. Stolkin, Burke and Corwin also recently sold their 43.5% interest in Portland applicant KOIN in which Mr. Gamble holds 43.5% (Vol. 8:47, 50-51). Each of the 3 still owns 15% of KXOB, Stockton, Cal. TV applicant, and 10% of WMAY-TV Inc., Springfield, Ill. applicant. In addition, Mr. Corwin owns 24% of Mid-Continent Television Inc., applicant for Wichita.

MT. WASHINGTON, N. H., site of Yankee Network's pioneer FM operations, now abandoned, would be transmitter location for Channel 8 operation proposed in application filed this week by Portland group headed by ex-Gov. Horace Hildreth of Maine, now president of Bucknell U and 50% owner of WABI & new WABI-TV, Bangor, Me. Principals include John Guider, retired Washington attorney, who owns WMOU, Berlin, N. H., and the operators of various other radio stations in Maine & New Hampshire. Application is for Poland, Me., and requests channel allocated to Lewiston.

Application was one of 13 filed this week as quest for new TV stations continues to fill FCC hopper, bringing to 738 total now pending (462 vhf, 276 uhf). Other vhf applications were from Fort Smith, Ark., Ch. 5, by Burnet Estes, Dallas contractor; Miami, Fla., Ch. 10, by David Haber, WFEC; Boston, Ch. 5, by 21 business & professional men; Las Vegas, Nev., Ch. 13, and Reno, Nev., Ch. 4, both by H. L. Cravens, of Brownwood, Tex.; Provo, Utah, Ch. 11, by KCSU.

Uhf applications were for Boston, Ch. 44, by Jack Wrather, oil heir and an owner of KOTV, Tulsa; Medford, Mass., Ch. 44, by WHIL; Trenton, N. J., Ch. 41, by WTTM, now owned by Farm Bureau Mutual Automobile Insurance Co.; Sharon, Pa., Ch. 39, by Leonard J. Shafitz, Reynolds Metals Co. film chief; Beloit, Wis., Ch. 57, by Sidney H. Bliss, *WCLO-Janesville Gazette*.

[For further details about these applications, see *TV Addenda 16-B* herewith; for complete listing of all post-freeze applications, grants, hearings ordered, etc., see *TV Factbook No. 16* and Addenda to date.]

TV-radio legislation will pass through hands of these Interstate & Foreign Commerce Committee members in 83rd Congress, named this week: *Senate Republicans*—Tobey, N. H., chairman; Capehart, Ind.; Bricker, O.; Schoepel, Kan.; Butler, Md.; Cooper, Ky.; Griswold, Neb.; Potter, Mich. *Senate Democrats*—Johnson, Colo.; Magnuson, Wash.; Johnson, Tex.; Hunt, Wyo.; Pastore, R. I.; Monroney, Okla.; Smathers, Fla. *House Republicans*—Wolverton, N. J., chairman; Hinshaw, Cal.; O'Hara, Minn.; Hale, Me.; Dolliver, Ia.; Heselton, Mass.; Bennett, Mich.; Hoffman, Ill.; Beamer, Ind.; Springer, Ill.; Bush, Pa.; Schenck, O.; Carrigg, Pa.; Warburton, Del.; Derounian, N. Y.; Pelly, Wash.; Younger, Cal. *House Democrats*—Crosser, O.; Priest, Tenn.; Harris, Ark.; Rogers, Fla.; Klein, N. Y.; Stanley, Va.; Granahan, Pa.; Carlyle, N. C.; Williams, Miss.; Mack, Ill.; Thornberry, Tex.; Heller, N. Y.; Roberts, Ala.; Moulder, Mo.

Sen. McCarthy's first action on TV applications, in addition to his previous blanket request for information on grants, renewals & transfers, was Jan. 8 letter to FCC Chairman Walker concerning Badger Television Inc., applicant for Channel 3 in Madison in competition with WISC. Part owner of applicant is *Capital Times*, whose publisher is William Evjue, city editor Cedric Parker—with both of whom McCarthy has had long-standing feud. "I would like to bring evidence," McCarthy wrote, "that it would be against the public interest to have either Mr. Evjue or Mr. Parker exercising any control over a TV station." He asked if Commission is interested and when it would like the information.

TV and other modern media make desirable changing time of national political conventions to about Sept. 1 and shortening future presidential campaigns, said CBS chairman Wm. S. Paley in Jan. 18 address titled "TV and the Presidential Campaign" before Philadelphia's Poor Richard Club, which bestowed upon him its annual Gold Achievement Medal for "contribution to the strength of the nation through his service to government."

UH F IS HERE to stay and it's good—surprisingly good—no question about it." That's first enthusiastic reaction from 4-man team making engineering tests in South Bend for Howard W. Sams & Co. Inc., publishers of technical manuals and servicing data. Using mobile truck with variable height antenna and receivers and test equipment of various makes, crew found pictures from WSBT-TV (Ch. 34) clear and distinct, comparable to vhf. Team will spend 2 weeks making exhaustive measurements from all angles. Station began getting network service Jan. 16, had been transmitting test pattern 1-5 p.m., film 7-9.

In Bridgeport, former home of RCA's experimental uhf station, folks are sold on uhf, according to survey by Forman Market Research for Ch. 43 grantee WICC-TV, due on air within next few weeks. Despite fact that Bridgeport receives pictures from New York's 7 stations and New Haven's one, survey shows 22% of those interviewed are prepared to convert their sets to uhf "immediately," another 26% when station goes on air, and foresees figure of 75% within year. Survey showed 70% of Bridgeport residents already own TVs, but also indicated: (1) 91% of Bridgeport residents had heard about coming TV station. (2) 91.5% knew "who is putting this new TV station on the air." (3) 81.6% thought Bridgeport should have locally owned & operated station.

People would sooner drop telephone than TV, in opinion of Jackson Martindell, president of American Institute of Management. Testifying before District of Columbia Utilities Commission in support of phone company's petition for rate increase, he asserted that phone companies would suffer more than other utilities during depression and that they're harmed more by inflation. Elaborating on his TV vs. telephone thesis, he said: "Why, home appliances have solved the servant problem, and TV sets are today's nursemaids. Just the other day, I was discussing this with my daughter and she said if I paid her \$200 a month for someone to take care of the children, she would throw the TV set out the window—but not before." As if to underscore this point, Admiral electronics gen. mgr., Joe Marty Jr., told St. Louis Admiral dealers Jan. 15 that there are more TVs than telephones in Los Angeles, Philadelphia, Boston, Cleveland, Baltimore and St. Louis. He added that TVs generally exceed phones in metropolitan areas where stations have been on air 5 years or more.

Live TV "horse opera," originating at WCAU-TV, Philadelphia, starts on CBS-TV about Feb. 2, Mon.-Fri. 3:30-4 p.m., slated to be one of TV's biggest production efforts. Titled *Action in the Afternoon*, program will utilize area surrounding WCAU-TV for city block in mythical "Huberle, Mont." and will use one of largest production crews on TV, headed by WCAU-TV v.p. Charles Vanda and staff of Hollywood & New York script writers. Cast of 11 players and score of supporting actors will work under any weather condition to simulate Montana climate. Sponsorship details haven't yet been divulged.

Grosses of the 7 major film producers have "stabilized," notes Jan. 7 *Variety*, but moviemakers still face problem of sagging profits. Show business journal reports majors' "1952 profit tally will be fortunate to reach \$25,000,000," compared with 1951 figure of \$31,000,000 and all-time high of \$125,000,000 in 1946. Grosses for first 9 months of 1952 totaled \$551,000,000 against \$526,000,000 for same 1951 period. *Variety* notes all major producers except Warner Bros. and RKO are now active in some phase of TV—either production of TV films, ownership of stations or manufacture of TV equipment.

Station Representatives Assn. has mailed second edition of its *Spot Radio Estimator* to advertisers & agencies.

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

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(For Report on Progress of Compatible Color and Lawrence Tri-Color Tube, see page 9)

USEFUL DIAGRAM OF AT&T'S TV CIRCUITS: Diagram of AT&T's TV network circuits, enclosed herewith as a Special Supplement to all subscribers, is a handy guide for determining cities now served by networks and for figuring number of networks which can serve stations in each city simultaneously.

Diagram was prepared by AT&T as an exhibit for theatre-TV hearing which will resume Jan. 26, includes both present and proposed circuits, direction of transmission, distinguishes between coaxial and microwave. It is up to date as of Jan. 1, can be used as a worksheet to indicate status as it changes.

Diagram is a natural adjunct to our basic 32x22-in. wall map of TV stations and network facilities which is included with our Jan. 15 TV Factbook. Additional copies of the basic map, which also shows privately owned TV-network facilities, are available at \$1 each or 50¢ in quantities of 10 or more.

ROSTER OF APPLICATIONS 'FREE' FOR GRANTS: Exactly 130 applications for new stations are "in the clear" for immediate grants -- as soon as FCC can reach them under its priority schedule. And as of today, there are 705 TV stations in sight, adding up channels applied for and occupied (by stations actually in operation or granted).

These significant figures were derived from comprehensive analysis of the 733 applications pending -- as digested in our TV Factbook No. 16 and Addenda -- the first such breakdown of applications and grants, to our knowledge. Our analysis, made continually over 8-week period to reveal week-to-week trends, also shows:

The 130 uncontested applications break down to 44 vhf, 86 uhf. They include 9 non-commercial educational applications, 4 of them for vhf. The "free-for-grant" applications cover 115 communities, listed on next page for your convenience.

These figures change day-to-day, week-to-week, of course, with new grants, new applications, and the amendment and dismissal of old ones. Some channels on the list will no longer be "free" by time Commission gets to them; other cities will be added to list as applications are filed for "virgin" channels. And some grants may be delayed or forestalled by questions as to applicants' qualifications.

The number of "free" applications is being whittled down at rate of 5 a week on the average, though Commission has been averaging 10 CPs weekly. If applications and grants continue at current rate, FCC should work its way through backlog of uncontested applications in about 6 months and be in position to grant non-competitive applications as fast as they come in, regardless of priority status.

Of the total 705 potential TV stations now in works, 386 will be vhf and 319 uhf. Allocation plan provides for some 2060 channels.

Applications for contested channels -- those which will have to go to hear-

ing unless all but one party drop out -- total 598, vying for 258 channels of which 172 are vhf, 86 uhf.

Some 1355 channels are "going begging" -- that is, there are no applications for them at this stage of the game. Most are in smaller communities, and 1130 are uhf, 225 vhf. This figure isn't particularly significant, in view of fact that FCC could have assigned far more channels in many areas but didn't anticipate any demand for them. Stations on air or granted to date total 317 (including 108 pre-freeze), of which 170 are vhf, 147 uhf.

These are the channels currently uncontested and therefore free for granting (listing is state-by-state; educational channels indicated by asterisks):

Decatur, Ala. _____ 23	Atlanta, Ga. _____ 36	Sallsbury, Md. _____ 16	Elmira, N. Y. _____ 18	Memphis, Tenn. 13, 42, 48
Phoenix, Ariz. _____ 3	Douglas, Ga. _____ 32	Boston, Mass. _____ 50, 56	Utica-Rome, N. Y. _____ 25*	El Paso, Tex. _____ 20
Pine Bluff, Ark. _____ 7	Macon, Ga. _____ 13, 47	North Adams, Mass. _____ 74	Charlotte, N. C. _____ 36	Fort Worth, Tex. _____ 20
Chico, Cal. _____ 12	Rome, Ga. _____ 9	Benton Harbor, Mich. _____ 42	Greenville, N. C. _____ 9	Longview, Tex. _____ 32
Corona, Cal. _____ 52	Thomasville, Ga. _____ 6	Coldwater, Mich. _____ 24	Hendersonville, N. C. _____ 27	Lufkin, Tex. _____ 9
Delano (Wasco), Cal. _____ 33	Valdosta, Ga. _____ 37	Lansing, Mich. _____ 54	Mount Airy, N. C. _____ 55	McAllen, Tex. _____ 20
Eureka, Cal. _____ 3	Waycross, Ga. _____ 16	Minneapolis-St. Paul _____ 17	Winston-Salem, N. C. _____ 26	Midland, Tex. _____ 2
Riverside, Cal. _____ 40	Caldwell, Ida. _____ 2	Columbus, Miss. _____ 28	Minot, N. D. _____ 10, 13	San Antonio, Tex. _____ 35
San Bernardino, Cal. _____ 30	Idaho Falls, Ida. _____ 3, 8	Gulfport, Miss. _____ 56	Ashtabula, O. _____ 15	Sherman, Tex. _____ 46
San Diego, Cal. _____ 21	Nampa, Ida. _____ 6	Hattiesburg, Miss. _____ 9	McAlester, Okla. _____ 47	Temple, Tex. _____ 6
San Francisco-Oakland, Cal. _____ 9*, 20, 44	Twin Falls, Ida. _____ 11	Jackson, Miss. _____ 47	Oklahoma City, Okla. _____ 19, 25	Texarkana, Tex. _____ 6
San Luis Obispo, Cal. _____ 6	Chicago, Ill. _____ 20	McComb, Miss. _____ 31	Eugene, Ore. _____ 13, 20	Tyler, Tex. _____ 19
Tulare, Cal. _____ 27	Harrisburg, Ill. _____ 22	Hannibal, Mo. _____ 7	Klamath Falls, Ore. _____ 2	Victoria, Tex. _____ 19
Yuba City, Cal. _____ 52	Springfield, Ill. _____ 20	St. Louis, Mo. _____ 9*, 30, 42	Medford, Ore. _____ 5	Charlottesville, Va. _____ 64
Grand Junction, Col. _____ 5	Davenport, Ia.-Rock Island, Ill. _____ 36	West Plains, Mo. _____ 20	Salem, Ore. _____ 24	Harrisonburg, Va. _____ 3
Bridgeport, Conn. _____ 71*	Fort Dodge, Ia. _____ 21	Butte, Mont. _____ 6	Chambersburg, Pa. _____ 46	Marion, Va. _____ 50
Hartford, Conn. _____ 24*	Pittsburg, Kan. _____ 7	Havre, Mont. _____ 9	Lewistown, Pa. _____ 38	Norfolk-Portsmouth-Newport News, Va. 15, 33
Norwich, Conn. _____ 63*	Lexington, Ky. _____ 64	Missoula, Mont. _____ 13	Lock Haven, Pa. _____ 32	Walla Walla, Wash. _____ 5
Dover, Del. _____ 40	Maysville, Ky. _____ 24	Keene, N. H. _____ 45	Sharon, Pa. _____ 39	Wenatchee, Wash. _____ 55
Washington, D. C. _____ 26*	Minden, La. _____ 30	Albuquerque, N. M. _____ 13	Aiken, S. C. _____ 54	Wheeling, W. Va.-Steubenville, O. _____ 51
Fort Myers, Fla. _____ 11	New Orleans, La. _____ 26	Clovis, N. M. _____ 12	Anderson, S. C. _____ 53	Beloit, Wis. _____ 57
Jacksonville, Fla. _____ 30, 36	Portland, Me. _____ 53	Roswell, N. M. _____ 8	Greenwood, S. C. _____ 21	Marquette, Wis. _____ 11
Miami, Fla. _____ 2*	Annapolis (Odenton) Md. 14		Johnson City, Tenn. _____ 11	Milwaukee, Wis. _____ 10*, 19
				Honolulu, Hawaii _____ 13

SEVERAL TESTING, OTHERS GETTING READY: Three more new stations are on air, testing -- and there should be quite a few other starters during February. Even Tijuana's XETV (Channel 6), on border near San Diego, is reported about ready to get going, so that the count now totals 131 U.S., 2 Canadian, 2 Mexican border stations operating.

This week's starters, all as yet on test patterns only: KXLY-TV, Spokane (Ch. 4), which began last week end with test patterns from Mt. Spokane, reported quite successful by mgr. Norman Hawkins, and which plans commercial operation from Feb. 1; WTVJ, Jackson, Miss. (Ch. 25), which began tests Jan. 20, goes commercial momentarily; WABI-TV, Bangor, Me. (Ch. 5), slated for first tests this Sunday, Jan. 25, and definitely going commercial next Saturday, Jan. 31.

For all practical purposes, these 3 can now be regarded as on the air -- the Jackson and Bangor outlets opening up brand new TV markets. Bangor debut, indeed, is something of a saga: Granted Dec. 31, mgr. Murray Carpenter and co-owner ex-Gov. Hildreth, president of Bucknell U, pushed it along so speedily that the ebullient Mr. Carpenter was able to wire us Friday that everything is running ahead of schedule and that: "They said we couldn't build for our estimated costs, but we've done it. They said we couldn't build in 4 weeks, but we've done it. They said we couldn't build in the Maine winter, but we've done it. Now just watch us."

* * * *

Due to turn on juice any time now, also, are WFMJ-TV, Youngstown (Ch. 73), WROV-TV, Roanoke (Ch. 27); KDZA-TV, Pueblo (Ch. 3); WLVA-TV, Lynchburg, Va. (Ch. 13) -- the last-named advising us that its schedule now calls for test patterns starting Feb. 2 and for regular operation starting Feb. 8.

GE has shipped to both WEEK-TV, Peoria (Ch. 43) and WHUM-TV, Reading (Ch. 61) -- and those plants are far enough along to get them on air very soon. Also, before end of February, we're promised these other starters: WICC-TV, Bridgeport (Ch. 43); WWLP, Springfield, Mass. (Ch. 61); KOLN-TV, Lincoln, Neb. (Ch. 12); WFBG-TV, Altoona (Ch. 10); WAFB-TV, Baton Rouge (Ch. 28); WLEV-TV, Bethlehem, Pa. (Ch. 51); and maybe a few others, on which no reports have yet been obtained.

[For details about all aforementioned starters, see Station Directory, TV Factbook No. 16; for news about transmitter shipments & upcoming stations, see p. 6.]

DOZEN MORE CPs GRANTED, TOTAL NOW 209: Add 12 CPs to your list. FCC granted that many more this week, bringing total post-freeze new-station authorizations to 209, of which 147 are uhf, 62 vhf. That's almost twice as many as pre-freeze stations -- and they're still coming fast. In 5 weeks, holidays and all, Commission approved 52 CPs. They aren't all uhf, by any means; 5 of this week's were vhf.

The vhf grants went to: St. Cloud, Minn., WJON, No. 7; Santa Fe, N.M., Greer & Greer, No. 2; Wichita Falls, Tex., KWFT, No. 6 (third for city); Bellingham, Wash., KVOS, No. 12; Cheyenne, Wyo., KFBC, No. 5.

Uhf CPs went to: Northampton, Mass., WACE, Chicopee, No. 36; Kansas City, Empire Coil Co., No. 25; Jamestown, N.Y., WJTN, No. 58; Kingston, N.Y., WKNY, No. 66; Sandusky, O., WLEC, No. 42; Greenville, S.C., Greenville Television Co., No. 23; Madison, Wis., Bartell Television Corp., No. 33 (2nd for city).

Kansas City grant to Herbert Mayer's Empire Coil Co. is another milestone in Mr. Mayer's remarkable history of station acquisition. It's his 4th station, 3rd uhf. His other holdings are vhf WXEL, Cleveland, and uhf KPTV, Portland, both on air, and CP for uhf KDEN, Denver. He dropped St. Louis application this week.

Among the grantees without local AMs: Greer & Greer operate theatres in New Mexico and Colorado, are TV applicants for Albuquerque. Greenville grantee is big partnership of businessmen; largest share (15%) is held by realtor R.M. Caine; a 5% owner is Burnet R. Maybank Jr., attorney, son of Sen. Maybank (D-S.C.).

[For further details about grantees, see TV Addenda 16-C herewith; for complete data on these and all other applications, see TV Factbook No. 16.]

* * * *

There has been much talk about "shakedowns" and "strike" applications ever since freeze ended -- referring to those filing competing applications in hopes of being bought off in cash or stock. FCC is well aware of the charges, but hasn't nailed anyone yet. Commission and others have spotted several very suspicious applications, but it takes time to develop a solid case against them.

In only a few cases have rival applicants formally told Commission of their suspicions. FCC hasn't yet gone into charges -- openly, at least. But it has indicated it would welcome iron-clad proof in order to make a "horrible example" -- but such proof is manifestly hard to get.

NO LETUP IN COMMUNITY ANTENNA GROWTH: Guessing about future of community antenna systems remains a popular game -- but all the conjecture doesn't seem to slow down their growth one whit.

Despite end of freeze, advent of new stations, increases in station power-height, experiments with boosters and satellites (Vol. 9:3) -- our new directory of systems on pp. 239-241 of TV Factbook 16 shows that in 6 months the total of operating systems has grown from 94 to 149 while number planned went from 16 to 26.

Total homes served by these systems is extremely difficult to calculate, but estimates run about 75-85,000. Assuming only 70,000, the money involved is quite respectable sum. Assuming only \$125 each, initial connection charges total \$8,750,000. Receivers would run about twice that -- or \$17,500,000. At \$3.50 for monthly service fee, yearly intake would be about \$3,000,000.

This is small potatoes compared with aggregate of entire TV industry -- but it means very nice businesses for successful system operators. Not all are in clover by any means, but potential is excellent in many communities. In the opinion of Martin F. Malarkey Jr., president of National Community TV Assn., only about half the operators are currently in black. But the losers, he says, generally have no one to blame but themselves. As in any industry, systems have their share of plain poor businessmen and shoddy operators.

The hills and valleys of Pennsylvania still account for largest group of systems -- 53. West Virginia is next with 23. California has 18. Noteworthy is advent of the multiple owner. William Gentry, of Concord, Cal., has 5. Dominic Vitelli, Brockton, Pa., has 3. W. Howes Mead, Lexington, Ky., has 1 with 2 planned.

Among biggest projects are those operating & planned by Jerrold Electronics Corp., major producer of community equipment. Backed by J.H. Whitney & Co., the big

investment house, it aims for 6000 subscribers in Williamsport, Pa. It has started in Ventnor, N.J., Atlantic City suburb, working with Butcher & Sherrerd, Philadelphia investors. And, with Whitney, it will shortly enter Fairmont, Clarksburg, Morgantown and Parkersburg, W. Va. Jerrold reports 2 more systems in operation with its equipment -- Walton, N.Y. and Harlan, Ky.

Things to watch for from now on, besides number of systems and homes served, are impact of TV station growth, conversion to add uhf, beginnings of subscription TV -- a la Telemeter in Palm Springs, Cal., due to start soon.

Jerrold announced its subscription-TV intentions this week, said it would reveal its system when FCC sets matter for hearing. President Milton Shapp claims he has something simpler than any system offered to date, because it will be confined to wired systems. He's convinced community systems are "naturals" for fee-TV.

Personal Notes: George M. Burbach, for 40 years with *St. Louis Post-Dispatch*, director of its radio station KSD and founder of its KSD-TV, was presented with an oil portrait of himself at Jan. 15 reception at which the Pulitzers acted as hosts; portrait will hang in the studios . . . Wm. H. Fineshriber Jr., MBS executive v.p., resigns as of March 1 to join former MBS president Frank H. White, now NBC president, in an executive NBC post . . . James D. Shouse, Avco director and Crosley Broadcasting Co. chairman, elected president of Cincinnati Chamber of Commerce . . . James C. Cole, veteran radio mgr., onetime with WEBC, Duluth, appointed mgr. of new WFTV, Duluth (Ch. 38), tentatively slated to start Feb. 15 (Vol. 8:49) and one of the 3 uhf grants to Herbert Scheftel interests (Telenews theatres), others being in Little Rock and Sioux City . . . Harold P. See promoted from TV director to station mgr., KRON-TV, San Francisco, under Charles Thierot, gen. mgr. and asst. publisher of parent *Chronicle* . . . P. A. (Bud) Sugg elected to board of Oklahoma Publishing Co. (*Daily Oklahoman*) whose WKY & WKY-TV he manages . . . Robert F. Lewine, ex-TV-radio director, Hirshon-Garfield, joining ABC-TV as eastern program director . . . Bun Clapperton, ex-KPOA, named local sales mgr. of KONA, Honolulu . . . Don Stewart shifted to DuMont transmitter sales, following merger of network's film syndication & teletranscription depts. now headed by Robert Woolf, with Merriman Holtz Jr. as supervisor of film syndication . . . Mrs. Doris Corwith, NBC supervisor of public affairs and president of American Women in Radio & TV, sailed Jan. 24 on hospital ship *U.S.S. Haven* for 2-week tour of western Pacific as guest of Navy, returning in *Mars* seaplane . . . Craig Ramsey named asst. to KFEL-TV program director Duncan Ross, Wm. G. McAndrew named KFEL-TV commercial production director, both going to Denver from NBC-TV, New York . . . Gregory T. Lincoln, ex-WPIX, joins Crosley New York sales office handling TV accounts . . . Frederick N. Polangin, ex-Hutchins Adv. (Philco account), named to N. Y. staff of Fuller & Smith & Ross as supervisor of TV-radio div. of Westinghouse account . . . Arnold Johnson resigns as NBC Chicago TV-radio service mgr. to become radio facilities mgr., Needham, Louis & Brorby; he's succeeded by Thomas Lauer . . . Mrs. Donna Quigley, ex-Frank Best & Co. and Reuben H. Donnelley Corp., joins Cayton Inc. as asst. TV director . . . Kenneth W. Miller, FCC engineer in Conelrad group, chosen as engineering asst. by Comr. Robert Bartley, first such aide selected . . . Ned Hullinger, ABC western div. station relations mgr., transferred to station relations dept., N. Y.

Douglas Coulter, 52, NBC-TV executive producer, onetime CBS program v.p. and ex-N. W. Ayer radio v.p., died of a heart attack at his home in Scarsdale, N. Y., Jan. 21. He was credited with introducing the first radio variety and mystery shows, and with handling debuts of Will Rogers, Eddie Cantor, Jack Benny, Joe Cook, Mills Brothers.

EX-COMR. JONES' chances of becoming chairman of FCC are regarded virtually nil, despite considerable publicity in recent weeks. Close inquiries indicate he couldn't get own Ohio delegation in Congress to support him, despite his acknowledged ability and popularity when he was GOP Congressman. To the electronics industry, he's definitely persona non grata because of the part he played in the color imbroglio, his sparking of long-drawn-out anti-trust probe involving still-undecided ABC-UPT merger, his opposition to majority's method for early lifting of 4-year TV freeze. He himself says he'd take job only if drafted, and the publicity isn't doing his nicely-building law practice any harm.

Speculation about Republican successors to Chairman Walker and Comr. Merrill continues meanwhile—but nobody really knows answers, not even President Eisenhower's wartime aide Harry C. Butcher, who called on him shortly before inauguration and who himself is definitely not slated for any part of the new Administration. It's apparent Gen. Eisenhower hasn't taken up matter yet.

All that's known is that strong bi-partisan and industry sentiment favors promotion of the capable and knowledgeable Comr. Hyde (Idaho Republican) to chairmanship; that Indianapolis-Phoenix publisher Eugene Pulliam has been working hard for Charles Garland, gen. mgr. of Gene Austry's KOOL, Phoenix, and onetime mayor of Des Plaines, Ill.; that there's considerable support and opposition to candidacy of Lewis Allen Weiss, ex-Don Lee president and MBS chairman; that dozens of other names have been advanced and publicized, including radio & telephone people, lame duck politicians, even newsmen—making for guessing game that has given trade press plenty of copy.

First coast-to-coast inauguration telecasts, viewed by estimated 70,000,000 over 118 stations (out of the 128 on air), won unanimous acclaim of TV-radio critics. Audience was augmented by TV installations in many of nation's classrooms as well as state legislatures and public places all over country. Inauguration was free attraction on theatre-TV screens in Cleveland, Cincinnati and Indianapolis. The 4 TV networks used total of more than 50 cameras, staffs totaling some 600. Most fascinating innovations were the mobile transmitters of ABC, CBS & NBC, mounted in autos which cruised along parade route. New portable cameras were unveiled, too—NBC's 8-lb. hand-held job using RCA vidicon industrial TV tube, and ABC's 18-lb. "Peek-A-View," also using vidicon, made by Dage Electronics Co. (Vol. 8:50). ABC's coverage was sponsored by Willys, CBS's by Packard, NBC's by General Motors, DuMont's on local cooperative basis.

Of the 43,849,460 radio homes in U. S. (some 98% of all), 44% have 2 or more radios, says A. C. Nielsen Co. As of June 1, 1952 there were 70,175,670 radio sets and 17,706,930 TVs in operation in U. S. homes. In addition, 22,630,820 families owned one or more auto radios.

Telecasting Notes: "Open door" to TV-radio as well as press is official policy of new Administration—another milestone in growing acceptance of TV as news medium. Some newspapermen were miffed (as they were when radio first loomed as a "competitor") when President Eisenhower's press secretary James C. Hagerty announced Jan. 21 that live TV-radio will be permitted to participate in some of President's new conferences for first time, probably once a month. Exact form of TV-radio "conferences" hasn't yet been worked out, but in apparent recognition of TV's role in presidential election campaign, Mr. Hagerty told newsmen: "We are in a new era with a new medium which we will take and use" . . . Dim view of televised presidential press conferences was taken by *New York Times* Jan. 23 in editorial saying such telecasts would be "a vaudeville act" and expressing hope "President Eisenhower will not take this risk"; but *Times* TV-radio editor Jack Gould, in same issue, enthusiastically called proposal "the thoroughly American way [to give] millions an opportunity" to see Govt. in action . . . TV-radio broadcasting of hearings before standing Congressional committees at discretion of chairman or by majority vote of committee is provided by bill to be introduced Jan. 26 by Rep. Javits (R-N. Y.) which also provides for code to safeguard rights of witnesses; bill is similar to one he introduced in last Congress, where it was pigeonholed by Rules Committee (Vol. 7:18) . . . "Look at Those Congressmen Ham It Up" titles article, by James R. Aswell, on Robert Coar's joint Senate-House recording facilities, non-profit and self-supporting setup on Capitol Hill which makes radio transcriptions or shoots TV films for legislators to send back to their local stations, due Feb. 13 in *Saturday Evening Post* . . . Tommy Manville, as guest on Socony's *Broadway Stanza*

on WPIX, New York, conducted by Rialto columnist Hy Gardner, was cited as example of "below-the-belt TV" by no less an authority than *Variety*, which lambastes the "free-for-all on the Manville matrimonial sprees" as "one of the prize misdemeanors of the year"—coming just when newspapers and Congressional watchdogs are increasingly alerting themselves to abuses. This one, said *Variety*, reached "a level of bad taste that must have floored the Mobiloil boys into immobility" . . . Birth of son to Lucille Ball and husband Desi Arnaz Jan. 19, with its attendant heavy newspaper publicity, resulted in all-time high Trendex rating of 68.8 (approximately 44,000,000 viewers) for their filmed *I Love Lucy* program same night on CBS-TV . . . Ford Foundation, having gotten *Omnibus* off to good start on CBS-TV, with 5 sponsors now making it self-supporting, soon to get proposal for children's TV show from its TV-Radio Workshop chief Robert Saudek . . . Live-wire WAAM, Baltimore, already offering *Income Tax Clinic* at 9:15 p.m. each Tuesday until fateful March 15—a "natural" for TV-radio . . . 95 stations and all 4 networks now subscribe to NARTB-TV Code and regularly flash its symbol, including 3 of Washington's 4, which are under constant gaze of FCC members, staff & families; sole holdout—and it sticks in NARTB crew—is *Washington Post's* WTOP-TV, due to an old personal gripe of mgr. John S. Hayes . . . John E. Pearson TV named rep of new KSFA-TV, Ft. Smith, Ark. (Ch. 22), due on air May 1, reports Weldon Stamps, gen. mgr. . . KONA, Honolulu, new rate card, retroactive to Dec. 16, reduces Class A hour rate from \$225 to \$150, 1-min. from \$45 to \$30 . . . New WTVU, Scranton, Pa., due on air in March, has appointed Bolling as national rep.

Station Accounts: So-called "chain lightning" merchandising plan of WNBC & WNBT ties in 5000 drug stores, represented by New York State Pharmaceutical Assn., as sponsors of weekly half-hour *Favorite Story*, starring Ronald Colman. Plan was used previously with 1500 supermarkets and 2000 independent grocers and includes TV-radio spots to promote neighborhood stores. Pharmaceutical Assn., in turn, will provide members with point-of-sale displays of other products advertised on WNBC & WNBT . . . Chesterfield and Hamm Brewing Co., each taking half of all games, will repeat sponsorship next season of all home games of Chicago Cubs and White Sox on WGN-TV, with reported \$100,000 paid each club for rights . . . National Brewing Co. (National Bohemian) to sponsor 24 home, 14 road games of Washington Senators on WTTG, through Kenyon & Eckhardt; it's 7th season on WTTG for club . . . Broil-Kwik Co. (infra-red broilers) buys night stanza of *Mono-Drama Theatre* on WABD, New York, Mon.-thru-Fri. 11:15-11:30 p.m., thru Zlowe Co.; afternoon stanza is 2:45-3. Unique new show stars lone actor who recreates a living portrait without aid of props or supporting players . . . Helen Pessl Inc. (Little Lady Toiletries) stars Irene Wicker in *Little Lady Story Time* on WJZ-TV, N. Y., starting Feb. 1, Sun. 11:30-12 noon, thru Keystone Adv. . . I. S. Grass Noodle Co. (Mrs. Grass' soup mixes) using TV on Ohio stations WNBK, WLWT, WLWD, WLWC and Chicago stations WBKB & WNBQ to back up big midwest newspaper ad schedule, thru Phil Gordon Agency, Chicago . . . Among other advertisers reported using or preparing to use TV: Avis Rent-A-Car System, thru Ruse & Urban, Detroit; Indiana Bell Telephone Co., thru J. Walter Thompson, Chicago; Rolls Razor Inc. (Rolls razor & accessories), thru Anderson & Cairns Inc., N. Y.; Flagstaff Foods (food products), thru Weiss & Geller, N. Y.; Hills Bros. Coffee Inc. (Red Can coffee), thru N. W. Ayer & Son, San Francisco; Calcinator Sales Co. (incinerators), thru Christopher-Williams & Bridges.

NEW YORK State Board of Regents' ambitious plan for 10-station educational TV network is rated only 50-50 chance of winning approval in toto—despite overwhelming support at 4 hearings before N. Y. State Temporary Commission on Educational TV, which ended Jan. 22 in Albany. That's opinion we get from newsmen who covered hearings and who are also wise to political maneuvering in State House.

Chief obstacle to full endorsement appears to be cost, estimated to involve outlay of \$3,850,000-\$4,500,000 in tax funds for construction alone. Best guess is that economy-minded Commission members, some reputed to be lukewarm to educational TV, will urge legislature to approve modest program as a trial, reserving right to expand network if it proves successful.

Educational TV gets chance to show its wares before 15,000 school officials at convention of American Assn. of School Administrators in Atlantic City, Feb. 14-20. New Jersey Dept. of Education's TV research center at Rutgers U plans to show series of typical educational programs. Joint Committee for Educational TV will provide lawyers and engineers to answer questions of educators.

Other educational developments this week: (1) NARDA convention in Chicago set up regional committees to seek support for educational TV. (2) Chicago board of education submitted budget request of \$150,000 for construction of TV studio in Manley Trade School. (3) American Council on Education, 1785 Massachusetts Ave., NW, Washington, published *A Television Policy for Education* (285 pp., \$3.50) based on addresses at TV Programs Institute at Penn State College last spring. (4) Ten Philadelphia groups formed Delaware Valley Television Corp., non-profit organization to press for educational TV station. (5) Massachusetts Special Commission on Educational TV called public hearing in Boston Jan. 26 to consider its recommendations for state network. (6) U of Minnesota Board of Regents approved state network plan to cost \$5,000,000.

TWO-A-WEEK, not 2-a-month as we erroneously reported last week, is anticipated RCA schedule of uhf transmitter deliveries starting possibly in February. Meanwhile, next week's shipments go to WAFB-TV, Baton Rouge (Channel 28) and to WROV-TV, Roanoke (Ch. 27). First February uhf deliveries are scheduled for WKNB-TV, New Britain, Conn. (Ch. 30); WHP-TV, Harrisburg (Ch. 55); WNBH-TV, New Bedford, Mass. (Ch. 28); WAKR-TV, Akron (Ch. 49); WKST-TV, New Castle, Pa. (Ch. 45); WTVO, Rockford, Ill. (Ch. 39).

GE also is stepping up its uhf deliveries and has considerably increased its orders. This week it shipped 100-watt transmitter to WEEK-TV, Peoria (Ch. 43) and 12-kw to WHUM-TV, Reading (Ch. 61), both now shooting for Feb. 1 start. In February, it ships to WWLP, Springfield, Mass. (Ch. 61); WHYN-TV, Holyoke, Mass. (Ch. 55); WPAG-TV, Ann Arbor, Mich. (Ch. 20); KBMT, Beaumont, Tex. (Ch. 31); WLOK-TV, Lima, O. (Ch. 73).

GE's March uhf shipments include WGBI-TV, Scranton (Ch. 22); WEEU-TV, Reading (Ch. 33); WOSH-TV, Oshkosh, Wis. (Ch. 48). In April or May, 12-kw job goes to KPIK, Los Angeles (Ch. 22). Other May shipments are to WILK-TV, Wilkes-Barre (Ch. 34); KRTV, Little Rock (Ch. 17). June: WUTV, Youngstown. (Ch. 21); KIMA-TV, Yakima, Wash. (Ch. 29). July: KTVA, Austin, Tex. (Ch. 24); WPFA, Pensacola, Fla. (Ch. 15); KTAG, Lake Charles, La. (Ch. 25). August: WTVT, Chattanooga (Ch. 43); WCOC-TV, Meridian, Miss. (Ch. 30).

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Replies were rather numerous this week in our continuing survey of upcoming new stations, though some were quite indefinite. Here's what uhf grantees reported:

Denver isn't likely to get uhf before end of summer, according to latest dope on KIRV (Ch. 20) and KDEN (Ch. 26). Former's prime mover, Sam Sigman, is quoted in trade reports as stating difficulty in getting equipment is causing delays until August. Latter grantee, Empire Coil Co., has postponed until spring because of site problems. Meanwhile, Denver's Rocky Mountain Electrical League reports 1952 set sales totaled 115,299, plus estimated 2000 brought in from elsewhere—remarkable record when it's recalled that first vhf TV began there last July 18, second Oct. 2.

St. Louis trade reports indicate that KTSL group headed by Wm. Ware (Ch. 36) aims for April 1-15 start, though Mr. Ware himself says it will be week or so before definite information about plans can be announced. Also from Columbia, Mo., it's reported that new U of Missouri commercial outlet on Ch. 8 won't be ready for at least 6 months.

WICC-TV, Bridgeport, Conn. (Ch. 43), last promised for Jan. 15 with first Federal uhf transmitter, now looks to "third week in February" for its start, reports mgr. Philip Merryman. It might have made January date, except for delays in 435-ft. tower, he states.

WKOW-TV, Madison, Wis. (Ch. 27) has ordered RCA equipment, breaks ground for new plant Feb. 1, expects to get started June 1, has appointed Headley-Reed, according to gen. mgr. Michael Henry.

WISE-TV, Asheville, N. C. (Ch. 62) and WCOG-TV, Greensboro, N. C. (Ch. 57) are to be pushed to completion, reports Harold H. Thoms, holding both CPs. RCA transmitter and DuMont cameras & film equipment have been ordered for WISE-TV, which he expects to get going by May 30. DuMont 5-kw transmitter has been ordered for WCOG-TV, which is due to start Aug. 15, he stated.

New station in Salinas, Cal. (Ch. 28), granted Jan. 14 to S. A. Cisler Jr. and Grant Wrathall, hasn't yet ordered equipment but is aiming for summer of 1953 start, according to Mr. Cisler.

Among vhf grantees, there's more definite information, at least as to target dates. These are digests of this week's reports:

From Springfield, Mo., J. Gordon Wardell, manager of Springfield Television Inc. (Ch. 3), reports construction of new building to start in 2 weeks, RCA equipment ordered, July 1 expected on-air date, call letters and national rep not yet selected. President is Lester L. Cox, son of Lester E. Cox (KWTO, Springfield). Major stockholder is Springfield Newspapers Inc. (KGBX). The elder Cox has relinquished his previous interest in Springfield Television Inc. while the younger has given up his single share in KWTO.

WBAY-TV, Green Bay, Wis. (Ch. 2) reports that construction of studios in Columbus Club Bldg. will be completed shortly, that RCA has delivered 2 studio camera chains, film chain and associated equipment, that transmitter and ST microwave link are yet to come. Present plans call for tests to begin about March 1, regular programming 7 hours daily starting March 15. Weed & Co. will be rep.

WDAY-TV, Fargo, N. D. (Ch. 6) has had RCA equipment on order since June 1951, reports president Earl Reineke. Though construction plans haven't jelled yet, it hopes to begin interim operation by May 1. National rep hasn't been chosen, though Free & Peters is radio rep.

KZTV, Reno, Nev. (Ch. 8) hasn't ordered equipment yet or begun construction, yet president Kenyon Brown guesses it might get on the air by June 1. He's 50% owner, other half being owned by Fort Smith (Ark.) publisher Donald W. Reynolds.

KVTV, Sioux City, Ia. (Ch. 9) has ordered GE transmitter, RCA studio equipment, Graybar lighting equipment, has started erection of tower, studios and transmitters, now reports it will go on air no later than April 1, possibly earlier. Katz will be rep. Management is headed by Robert R. Tincher, mgr. of WNAX, Yankton, S. D., also owned by Cowles publishing interests.

KROC-TV, Rochester, Minn. (Ch. 10) has ordered RCA equipment, but hasn't yet begun construction, according to Gordon P. Gentling. Its target date is May 1. Rep will be Robert Meeker.

KELO-TV, Sioux Falls, S. D. (Ch. 11) has RCA equipment on hand, much of plant completed, will have test patterns by March 1, start commercial telecasting April 1, says mgr. Evans Nord. O. L. Taylor will be national rep.

KCBD-TV, Lubbock, Tex. (Ch. 11) expects to be on the air by March 30, according to latest report from president Joe H. Bryant, thus giving that community second vhf outlet—KDUB-TV having begun Ch. 13 operation last Nov. 13. RCA equipment has been ordered, to be delivered this month. Studio building is about completed. John E. Pearson will be rep.

KTNT-TV, Tacoma, Wash. (Ch. 11) has ordered GE equipment, already received and being installed, with studio and tower completed—but it won't estimate starting date. Weed has been signed as national sales rep. Rival KMO-TV (Ch. 13), being built by Carl Haymond, previously reported May, 1953 as target (Vol. 8:51).

First network service to Canada went into effect this week when 2-section 66-mi. microwave link began operating from Buffalo to Toronto across Lake Ontario, with intermediate relay at Fonthill, Ont. CBS-TV beamed first live program, *Studio One*, shortly after connection. Extension to Montreal is due in Spring. Also interconnected this week were Youngstown's WFMJ-TV & WKBN-TV.

GE shipped 20-kw amplifier to WPIX, New York, Jan. 22, and station is due to hike power to nearly 100 kw shortly, operating from Empire State Bldg.

LEADERS STILL THINKING & TALKING BIG: They're licking their chops in the industry over prospects of another big production and sales year -- anticipated by just about everyone on the manufacturing side of TV-radio, big and little. High expectations are based not only on continuing high demand for their product but on the new Administration's obvious friendliness to business. That the electronics boys got quite a kicking around by the preceding regime, is all too well known (see p. 8).

Hopes are so high that, as if in response to Philco's hint of 1,000,000 TV output this year (Vol. 9:2), Admiral is on record as indicating it too will turn out 1,000,000. And RCA, boasting that it can't meet current demand, takes traditional position that "we won't be outproduced or outsold by anybody."

Whether all this turns out to be tall talk, fact remains that the industry is flourishing to the point where Motorola's Robert W. Galvin could tell the Chicago Society of Investment Analysts this week that 1953 should be good profit year, maybe 10% before taxes on consumer goods, 8½-10% on govt. contracts, higher on commercial products -- enhanced by good prospect of end of excess profits tax July 1.

Unlike DuMont's Dan Halpin, who anticipates higher prices ahead (Vol. 9:1), Galvin takes position that production costs are now leveling off and said, "We don't anticipate more price increases." In fact, in long run, he thinks "the electronics industry will offer lower priced products through technical improvements, such as applications of transistors, coupled with plated circuitry."

Components makers face good future, too, said Galvin, thanks to expanding TV and other operations, and he foresaw for this year "no basic material shortages."

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The uptrend was reflected by Admiral's Ross Siragusa at his "white goods" convention in Chicago this week. Admiral's 1952 sales, he said, were second highest in its history, exceeded only by 1950's \$230,000,000. This year, it's prepared to turn out \$225,000,000 worth of products, exclusive of defense and export. Production plans embrace doubling sales of home appliances, especially now that Admiral is also in the home freezer and air conditioner fields.

TV hit annual rate of 7,000,000 output during last 4 months of 1952, said Siragusa, yet inventories did not pile up. The "old markets are still best", he assured his distributors. Though as many as 100 new stations may be expected this year, he cautioned against "tendency to overemphasize this factor."

"The 67 markets existing prior to the lifting of the freeze," said Siragusa, "still will account for the great share of sales. Our studies indicate that a maximum of 1,500,000 sets will be sold in new markets in 1953."

"On that basis, the industry will have a ratio of at least 3 sets to sell in the 67 pre-freeze markets for each one to be sold in new markets. You may find that ratio surprising, but it is not out of line with the facts. For example, more sets were sold in New York in October alone than in Denver in the first 3½ months after telecasts were started there. October sales in Chicago almost equalled the 3½ months sales total in Denver."

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Perhaps symptomatic of the times, smaller manufacturers are no less optimistic than the Big 4, as indicated in reports in these columns during recent weeks -- many of them quite intent on getting bigger. News release from Raytheon this week quotes sales chief Wm. J. Helt as saying he expects to increase TV sales by 300% this year over last, will add 15 more distributors to the 26 appointed last year so as to acquire nation-wide distribution.

Raytheon statement is one of many. Retailing Daily's Martin Rosenbloom, surveying field Jan. 23, lists CBS-Columbia as expecting to hike output from 122,000

last year to 225,000 this year; Olympic, from 75,000 to 100,000; GE, to go up 100%; Emerson, up 80%; Crosley, up 60% -- among others.

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Production climbed again second week of New Year (ending Jan. 16), RTMA reporting 173,348 TV units turned out (7007 private label) as against 155,892 in week preceding. Top 1952 week was 205,957 last Oct. 31 (Vol. 8:45) and it's expected this will be reached and perhaps exceeded soon as things are now going. Factory inventories remained steady at 127,464 as of Jan. 16, up only about 3000 from Jan. 9.

Radio output went up, too -- to 255,072 (113,278 private) from 209,057 week preceding. Factory inventories went to 240,126 from 223,569. Week's radios were: 90,892 home sets, 21,148 portables, 42,767 clock, 100,265 auto -- latter figure a record high, presumably due to new car models now being introduced.

GOVT. DROPS COLOR-FM ANTI-TRUST PROBE: Dept. of Justice's grand jury investigation of the TV-radio-electronics industry, regarded by many (and with good reason) as a spite-provoked "fishing expedition," fell flat on its face this week -- propelled to that ignominious posture by the outgoing Administration itself!

It wheezed to a fitting climax when Attorney General McGranery, on last day in office Jan. 19, abandoned the much-publicized anti-trust inquiry into color, FM and patents, ending a period of harassment costly to both industry and taxpayer.

Like other crackdown efforts of the old FCC regime, which was quite rightfully suspected of sparking this one too, it proved to be a magnificent bust.

* * * *

Probe started about year ago, with RTMA and 18 companies required to produce exhaustive files under sweeping subpoena duces tecum that threw respondents into a dither of resentment and forced them to engage high power defense counsel (Vol. 8:9 et seq). Accent on color lent to belief, confirmed by fact FCC helped all along, formally and informally, that the proceeding stemmed from FCC pique over the industry's virtually unanimous refusal to accept its color edict.

No one expected criminal indictments ever would result, but cost and bother were enormous, to say nothing of unfairness, especially at a time when the industry was worried about slumped TV market, aggravated by the then still-unlifted freeze, and when industry leaders were intensely preoccupied with mounting defense demands.

The case aroused deep-seated resentment against the Truman Administration at all industry levels, just as did the adoption of incompatible color -- against the overwhelming advice of manufacturers, scientists and sellers alike.

"Most of the persons to whom subpoenas were directed have complied substantially with them," said McGranery's statement. "The Department study of the documentary material submitted suggests that removal of whatever restraints may exist in the industry should more properly be the subject of civil litigation than of criminal prosecution. The study thus far made of the documents has not disclosed the use of force, strong arm tactics or activities of a similar punitive nature."

The press release adds that the Attorney General "emphasized that the investigation itself was not terminated and would continue, and that he had simply withdrawn authority to use criminal process." It was always the industry's position that it would never be indicted for non-existent "conspiracy" against color or for "failure to push FM," and that patent problems properly belong in civil courts.

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It's doubted now that civil action is more than an empty threat, mentioned merely for "face saving" -- particularly since RCA patent pool is in litigation in civil courts (with Zenith). As we observed, when probe was first projected, "While grand jury action might mean criminal indictments, it's regarded more probable that civil action may be the aim -- especially against RCA patent pool" (Vol. 8:9).

RCA was main target from start, although RTMA and these other companies were served: Admiral, CBS-Columbia, Crosley, DuMont, Emerson, GE, Hazeltine, IT&T (Capehart-Farnsworth, Federal, et al), Motorola, Philco, Pilot, Raytheon, Sylvania, Westinghouse, Zenith. For some inexplicable reason, several top industry entities were not served, though they had taken same strong position vis-a-vis color others did.

Sweeping nature of subpoena flabbergasted most (for text, see Supplement No. 77). RCA had toughest time complying because of its complex patent-licensing agreements, and it lost in drawn-out court effort to quash or modify the "dragnet" subpoena demanding data going back to 1934 (Vol. 8:43).

Probe obviously ran out of steam after anti-trust chief H. Graham Morison resigned June 30 (Vol. 8:25), although dept. attorneys Malcolm A. Hoffmann & Marcus A. Hollabaugh dutifully pressed the case. Both are career men, who expect to stay on their jobs, protected by civil service. They may be transferred, however -- and at FCC its sideline "patent investigation" that has been running nearly a decade is expected to get short shrift under the new leadership due soon.

COMPATIBLE COLOR progress is unmistakable, even though development has been far more time-consuming than experts predicted. But there's abundant evidence that time is being well spent—in both field testing of system and perfection of transmitters and receivers.

New field testing specifications were chosen unanimously last week by National Television System Committee, after a year of experience with old set. These are to be tested as long as necessary, perhaps 3-4 months, whereupon final standards will be chosen. New specifications have following principal differences from old:

(1) Color subcarrier frequency of 3.579545 mc, instead of 3.898125 mc. New frequency is almost, but not quite, same as original frequency proposed for system. Change was made to improve color performance, simplify receiver construction.

(2) Adoption of orange-cyan-wideband (OCW) principle and abandonment of color phase alternation (CPA). CPA was originally proposed as technique for eliminating color fringing, but was found to produce flicker at high brightness levels. OCW seems answer to both fringing and flicker problems. System as now constituted produces large color areas of picture in all 3 primary colors, the very fine detail in black-&-white, medium-sized detail in orange and cyan. It all takes advantage of fact that eye can't perceive color in smaller details.

Full specifications will be sent to NTSC members shortly, and field testing will get underway almost immediately. RCA, for one, expects to have new specs on air in New York next week. Others expected to transmit are DuMont, GE, Philco, Stromberg-Carlson.

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When and how system will be presented for FCC approval remains unknown. Speaking to AIEE group in New York this week, NTSC vice chairman David Smith, Philco, said NTSC would probably "act as a sort of consultant" to FCC. Interestingly, there are some at Commission who hope that color becomes no big issue for year or 2. Reason is that they fear it could depress growth of uhf which is regarded as much more important than color.

Discussing color synchronizing signal, Philco's Donald Fink told AIEE that "ghost has finally been laid to rest" concerning the problem. He recalled FCC's concern over accuracy of one 11-millionth of a second required by compatible system. Actually, he said, present black-&-white has even more stringent requirements yet millions of receivers comply with them. In compatible color, he went on, there is one specification requiring accuracy of one 250-millionth of a second, but that accuracy has already been achieved without exorbitant receiver cost.

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We took a look at Lawrence tri-color tube this week, found it performed very well under conditions presented. It's in operation almost daily at New York headquarters of Paramount Pictures, 50% owner of Chromatic TV Labs, the tube's developer.

System employed is closed-circuit field-sequential, 405 lines, 144 fields, but with 8-mc video bandwidth, and only

Kodachrome and Ektachrome slides were shown. Pictures were generated by flying-spot scanner.

Color fidelity was excellent—as good as any we've seen. Brightness was good, 30-50 ft.-lamberts. Resolution was satisfactory, as it should be with 8-mc video bandwidth. Breakup and flicker were negligible, though hum was quite annoying and is proving extremely difficult to eliminate. Black-&-white reproduction was acceptable.

One shortcoming was the rather coarse line structure, due in part to 405 lines (instead of 525), in part to fact tube has twice as many red phosphor lines as it has blue or green. This causes certain colors to render coarser pictures.

Picture is 18x12-in., housed in 20-in. circular metal-coned one-gun tube. Deflection is 70 degrees and tube is only 19-in. long, same as black-&-white. Face of color plate has 900 strips of phosphors, each .015-in. wide. Back of it is wire grid structure with 450 wires.

* * * *

Chromatic's Richard Hodgson and Robert Dressler have many improvements in mind. They say they've tested NTSC system on tube at Oakland, Cal. plant, will set up NTSC system in New York in a few months.

Narrower phosphor lines (.01-in.) and larger tube (27-in.) are in the works. Production is quite simple, developers claim. Phosphors are merely "squeezed" on, and wire grid is automatically wound in about 2 minutes. Present tubes have operated 1000 hours or more, and life is said to be comparable with black-&-white tubes.

Live pickups, as well as 35mm color film chain, are planned for New York setup. Hodgson and Dressler say NTSC color presents no problems, though 3-gun tube may turn out to be preferable to 1-gun.

A camera tube operating on same principle is "being considered," Hodgson says, though it obviously offers only small market as compared with receiving tubes.

Tubes are being sold to manufacturers at \$500 each, and production is about 25 weekly. Biggest part of cost, Hodgson claims, "is still the envelope, as in black-&-white." He feels that tube can ultimately sell for no more than twice price of black-&-white, and says Chromatic has no plans for going into mass production of receivers itself, though it may produce a luxury set. It will license others.

Chromatic principals naturally feel they'll give other color tube makers a run for their money. "RCA," they say, "throws away about 85% of the light, using that mask with holes in it. We use 85% of the light. Furthermore, our tube isn't nearly so critical. The beam is about one-fifth the width of the phosphor strips and works as long as it hits the strip any place." Some tubes may be made with vertical phosphor strips, as first models were.

Hodgson is quite happy with NTSC's work, says its system is good enough, "though there are other ways of doing it." Chromatic is member of NTSC, is going along with its current conclusions. He indicated that his developmental work is handicapped by FCC's limitations on compatible color transmissions during daytime. Commission still permits only few minutes weekly.

Topics & Trends of TV Trade: Drive to head off unfair trade practices before they develop was launched in Springfield, Mo. (pop. 75,549) this week with slogan, "If you don't know your TV set, be sure you know your dealer!" Using Portland and Denver experiences to build on, Better Business Bureau of Springfield, where KTTS-TV (Ch. 10) is aiming for April start (Vol. 8:46), called meeting of city's newspaper, radio stations, distributors & dealers to get community-wide campaign started. Result was one of most ambitious ethics programs yet undertaken by prospective new market.

Meeting produced 2 major results: (1) Trade signed firm pledge to abide by rigid set of advertising rules, including mandatory information on make & model, charges for extras, performance claims, trial offers, tube sizes, prices, description of woods, color adaptability, guarantees & warranties, service offers. (2) Participants agreed to pay their proportionate share of educational program on TV reception, to be carried to public via all ad media.

For its part, BBB will "call a spade a spade," said mgr. Leo Busch. "We will call the unscrupulous businessmen 'gypos,' which is what they are. We will point out what happened in Denver when gypos and opportunists flooded the market with used, obsolete and off-brand sets."

* * * *

Tele-tone Radio Corp. assets fetched total of \$144,896 in trustee in bankruptcy sale last week, trustee Paul H. Hudson disposing of 2000 chassis, 1000 tuners, 10,000 speakers, 15,000 cabinets, 5000 picture tubes, 5000 circuit tubes, among other items. He rejected bid of \$16,750 for 13,000 cabinets as inadequate. Meanwhile, Newark court is still studying amendments to plans of reorganization proposed by Pacific Mercury and by California Eastern Airways, rival bidders (Vol. 8:41, 47, 49).

Kaye-Halbert enters industrial TV field with new "Cyclops" camera, to be custom-built to users' specifications by the Culver City, Cal. TV set manufacturer. Camera is size of 16mm motion picture camera, uses 16mm lenses. Controls are located on monitor unit which may be placed as far as 500 ft. from camera.

Radio transmitter weighing less than 2 lbs., Motorola's "Handie Micro-Talkie," is now being mass-produced. Priced at \$110, unit has optimum range of 5 miles, operating in 152-174-mc band with power output of 20-40 milliwatts. Suggested users: policemen, firemen, materials handlers, watchmen.

November excise tax collections on TVs, radios, phonos were \$12,332,956, compared with \$12,732,216 in Nov. 1951. On refrigerators, air conditioners, etc. Govt. collected \$3,274,024 in Nov. vs. \$5,185,582 in Nov. 1951.

Pacific Mercury, which makes TVs for Sears Roebuck, enlarging Van Nuys, Cal. plant by 125,000 sq. ft., and will employ 400-500 more workers when completed in July; also plans plant in Alabama.

RTMA service committee appoints Paul B. Zbar of New York, ex-director of American Radio Institute, as chief instructor of industry's training course for servicemen at N. Y. Trade School, to begin about March 1.

* * * *

Distributor Notes: Zenith appoints W. W. Cone gen. mgr. of New Jersey distributing div.; he's ex-Motorola-New York v.p. . . . Motorola Detroit appoints Jack Potter sales mgr. . . . Federal Distributing Co. (Sylvania), Des Moines, names Peter Prescott sales mgr. . . . Crosley Atlanta names Charles O. Lilley operations mgr., replacing L. E. Perez, resigned . . . GE Supply Co., Cincinnati, names Harold O. Parry sales promotion mgr. . . . DuMont appoints Bernard Distributing Co., Peoria . . . CBS-Columbia appoints Horrocks-Ibbotsen Co., Utica . . . Hoffman Radio appoints Graybar, Boise, Ida.

Electronics Reports: "The transistor age has arrived." With these words, Raytheon president Charles F. Adams Jr. signaled first all-out "transistorization" of a consumer product industry. At New York press conference Jan. 23, he revealed Raytheon has "started to ship tens of thousands of transistors monthly to more than 15 hearing aid manufacturers" (Vol. 9:1-3). Raytheon's germanium junction transistor type CK722 is particularly adapted to hearing aids using 3 transistors in lieu of tubes, he said. Receiving tube v.p. Norman B. Krim said the transistors cut battery replacement costs up to 97%, provide greater gain and power, cut distortion and eliminate microphonics. And judging by "transistor hearing aid" advertisements which have blossomed in the newspapers virtually overnight, the magical transistor will give ad writers 97% more power without changing batteries.

While hearing aid is first big mass-production civilian use of transistor, it is, of course, infinitesimal measure of potential of electronics' new wonder baby. Motorola v.p. Robert W. Galvin, addressing Chicago Investment Analysts Society Forum Jan. 21, predicted use of transistors in control devices "will bring about a second industrial revolution," which he said will be comparable in impact to the development of the steam engine.

Bell Labs v.p. J. W. McRae, addressing same meeting, foresaw this year's "development of important types of transistors and perfection of production techniques for them." He said Bell Labs has licensed about 35 firms to make transistors, and some 40,000 have been produced so far. Monthly production totals about 30,000, of which 20,000 are made by Western Electric, currently costing \$5-\$14 each.

* * * *

Synthetic material to replace expensive germanium in transistors is announced as new development by Brown-Allen Chemical Inc., New York. Besides being cheaper, "certain developed forms of this material," said president John O. Ekbohm, "may solve existing transistor problems of unreliability arising from the use of germanium and silicones." He added that Standard Piezo Co., Brown-Allen subsidiary, is now setting up production facilities for "devices using this new material [which] we plan to market this year."

National Bureau of Standards this week revealed it has developed transistor-powered crystal oscillator that is "small, portable, dependable and accurate over long periods of time." Entire circuit, including power supply, fits into metal tube less than 2-in. in diameter and 7-in. long. Bureau hailed development as paving way for inexpensive and compact laboratory frequency standard, heretofore unavailable.

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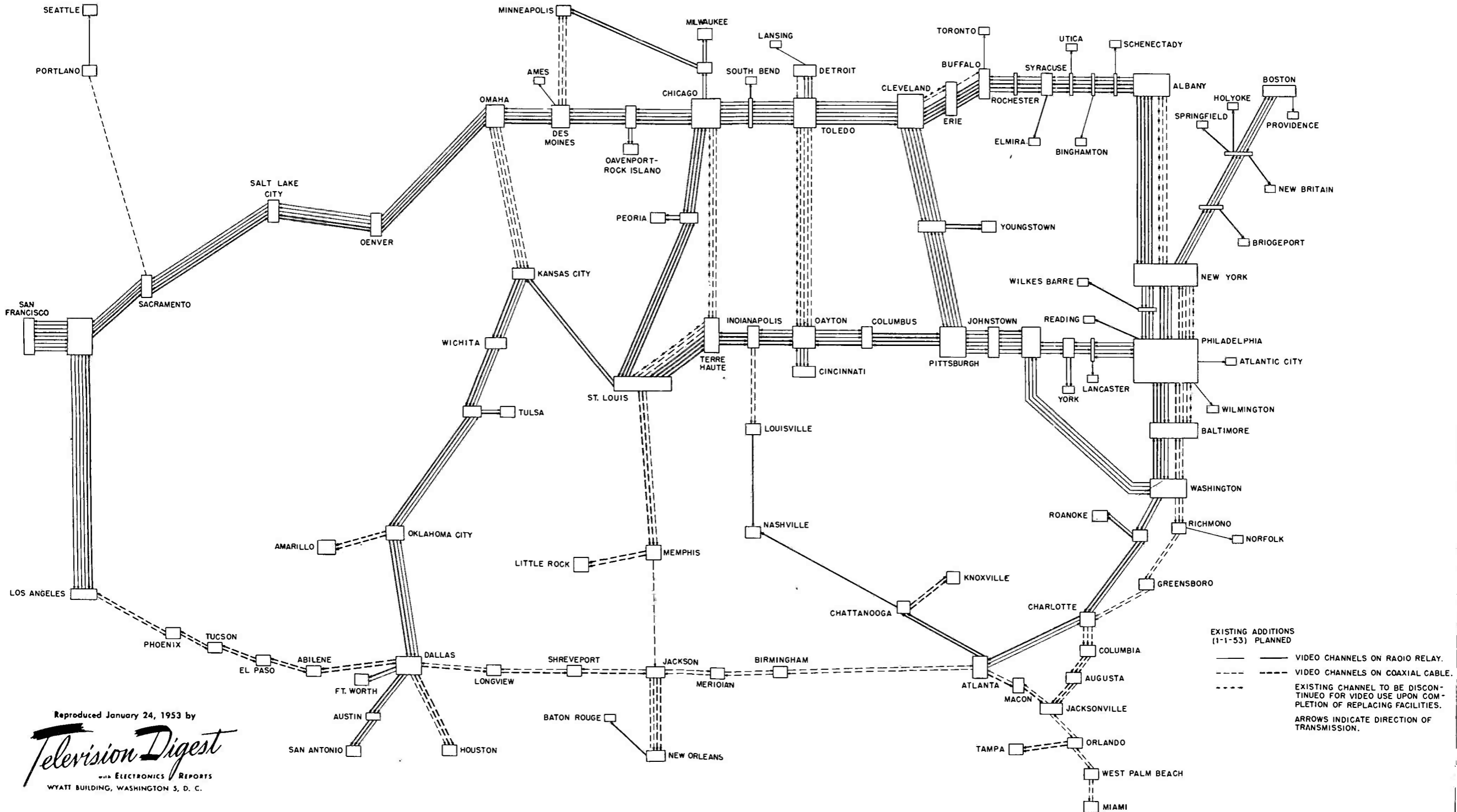
Cuban microwave networking was inaugurated Jan. 2 when Circuito CMQ sent Havana baseball games 170 miles to its Channel 5 station in Santa Clara, via 7-hop Philco system installed by CMQ's own technicians. Transmission of all Havana programs to Santa Clara and Ch. 9 station in Matanzas began Jan. 20. Plans are to add 12 more hops and 330 miles to reach Channel 2 station in Santiago de Cuba. Cost of first 7 hops is estimated at \$480,000, other 12 at \$700,000. Reporting on start of networking, CMQ director Goar Mestre says: "The quality of the sound and the image was excellent and the commotion that it has caused in the Interior has exceeded anything we imagined." He reports Cuba has more than 100,000 sets. CMQ's second Havana station, CMBF-TV (Ch. 7), is due to start first week in February. Within 3-4 months, he says, Havana will have 5 stations, making total of 10 for country of about 5,000,000 people.

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Marion E. Bond, 49, chief engineer of Motorola's 2-way radio development, died Jan. 19 in Chicago.

BELL SYSTEM TELEVISION NETWORK FACILITIES

Chart Prepared by AT&T Co.



EXISTING ADDITIONS (1-1-53) PLANNED

— VIDEO CHANNELS ON RADIO RELAY.
 - - - VIDEO CHANNELS ON COAXIAL CABLE.
 - - - EXISTING CHANNEL TO BE DISCONTINUED FOR VIDEO USE UPON COMPLETION OF REPLACING FACILITIES.
 → ARROWS INDICATE DIRECTION OF TRANSMISSION.

Reproduced January 24, 1953 by
Television Digest
 with ELECTRONICS REPORTS
 WYATT BUILDING, WASHINGTON 3, D. C.

Financial & Trade Notes: Battle over proposed merger of Webster-Chicago with Emerson Radio (Vol. 8:51) shaped up this week as 2 opposing factions sought proxies to be voted at Feb. 4 meeting of Webster-Chicago stockholders. In letter to shareholders, Martin C. Remer, president of Chicago investment firm of Remer, Mitchell & Reitzel Inc., said: "Webster is so good a company that you are not justified in accepting three-quarters of a share of Emerson for one share of Webster. [It is] true that Webster will show a loss for the year ending Dec. 31, 1952 of possibly \$300,000. But this loss seems to be due largely to the substantial increase in Webster's business [which] necessitated the acquisition of additional manufacturing facilities."

Mr. Remer estimated his firm, its employes and clients hold about 50,000 shares of Webster-Chicago stock. Proposed merger must be approved by holders of two-thirds of Webster's outstanding stock, or 300,000 shares. In letter asking stockholders' approval of merger, Webster-Chicago president R. F. Blash said company's directors consider terms "fair and equitable" and that "as stockholders of Emerson you will be owners of a portion of a much more diversified company which is now one of the leaders in the radio & TV field." Stockholdings of the 6 directors of Webster were listed as 47,582 shares, including 30,000 owned by Mr. Blash.

* * * *

Dividends: Standard Coil Products, 25¢ payable Feb. 15 to stockholders of record Feb. 5; Sparks-Withington, 15¢ Feb. 16 to holders Feb. 2; Servomechanisms, 10¢ Feb. 16 to holders Feb. 2; American Phenolic, 25¢ Jan. 30 to holders Jan. 16; Sentinel, 7½¢ payable Feb. 27 to holders Feb. 16; P. R. Mallory Co., 35¢ March 10 to holders Feb. 20; Weston Electrical Instrument, 50¢ March 10 to holders Feb. 27; Tung-Sol, 25¢ March 2 to holders Feb. 16.

Sylvania has registered with SEC issue of \$20,000,000 in sinking fund debentures, due in 1978, and 550,000 shares of new common stock to be offered publicly in February through syndicate headed by Paine, Webber, Jackson & Curtis. Money will be used to pay off \$15,000,000 of bank loans, finance expansion and increase working capital.

Trade Personals: Paul Dye, Admiral mgr. of distribution, promoted to gen. sales mgr. under v.p. Wallace Johnson . . . Herman S. Sacks resigns as adv. mgr., Bendix TV-radio div., to become gen. mgr. of Music House, Buffalo . . . Dr. Russell R. Law, RCA researcher at Princeton and Harrison, joins Hytron (CBS) as technical asst. to v.p. Charles F. Stromeyer . . . Edward P. Atherley named midwest sales mgr., Sylvania distributor tube sales, headquartering at 3450 W. Division St., Chicago. Mgr. Harold H. Rainier also announced Robert L. McNelis to succeed Atherley as central district sales mgr., Chicago, Justin J. McCarthy as metropolitan sales mgr., New York, R. C. Hoffman as mideast sales mgr., Pittsburgh; Wm. O. Spink named asst. central district sales mgr., equipment tube sales . . . Walter Lefebre, ex-district mgr., promoted by Sylvania to director of new TV market development . . . Eugene Vigneron named controller, Sylvania TV-radio div., Buffalo, succeeding Leon C. Guest Jr., transferred to N. Y. . . James Summers, ex-Ampro, named adv. mgr., Simpson Electric Co., succeeded at Ampro by Robert Saiehek . . . Leslie Norde joins Hammerlund Mfg. Co. as chief receiver engineer . . . Wm. M. Scott, ex-controller of Admiral-New York, elected president of Pennsylvania Exchange Bank, New York City . . . Henry Fogel, ex-mgr. of commercial products, Radio Receptor Co., appointed president, Granco Products Inc. . . . John M. Priece, district mgr., Allen-Bradley Co., elected president of Chicago Electric Assn., succeeding Harry Alter . . . Harold P. Gilpin promoted to gen. sales mgr., Sylvania radio & TV picture tube div., headquartering in N. Y.

PHILOSOPHY behind uhf allocation plan was outlined by FCC chief engineer Edward Allen in speech before meeting of American Institute of Electrical Engineers in New York's Hotel Statler Jan. 20.

Three factors governed co-channel and adjacent-channel uhf spacing 15 miles less than vhf, he said: (1) Uhf isn't expected to serve as large an area. (2) Greater directivity of uhf receiving antennas is likely to reduce interference. (3) Smaller spacing would somewhat offset the restrictions on channel assignments imposed by uhf "taboos" regarding spacing—oscillator radiation, image, intermodulation, etc.

Allen pointed out that 12 vhf channels have about 600 assignments to cities, whereas 70 uhf have only about 1400. The taboo spacings, he said, are partially responsible for relatively smaller number of uhf assignments. A study of Zone I (northeast U. S.) showed that if the taboos were ignored from now on, and only co-channel and adjacent-channel spacings observed, about 20% more uhf assignments could be made. Improvement in receiver performance, said Allen, is worth "real effort" so that taboos may be forgotten and more channels assigned to cities that need them.

Commission set 1000 kw as maximum uhf power because it seemed attainable in next few years, not because it would render uhf comparable with vhf in coverage. At least 5000 kw in uhf is needed to compare with 100 kw in vhf Channels 2-6, Allen stated.

Effects of height on uhf transmission, one of biggest technical unknowns, was discussed by RCA's D. W. Peterson and Jess Epstein. Their paper was based on experiments with antennas at various heights on WOR-TV tower. Results, in general terms, are those previously reported (Vol. 8:40):

(1) Height doesn't mean much in rough terrain.
(2) Height means even more than theory indicates in built up areas with smoother terrain.

Extremely important result of tests is that techniques were derived for giving much more accurate prediction of coverage for projected stations. FCC has been looking for that kind of data, and, when satisfied with their validity, presumably will incorporate new factors in its rules.

RCA's Dana Pratt described uhf transmitters, antennas, transmission lines, costs, etc. Noteworthy is manufacturers' success in maintaining frequency stability, for offset carrier operation, within limits that FCC (and some industry experts) once thought were almost impossible to achieve. Manufacture of necessary crystals, Pratt said, takes 3 weeks, compared with 4-5 days for previous crystals.

Cost of uhf transmitting plan giving 200 kw ERP is about \$200,000, he said, with studio costs starting at minimum of \$35,000.

Fine technical status report on uhf is January *Proceedings of the IRE*, devoted entirely to uhf, including 30 papers on transmitters, tubes, receivers, transmission lines, antennas, relays, propagation, instruments.

Theatre business is a "poverty industry"—and the "villain" is TV. Thus Robert W. Coyne, executive director of National Council of Motion Picture Organizations, representing some 14,000 theatres, candidly admitted what he had for long time refused to concede, when he spoke Jan. 19 before some 50 Rhode Island theatre owners in Providence. He said TV was prime factor in decline in theatre attendance, second factor being the 20% amusement tax which he thought this Congress might reduce.

Zenith Radio enjoyed its largest sales in history in 1952, looks forward to 1953 as very good year also, said sales v.p. Henry C. Bonfig this week. For 9 months to Sept. 30, Zenith sales were \$82,500,000 vs. \$75,100,000 in same 1951 period and \$110,000,000 in all 1951.

BIGGEST REVENUE sources among Crosley Broadcasting Corp. properties are its combined TV stations—WLWT, Cincinnati; WLWC, Columbus; WLWD, Dayton. However, 50-kw AM station WLW, Cincinnati, continues to be the biggest single earner, reputed one of top in all radio and unmatched as yet by any of the TV stations.

This is brought to light in profit-&-loss statement filed with FCC by the Avco subsidiary to show its ability to take over and operate Atlanta's WLTV under \$1,500,000 purchase deal now pending FCC approval (Vol. 8:51).

All the Crosley station operations combined grossed \$8,342,979 in the 11 months ended last Oct. 31 (fiscal year ends Nov. 30), of which the TV stations combined represented \$4,436,013, WLW \$3,052,156, WINS (New York) \$733,879, remainder inter-company sales of time & talent.

Operating profit on the combined properties (not broken down in report to FCC) amounted to \$1,793,055 after \$4,634,272 direct expenses, \$498,596 commercial operating expenses, \$1,417,055 selling, service, general & administrative expenses. Operating profit thus was 21.49% of net sales. After provision of \$980,000 for Federal income tax, 11-month profit on all the properties was \$800,956 or 9.6% of net sales.

With combined sales running close to \$800,000 a month, the Crosley Broadcasting Corp. dollar volume for whole of its fiscal year ran well over \$9,000,000, net profit probably around \$900,000. Last report on parent Avco Corp. showed its gross was \$220,000,000 for 9 months ended Aug. 31, net profit \$7,600,000 (Vol. 8:39).

No FCC decision on ABC-UPT merger yet—and no date for Senate hearing on subject. That's status this week as majority of Commission waits for Comr. Henneck to write her dissent before considering merger again. Sen. Tobey still says his hearing will come "within a few weeks." Will Commission render its decision before? Guessing is that it will, possibly next week. Sen. Tobey introduced a bill this week (S. 538), putting into words what he wants. It would require FCC to refuse station licenses to those found guilty of monopolizing entertainment business. But bill permits Commission to exempt those who haven't violated anti-trust laws controlling any form of entertainment in 5 years preceding their application for license and have "no probability" of practicing restrictions in broadcasting. Curiously, bill would seem to be no deterrent to approval of merger, because UPT, since formation as splitoff of old Paramount, has never been charged with violating anti-trust laws.

Theatre-TV hearing, which resumes Jan. 26, will get only 2 days a week of FCC's time, may run into night sessions. Commission, obviously irked at prospect of long-drawn-out hearings, is anxious to wring as much water out of testimony as possible. To this end, FCC general counsel Ben Cottone called conference of attorneys Jan. 23, got promise to reduce direct testimony to writing wherever possible as well as pledge from theatre-TV proponents and AT&T that each would try to squeeze its engineering and accounting testimony into 2 days. Aim of conference was to reduce hearing to total of 16-18 days, or 8-9 weeks, since sessions will be held only on Mondays and Tuesdays. Commission could conceivably take action to shorten proceeding further when hearing reconvenes next week. National Exhibitors Theatre TV Committee and Motion Picture Assn. are scheduled to conclude their engineering and accounting testimony next week, and AT&T is expected to testify Feb. 2-3. Meanwhile, MPAA & NETTC this week petitioned FCC to grant Western Union's request that question of interconnection between common carriers be included in hearing (Vol. 9:3).

Licensed TV sets in Britain totaled 1,732,882 at end of October, 1952, up 77,436 for month.

TWELVE APPLICATIONS for new stations filed with FCC this week, 7 for uhf, included one for Durham, N. C. (Channel 46) by T. E. Allen & Sons Inc., in which Ambassador to Yugoslavia George V. Allen and his wife are chief stockholders. Week's other uhf applications were for Miami (Ch. 33), by group headed by Nathaniel Klein, part owner of WINZ, Hollywood, Fla.; Miami Beach (Ch. 27), by Robert W. Rounsaville, owner of WMBM and other radio stations and holder of CP for Louisville; Tarpon Springs, Fla. (Clearwater's Ch. 32), by WBOY; Portland, Me. (Ch. 53), by Frank S. Hoy, WLAM, Lewiston, Me.; Columbus, Miss. (Ch. 28), by Birney Imes Jr., WCBI; Gulfport, Miss. (Ch. 56), by WGCM. Vhf applications were for Pine Bluff, Ark. (Ch. 7), by Dallas contractor Gaylord Shaw; Austin, Minn. (Ch. 6), by owners of KBOK, Owatonna, and KATE, Albert Lea; Las Vegas, Nev. (Ch. 8), by Herman M. Greenspun, publisher, *Las Vegas Sun*; Minot, N. D. (Ch. 13), by John Boler, KCBJ; St. Louis, Mo. (Ch. 9, educational), by local commission headed by Chancellor Arthur H. Compton, of Washington U. Total applications now on file: 733, of which 460 are for vhf, 273 uhf. [For further details about these applications, see *TV Addenda 16-C* herewith; for complete listings of all post-freeze applications, grants, hearings ordered, etc., see *TV Factbook No. 16* with Addenda to date.]

Hassle over potential TV revenues in Tampa-St. Petersburg Channel 8 hearing this week finally brought FCC economist H. H. Goldin to stand to testify on basis of Commission's confidential station revenue files. He supplied novel breakdown in terms of dollars-per-set, according to number of stations per market. In 1951, he said, median revenue per set for all stations was \$6.28. In one-station markets, it was \$9.82, 2-station \$7, 3-station \$4.38, 4-station \$3, 7-station \$1.75. In 1950, respective figures were \$5.90, \$10.13, \$7, \$5.25, \$3.60, \$1.60—not radically different. In markets of 250,000-500,000 pop. in 1951, he reported, median was \$11-per-set in one-station markets, \$7 in 2-station. Previous year, figures were \$10 and \$5.50 for same markets. In 1951, average station's revenue in one-station markets was \$496,000 for less than 50,000 receivers, \$648,000 for 50-75,000, \$952,000 for over 75,000. Goldin plans to derive similar statistics based on number of families, retail sales, etc.

San Diego originations for upcoming XETV, Tijuana (Ch. 6), just across border, are proposed in application to FCC this week seeking authority to transmit via microwave—filed by Alvin G. Flanagan, ex-program director of San Diego's KFMB-TV, more recently ABC-TV western program mgr., now an independent packager at 1250 Catalina Blvd., San Diego. Application aroused tempers of KFMB-TV and counsel for pending San Diego applicants, who indicated they will file strenuous protests. They object that such operation of XETV, owned by Azcarraga-O'Farrill interests (latter also owner of successful XELD-TV, Matamoros, across border from Brownsville, Tex.), would mean Mexican-licensed station is not subject to FCC regulation yet would compete directly with American outlets, existing or projected. Plan is for XETV to install and own studio equipment at 4231 Park Blvd., San Diego, lease it to Flanagan, pay him on per-program basis, his programs not to exceed 30% of XETV schedule.

FCC told Sen. McCarthy it welcomed any information he has bearing on qualifications of Badger TV Inc., applicant for Channel 3 in Madison, Wis. Sen. McCarthy had told Commission he had information showing that president Wm. Evjue, publisher of *Capital Times*, and city editor Cedric Parker are unfit applicants (Vol. 9:3). Commission suggested he supply information immediately, noted that Parker isn't a stockholder and that channel is contested by WISC, Madison.

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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January 31, 1953

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NEWSPAPERS-MOVIES-RADIO 'GIVE' AS TV GAINS: Here's no less a personage than the president of the Newspaper Advertising Executives Assn., Herbert G. Wyman, admitting that newspaper lineage is losing to other media, notably TV. Here also is the head of the National Council of Motion Picture Organizations, Robert W. Coyne, ruefully calling the theatre business a "poverty" industry and blaming TV (Vol. 9:4).

And now we see network radio billings, once the broadcasters' bellwether, dropping gradually but markedly each year for last 4 years while TV billings go up by leaps and bounds (see story and PIB tables, p. 7).

The movie story is an old one, reflected in each quarterly and annual profit and loss statement of the producers and exhibitors. The newspaper spokesman should know whereof he speaks, for Mr. Wyman is adv. mgr. of big Pittsburgh Post-Gazette. He told his annual Chicago convention this week:

"It is our sincere belief that far too many potential newspaper schedules are being lost because of the emotional infatuation of district sales staffs & local dealers for TV, radio and magazines." It's tough to take, too, "at the very time when skyrocketing operations costs have us gasping for breath."

So it's idle to say that TV's impact isn't being felt by other media -- even though the extent and whys & wherefores are still subject of research and argument.

They're quite rightfully worried, at all events -- not only the newspaper & movie people but the radio broadcasters. The newspaper folk, long active in radio and among the pioneers in TV, were urged by Stuart M. Chambers, adv. mgr. of the St. Louis Post-Dispatch (KSD & KSD-TV) to exert more intensive selling at local levels. The movie folk are casting about for new methods of boosting boxoffice and are seeking to get into the TV swim. The radio people not only are getting into TV but are promoting like blazes to show radio is cheaper and more effective than other media.

* * * *

The fabulous pace of TV's increasing dollar volume is indicated in PIB figures for the last 4 years. With more stations, this volume is bound to go up more. We know already, from official FCC records, that total TV revenues rose from \$500,000 in 1946 (only 10 stations) to \$1,900,000 in 1947 (15 stations), \$8,700,000 in 1948 (50), \$34,300,000 in 1949 (98), \$105,900,000 in 1950 (107), \$235,700,000 in 1951 (108). [For breakdowns, with revenues & expenses, see p. 13, TV Factbook No. 16.]

We know from FCC figures also that total radio revenues were \$322,600,000 in 1946 (1025 stations), \$363,700,000 in 1947 (1464), \$407,000,000 in 1948 (1824), \$413,800,000 in 1949 (2021), \$444,500,000 in 1950 (2229), \$450,400,000, 1951 (2266).

FCC figures for 1952 won't be available for some months -- but meanwhile the trade journal, Broadcasting, comes up with an estimate of \$288,826,000 for net time sales for entire TV industry in 1952 and \$464,439,000 for the entire radio broadcasting industry. In a word, both gained -- TV substantially more than radio.

If we accept the McCann-Erickson projections for Printers' Ink (see p. 7),

TV's 1952 gain is even more impressive. Among all media, says this report, TV had highest gains. Its \$580,100,000 volume (time plus talent) was up 49.4% from 1951, comparing with \$722,700,000 for radio (time & talent), \$614,100,000 for magazines, \$2,458,500,000 for newspapers.

Fact is that TV's remarkable growth is predicated on mere 108 stations as of end of freeze in mid-1952, only 17 added thereafter to Jan. 1, and only 4 networks, none of them fulltime in same sense as radio networks. Radio's slowed-down pace is predicated on 2500-odd AM stations (to say nothing of 600-odd FM; see Vol.9:1) plus 4 fulltime national networks. Three of the networks date back to late '20s.

Like it or not, radio appears to be near maximum dollar potential, while TV has only begun. There are many authorities in both TV and radio who are convinced that radio, too, will have to "give" by way of lower revenues, fewer stations, maybe even fewer networks, as TV grows. But somehow, just as the railroads had to adjust to the motor car and to air transportation, just as newspapers had to adjust to radio competition, radio is bound to adjust to change -- and find its proper level.

[For more details on TV-radio revenue estimates for 1952, see p. 7.]

11 CPs INCLUDE 4 VHF, MAKE TOTAL 220: Eight more commercial CPs (4 vhf, 4 uhf) plus 3 Connecticut educational grants were approved by FCC this week -- bringing total since freeze to 220. Commission reached 202nd city in Group A, 190th in Group B.

The vhf CPs: Roswell, N.M., John A. Barnett, No. 8; Johnson City, Tenn., WJHL, No. 11; Memphis, Tenn., WHBQ, No. 13; Temple, Tex., KTEM, No. 6.

The uhf grants: Fort Dodge, Ia., KVFD, No. 21; Salem, Ore., Lawrence A. Harvey, No. 24; Tyler, Tex., Jacob A. Newborn Jr., No. 19; Charlottesville, Va., WCHV, No. 64. Connecticut State Board of Education received CPs for No. 71 in Bridgeport, No. 24 in Hartford, No. 63 in Norwich.

Our tabulation of "clear" channels (Vol.9:4) -- those for which only one application has been filed -- dwindled from 128 to 120 because FCC granted 11 CPs and several competing applications were filed this week. We've found 2 discrepancies in last week's tabulation. Channel 20 in Springfield, Ill., and Channel 64 in Lexington, Ky., had 2 applications each rather than one.

The 120 uncontested applications -- ready for FCC approval if otherwise qualified -- break down to 42 vhf (4 educational) and 78 uhf (2 educational), and are located in 106 cities. Contested channels number 264 (173 vhf, 91 uhf).

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Sidelights on grantees: Oilman John A. Barnett, Roswell, N.M. CP-holder, is new to radio, as is Salem, Ore. grantee Lawrence A. Harvey, Los Angeles attorney and manufacturer. Mr. Harvey is also applicant for Los Angeles and San Francisco. Tyler, Tex. permittee Jacob A. Newborn owns no AMS but holds TV grant for WTVS, Gadsden, Ala., 10% of KBMT, Beaumont, Tex., is applicant for Minden and Alexandria, La. Temple, Tex. publisher Frank W. Mayborn (KTEM-Temple Telegram) holds interest in WMAK, Nashville, Tenn., TV applicant.

Memphis grant to Harding College (WHBQ) is commercial -- the school choosing to try for choice vhf channel and getting it without opposition. Connecticut educational grants bring total in that category to 14.

[For further details about grantees, see TV Addenda 16-D herewith; for complete data on these and all other applications, see TV Factbook No. 16.]

* * * *

Commission set precedent this week by telling the Storer Broadcasting Co. (George Storer) to choose which application it wants to pursue -- Wheeling or Miami. Storer owns 4 stations -- WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; KEYL, San Antonio -- and is permitted only one more under FCC rules.

Acting on petition of WSTV, Steubenville, O., competing with Storer for Ch. 9 in Wheeling-Steubenville, Commission said it couldn't allow organizations to file unlimited number of applications because they'd "flood this Commission's processing line and its hearing docket [and] delay the processing of applications which could otherwise be granted." Storer has 30 days to choose. Several other multiple applicants are in similar situation, presumably will also have to make choice.

PEORIA'S WEEK-TV TESTS, 2 DUE IN VA.: Test patterns of WEEK-TV, Peoria, Ill., on uhf Ch. 43, got under way evening of Jan. 29 -- and report at deadline from general mgr. Fred Mueller notes: "All is well." It's too early for field reports. Station got GE's second 100-watt unit, with 12-kw due for April delivery. First GE unit went to WKAB-TV, Mobile (Ch. 48) which began operating Dec. 29. First 12-kw, already delivered, is now being installed at WHUM-TV, Reading (Ch. 61), due on air shortly.

You can add WEEK-TV to roster of new stations now operating, making 24 post-freeze, 132 in all. And Virginia's new vhf & uhf may be testing by the time you read these lines: WLVA-TV, Lynchburg (Ch. 13) and WROV-TV, Roanoke (Ch. 27).

WLVA-TV president Edward A. Allen, veteran broadcaster, has proceeded slowly and cautiously with long-delivered DuMont installation, making no undue promises; he has scheduled first tests Feb. 2, commercial operation Feb. 8 with CBS affiliation.

WROV-TV got its RCA transmitter & filterplexer this week, but was beaten to the gun locally by vhf WSLs-TV (Ch. 10), which began Dec. 11; location of Roanoke seems to insure area will be good vhf-uhf transmission & reception testing ground.

RCA this week also shipped uhf transmitter to WAFB-TV, Baton Rouge (Ch. 28), which should also start quite soon. Week of Feb. 2 it ships to WKNB-TV, New Britain (Ch. 30), whose construction is so far along it could start in matter of days.

Also on the momentarily expected list, we can look for word any time now of starts of new vhf stations KDZA-TV, Pueblo, Colo. (Ch. 3); KOLN-TV, Lincoln, Neb. (Ch. 12); WFBG-TV, Altoona, Pa. (Ch. 10) -- among those known to have transmitters in process of installation. Also due momentarily is WFMJ-TV, Youngstown (Ch. 73) -- and there will be others later in February and even more during March.

[For reports on other upcoming stations, see p. 4.]

\$3,150,000 PAID FOR SAN DIEGO OUTLETS: Old-line TV properties are coming higher and higher -- judging from terms of this week's deal for purchase of San Diego's KFMB-TV with KFMB by Wrather-Alvarez Broadcasting Co., co-owned by Jack D. Wrather, oil heir from Texas, and Mrs. Helen Maria Alvarez, founder in 1949 (at the age of 25) of KOTV, Tulsa, which she still manages and which they also own jointly.

Transfer papers will shortly be filed with FCC for approval, expected to be granted without hitch in light of its quick approval this week of \$2,470,000 sale of WMBR-TV & WMBR, Jacksonville, to Washington Post (Vol. 8:51 & 9:1) and of \$1,500,000 sale of WLTV, Atlanta, to Crosley (Vol. 8:51).

San Diego stations were purchased from John A. Kennedy interests, who bought them in April 1951 for \$925,000 from Jack O. Gross, who founded the TV station in May 1949 (Vol. 6:46 & 7:17). Deal involves \$3,000,000 cash, exclusive of net quick assets, plus \$150,000 consultant fees to Mr. Kennedy payable over 5 years.

Buyers acquire plant that includes 5-story downtown building, former home of Mr. Kennedy's defunct San Diego Journal, which was remodeled into a TV-radio center. Also included is 6½-acre transmitter site in La Jolla and 25 acres in Grantville, Cal. San Diego real estate alone is said to be valued at more than \$1,000,000.

Kennedy is reported retiring but his manager Howard Chernoff, regarded as one of the ablest young men in the business, has been asked to remain. This is Kennedy's last TV-radio property; he sold his 3 West Virginia stations several years ago, and more recently sold his 48% interest in WSAZ-TV, Huntington. The man who sold him the KFMB stations, Mr. Gross, is now applicant for uhf in Sacramento.

* * * *

The Wrather-Alvarez partnership began with the oilman's purchase, with his mother, of half interest in Tulsa's KOTV last May in a \$2,000,000 deal by which Mrs. Alvarez acquired 50% ownership. Highly successful, station KOTV had been sought by many buyers, notably Time Inc. Together, Mr. Wrather, who lives in Hollywood and is husband of film star Bonita Granville, and Mrs. Alvarez are currently applicants for stations in Little Rock (Ch. 11) and Corpus Christi (Ch. 10). Mrs. Alvarez on her own is applicant for uhf in Sacramento, as is Mr. Wrather in Boston.

Several other deals involving existing stations are said to be cooking, with same principals. This one was handled by Blackburn-Hamilton Co.

Note: Considering population, price for San Diego outlets is highest ever --

but they're reputed to be big earners and city has only one more vhf channel allocated (plus 5 uhf). The 1-kw AM outlet recently won CBS affiliation, in lieu of ABC, largely on basis of TV ownership. Nearby Tijuana, however, has 2 vhf channels assigned by agreement with Mexico -- XETV's Ch. 6 and still-ungranted Ch. 12.

In actual dollars, deal is exceeded only by the \$4,500,000 plus other considerations paid for WOR & WOR-TV, and the proposed \$6,000,000 to be paid by CBS for WBKB, Chicago, if ABC-UPT merger goes through. Even the present KHJ-TV, Los Angeles (formerly KFI-TV) was acquired by CBS for \$2,500,000.

[For list of all TV station sale deals to date, see p. 93, TV Factbook No. 16. For story about fabulous career of Mrs. Alvarez, see Vol. 8:19.]

FIRST TO BUILD own composite equipment since lifting of the freeze is the new KVOB-TV, Bellingham, Wash. (Channel 12), owned by Rogan Jones and granted Jan. 22. He reports equipment already on hand, adding: "We built it—flying spot scanner, iconoscope, station monitor, sync generator, power supply and transmitter. We did buy the projection machine." He expects to get it on air in 2-4 months, with "first rate of under \$100 per night-time hour." Writes Jones, who has quite a record in the broadcasting industry as something of a firebrand:

"Composite equipment has been necessary in order for us to know what we are sure will be the lowest capital investment in the industry. It's a matter of public record that we told the Commission \$22,000 would cover everything. We're close enough to completion to know that figure will not be exceeded. It is our hope that we will provide the industry with an example of what low investment, low cost of operation can produce for high quality TV operation. We will have our own facilities for re-broadcasting from Seattle and hope to do business on that basis with all networks as well as on the usual kine and film basis."

* * * *

Our continuing survey of upcoming new stations yielded very little new data on vhf plans, beyond previous reports in these columns. These were the vhf reports:

KWFT-TV, Wichita Falls, Tex. (Ch. 6), although granted only last week, looks like it will be first on air of the 3 authorized in that community. KWFT mgr. Kenyon Brown says GE equipment has been ordered, is already on hand, and old FM tower (495-ft.) and transmitter quarters are immediately available. March 1 is definite starting date, and Blair TV will be rep. Mr. Brown, who also has interests in new KRTV, Little Rock (Ch. 17) and KZTV, Reno (Ch. 8) is 50% partner in this project with the Rowley Theatre family of Dallas. Other Wichita Falls grantees are Darrald A. Cannan's KFDX-TV (Ch. 3), granted Dec. 17, which hasn't yet reported plans, and W. Erle White's KTVW (Ch. 22) which has promised May debut (Vol. 8:2).

U of Missouri's commercial grant (Ch. 8) of last Jan. 14 is "still in preliminary stages of development" but hope is to have plant completed "within the year," reports president Frederick A. Middlebush. Equipment hasn't yet been ordered, nor have call letters been assigned. Plan is to use station as student workshop, carry educational programs, join networks for selected shows. "Through the addition of this new facility," says official statement, "the U of Missouri will now take its place in the field of radio and TV education in a manner similar to that enjoyed by its School of Journalism in the field of press communication."

Note: New WPIX 20-kw amplifier shipped last week was erroneously reported as GE's, should have been RCA; it means 100 kw ERP for that station from Empire State tower. RCA has also shipped amplifier unit to WNBW, Washington, for power hike.

WBAY-TV, Green Bay, Wis. (Ch. 2) got its 2-kw RCA transmitter this week, still plans to begin tests March 1. Network news releases (usually quite unreliable on starting dates) this week stated KFEQ-TV, St. Joseph, Mo. (Ch. 2) will affiliate with CBS-TV April 1, as will WHP-TV, Harrisburg, Pa. (Ch. 55) March 15 and WCOV-TV, Montgomery, Ala. (Ch. 20) March 1. ABC-TV reports KFOR-TV, Lincoln, Neb. (Ch. 10), KFDA-TV, Amarillo (Ch. 10) and WILK-TV, Wilkes-Barre (Ch. 34) joining it April 1. NBC-TV reports Feb. 1 for WFBG-TV, Altoona, Pa. (Ch. 10); March 15 for WLEV-TV, Bethlehem, Pa. (Ch. 51). DuMont reports WFBG-TV, Altoona, Feb. 1; KVTV, Sioux City, Ia. (Ch. 9) March 29.

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From uhf grantees, the word is still largely that they intend to get going next summer, fall or winter—depending on equipment availability. This was the week's crop of reports on uhf CPs:

KCTY, Kansas City (Ch. 25), first uhf awarded that area, will begin building as soon as winter weather subsides, probably in latter March, and should be able to get on the air by July, reports Herbert Mayer, whose Empire Coil Co. is grantee. Equipment has been ordered from RCA, except for a Ben Adler master control, similar to those he built for Mayer's WXEL, Cleveland, and KPTV, Portland, Ore.

Bartell Television Corp.'s uhf in Madison, Wis. (Ch. 33) has ordered RCA equipment, aims for June 1 start—but no other details are yet available from owners Gerald A. Bartell, Earl W. Fessler, Lee & David Beznor, who operate string of radio stations in area. Rival uhf grantee WKOW-TV (Ch. 27) also reported RCA equipment and June as expected starting time (Vol. 9:4).

KRTV, Little Rock, Ark. (Ch. 17), though it has ordered GE equipment, won't get on air before early April, according to latest advices from management (publisher Donald W. Reynolds, theatreman E. H. Rowley and broadcaster Kenyon Brown). It had earlier promised Feb. 1 or March 1 (Vol. 8:42).

WIRK-TV, West Palm Beach, Fla. (Ch. 21) has ordered RCA & GE equipment, hasn't started construction yet, but expects to be able to get on air by next June, according to president Joseph S. Field Jr.

WACE-TV, Northampton, Mass. (Ch. 36), according to president John Begley, will be RCA-equipped throughout. Construction plans are under way, and it's hoped to get started in late 1953 or early 1954.

WLEC-TV, Sandusky, O. (Ch. 42) hasn't ordered equipment yet or set building plans, reports mgr. Jay E. Wagner Jr., but it thinks it can get on the air by next Dec. 1.



Four more TV hearings are expected to be scheduled shortly—probably in Chattanooga, Tenn.; Mobile, Ala.; Portsmouth, O.; Lebanon, Pa. They're next cities on Group A & B priority lists with competing applications. Examiners likely to be available for these cases are Leo Resnick, Fanney N. Litvin, H. Gifford Irion, Wm. G. Butts.

SOME UHF "PROBLEMS" were brought to light this week—but on the whole, reports from the new uhf areas continue to be extremely good. RCA Service Co., which made field measurements in York, South Bend and Atlantic City found propagation in those areas following closely on the Portland pattern (Vol. 8:46)—very good. RCA's John P. Taylor, explaining results, said he had no data on percentage of population covered as he did for Portland. He added that his propagation findings—which are closely in line with FCC's predictions—apply only as far as horizon, or 30-35 mi., since no measurements were made beyond that.

Representatives of most major set manufacturers and local distributors met in Atlantic City Jan. 29 with president Fred Weber of WFPG-TV, Channel 46 outlet there, to thrash out problems in sales and installation of uhf converters and receivers. Number of reasons were given for sales difficulties, principal one being that public was never fully informed that outside antennas would be required in most locations. Other problems faced by station: (1) Transmitter difficulties in the early days—now said to be cleared up. (2) Competition from the 3 Philadelphia vhf stations. (3) Tendency of some residents to blame new station for week-long blackout of Philadelphia stations due to tropospheric disturbance, which occurred when WFPG-TV first went on air.

Good example of cooperative effort between set manufacturers and TV station was 3-day "TV Show" at U of Notre Dame's big Navy Drill Hall, sponsored by *South Bend Tribune* last weekend to mark beginning of full-time telecasting by its WSBT-TV (Ch. 34). Some 30,000 people traipsed through hall, observed 26 entertainment acts on special closed-circuit show from Drill Hall stage, and crowded around exhibits of 200 uhf sets at 43 booths manned by local TV and accessory dealers. To commemorate occasion, *Tribune* Jan. 25 put out 44-page TV supplement studded with TV and antenna ads. Station begins full network telecasting Feb. 1.

From WBRE-TV, Wilkes-Barre's Channel 28 station which began commercial operation New Year's Day, comes report that local dealers were completely "sold out" of uhf converters and sets during first 3 weeks of telecasting, in spite of "marvelous job" by manufacturers and distributors of keeping them supplied with receiving equipment. Station mgr. David Baltimore said reports from nearby Scranton and Carbondale were "excellent" despite hilly terrain. He said station is now carrying "nearly solid commercial schedule at night"—mostly NBC, some CBS.

FCC remains adamant on its "one-year rule" prohibiting changes in allocation plan until June 2, 1953, though minority comprising Comrs. Hyde and Merrill now feels rule should be waived in exceptional cases. Commission this week denied petition of WHBC and WCMW, Canton, O., which requested that another channel be added to city's single uhf, rejecting stations' argument that Canton is being denied quick TV service while WHBC and WCMW engage in long, costly and unnecessary hearing. Comr. Hyde dissented, said assignments of more channels now would "conduce to the use of channels where they are needed and at the same time tend to facilitate action upon applications." Comr. Merrill agreed with Hyde on basic policy, though he didn't feel that petition of WHBC and WCMW should be approved. Comr. Sterling buttressed majority opinion with separate statement, saying waiver of one-year rule would "open the door to a flood of petitions for rule making which would seriously impede the processing of TV applications."

New book on test equipment construction and operation is *Basic Electronic Test Instruments* by Rufus P. Turner, just published by Rinehart (254 pp.).

Personal Notes: E. V. Huggins, recently Asst. Secretary of the Air Force and onetime executive v.p. of Westinghouse International, elected Westinghouse v.p., corporate affairs, and president of Westinghouse Radio Stations Inc.; Joseph E. Baudino, WRS gen. mgr. since the death of Walter Evans, elected executive v.p. in charge of all operations, reporting to Mr. Huggins . . . Harold C. Burke, ex-TV-radio director of Hearst Radio Inc., who managed its WBAL & WBAL-TV, Baltimore, to be coordinating director of Walter Reade Theatres' new WCEE, Asbury Park, N. J. (Ch. 58), last reported due to start in latter 1953 . . . Edward Larkin to manage CBS-TV spot sales in Los Angeles and George E. (Buck) Hurst to manage radio sales there, in new division of functions . . . Dean Milburn named Free & Peters Fort Worth mgr., replacing Joseph W. Evans, resigned . . . Joseph F. Timlin, ex-N. Y. office mgr., elected v.p. for TV-radio, Branham Co.; Monroe H. Long vice chairman, Eugene F. Corcoran president, in reorganization of Chicago headquarters . . . Harold Froelich, ex-Adam Young reps, to be sales mgr. of new WTVO, Rockford, Ill. (Ch. 39), due on air in latter Feb. or early March . . . Elzey M. Roberts Jr. elected president of KXOK, St. Louis, applicant for Ch. 4, succeeding his father, now chairman . . . Charles B. Seward promoted to film director, WFMY-TV, Greensboro . . . John S. Allen, sales mgr., elected v.p. and member of board of WTVJ, Miami; John Shay, operations mgr., onetime WRGB technical director, also elected to board . . . Clayton Bond Jr. promoted to TV sales representative, 20th Century-Fox, succeeding Phil Williams, resigned to join Ziv . . . Zangwill Golobe named executive v.p., Forjoe & Co.

WABC-TV, WABC-AM & WABC-FM are new call letters for ABC's New York stations, changed from WJZ-TV-AM-FM, authorized by FCC this week. ABC hasn't yet set date to start using new call letters, but they're expected to go into effect soon, accompanied by customary promotional fanfare. DuMont, operating TV station WABD, New York, had objected to new ABC identification, claiming confusing similarity. ABC told FCC there was no confusion when CBS was using original WABC call years ago, and Commission rejected DuMont opposition.

Frank Stanton, CBS president, elected chairman of new board set up by Ford Foundation for advanced study in social relations and human behavior. Onetime Ohio State U psychology instructor, Stanton heads board including Paul Buck, provost, Harvard; F. F. Hill, provost, Cornell; Clark Kerr, chancellor, U of California; Robert K. Merton, chairman, dept. of psychology, Columbia U; Prof. Robert R. Sears, Harvard; Alan T. Waterman, National Science Foundation; Theodore Yntema, financial v.p., Ford Motor Co.

FCC amended operator requirement rules this week to permit remote control of AM & FM transmitters with less than 10 kw power, in response to NARTB petition for changes. Under amendments, effective in 30 days, holders of restricted radiotelephone operator permits will be allowed to stand regular transmitter watches at AM & FM stations employing non-directional antennas, provided one first-class operator is a full-time employe of each station. About 2000 comments on proposed changes were received by FCC from networks, radio stations, unions, trade schools, etc.

FCC's first report to Congress on applications not acted upon, required by McFarland Act passed last year, was 101-page document containing reports on every type of application FCC handles—not merely TV, AM & FM. TV applications are categorized—indicating whether in hearing, passed over because they're competitive and manpower for hearings isn't available, not yet reached on priority lists, etc. Status is as of Dec. 31, 1952.

Telecasting Notes: TV "crime" doesn't pay, according to Weiss & Geller ad agency president Edward H. Weiss, who told Chicago TV Council that commercials are two-thirds less effective on "crime" programs than on "non-crime"—although mystery shows, when effective at all, are more likely to sell such things as TV sets & cars than foods & beverages; he cited Wine Corp. of America's improved sales after switching from crime to quiz show . . . TV film production by ad agencies is on increase; Wm. Esty Co. now plans to distribute filmed *Man Against Crime* program in markets where it's not now shown, and Young & Rubicam aims to add filmed programs to its current production of filmed commercials . . . Filmed programs may constitute about 70% of TV fare in 5 years, said NBC film v.p. Robt. Sarnoff to TV Assn. of Philadelphia; NBC's film syndication plan, he said, will supply local stations with network-quality programs for local sponsorship—including re-runs of such shows as *Dagnet* . . . Ex-Vice President Barkley's weekly commentaries on current events on NBC-TV Sun. 5:30-5:45 p.m. starting Feb. 1 was joint idea of packager Louis Cowan and NBC-TV news chief Wm. McAndrew; titled *Meet the Veep*, program (which *Variety* says is paying Mr. Barkley \$2500 per week) will shortly have sponsor "in keeping with dignity of the office," has veteran Washington commentator Earl Godwin as Barkley's conversational partner . . . "Committee of 9" telecasters, set up to answer current criticism of TV, being formed by NARTB; it will include network members, will undertake public relations program . . . Simulcast 10 p.m. *News* daily on WOAI & WOAI-TV, San Antonio, variously sponsored by Joske's dept. store, Lone Star Beer and Farm & Home Savings & Loan Assn., believed to be first such sponsored show in TV . . . Ft. Worth's famed rodeo, keyed from WBAP-TV, was to be carried 3 full hours, 3-6 p.m. Jan. 31 on NBC-TV . . . N. Y. Yankees

Station Accounts: Local sponsor bankrolling own series of variety films, each 15-min. production costing reported \$7000-\$8000, is Chock Full O'Nuts, N. Y. restaurant chain, which will place them on WNBT in March; films are open-ended, so they can be sold in other cities, by which method sponsor hopes to regain outlay and possibly even make profit. Stars are Don Cornell and Jean Martin, latter the wife of sponsor company's president . . . B. G. Phillips & Co., Wall St. investment brokerage house, buys Tue. 6:30-6:45 stanza of Walter Raney's *Headline News Edition*, sponsored Wed.-Thu.-Fri. by S. C. Johnson & Son, on WABD, New York, thru Hirshon-Garfield Inc. . . . In Utica, N. Y., over WKTU, Philipson & Co., local investment firm, buys Tue. 6:55-7 p.m., during which partner Ben Philipson gives laymen's explanation of investment theory, placed thru Farquhar & Co. . . . Hoffman Radio, seeking to widen distribution in new TV markets, is doubling ad budget, is sponsoring *Abbott & Costello* films in 11 markets, will place them in new ones as they open up, thru Foote, Cone & Belding, Los Angeles . . . Procter & Gamble, for Joy, liquid detergent, buys 8 weekly partic. in WCBS-TV's *Early Show*, 5 weekly in *Late Show*, films, for 52 weeks, thru Biow Co. . . . N. Y. Herald Tribune buys Sat. 5-min. Charles Collingwood segment of *6 o'Clock Report* on WCBS-TV, New York, thru Donahue & Coe . . . United Cigar Stores buys 2 half hours weekly of *Dinner Date* on WOR-TV, thru Product Adv. . . . Elgin Watch Co. will use TV spots to back up newspaper-magazine campaign and local jeweler advertising in announcing 3 new watch lines, March 2-April 5, thru Young & Rubicam . . . Schweppes Ltd. (British beverage), which has U. S. distribution tieup with Pepsi-Cola, plans TV-radio campaign . . . Among other advertisers reported using or preparing to use TV: Norwegian Canning Industry (sardines), thru McCann-Erickson, N. Y.; Noxzema (skin cream), thru Sullivan,

will have 13 road games on TV (WPIX) for first time this season, in addition to 66 home games, sponsor not yet announced . . . Trend of times: ABC reports 3 of its own radio stations (WJZ, WENR, WXYZ) go on single-rate basis, day & night, as of Feb. 1, with KECA & KGO following suit shortly; new WJZ Class A rate is \$720 an hour, 8 a.m. to 10:30 p.m. . . . Feb. 1 rate increases: WNBW, Washington, Class A hour from \$650 to \$725 (B from \$475 to \$500, C from \$300 to \$325); WFAA-TV, Dallas, hour from \$500 to \$650, min. \$100 to \$130; WNBW-TV, Binghamton, hour from \$400 to \$500, min. \$80 to \$100; KMTV, Omaha, hour from 450 to \$550, min. \$90 to \$110; KPTV, Portland, hour from \$250 to \$350, min. \$50 to \$75 . . . Gill-Perna Inc. new firm name of Gill-Keefe & Perna as of Feb. 2, Helen Gill continuing as president, John J. Perna Jr. as executive v.p.; only TV station on list as yet is upcoming WKNX-TV, Saginaw, Mich. (Ch. 57) . . . Adam Young TV named rep for new WFTV, Duluth (Ch. 38), due on air in mid-Feb. . . . Blair-TV now representing DuMont's WTTG, Washington.

Will-wonders-never-cease dept.: RCA will be plugged on a CBS program, and NBC will lend CBS one of its most cherished program properties for the occasion. Program will be Ed Sullivan's *Toast of the Town*, Feb. 15, when it will pay tribute to phono record industry—including RCA Victor. Program property will be *Amahl & the Night Visitors*, widely acclaimed Gian-Carlo Menotti TV opera, originally commissioned by NBC for performance on Christmas Eve, 1951, which has become established as a modern "classic." Kirk Browning, NBC opera specialist, will join Mr. Menotti and much of the original NBC opera cast in trek to CBS, to make sure that the 8-minute segment of the 45-minute opera is presented in accordance with NBC policy.

Stauffer, Colwell & Bayles, N. Y.; Bell Brand Foods Ltd. (potato chips), thru McCann-Erickson, Los Angeles; Van Camp Sea Food Co. (Chicken of the Sea tuna), thru Brisacher, Wheeler, San Francisco; Girard's Inc. (salad dressing), thru Guild, Bascom & Bonfigli, San Francisco; Lewal Industries Inc. (Instant-Dip silver cleaner), thru Lawrence C. Gumbinner, N. Y.; A.P.W. Products Co. (paper products), thru Hilton & Riggio, N. Y.; Comet Rice Mills (Comet rice), thru Tracy-Locke, Dallas.

EDUCATIONAL TV is ideal way of solving nationwide teacher shortage problem by providing instruction for 2 or 3 times as many students with far fewer teachers. That was major conclusion of annual report submitted this week by Dr. Henry Chauncey, president of non-profit Educational Testing Service of Princeton, N. J., which conducts tests for students for draft deferment. Noting shortage of estimated 52,000 teachers, Dr. Chauncey declared that proper educational TV programming would enable teachers to serve as counselors.

Other educational TV developments this week: (1) Grantee WTLV, New Brunswick, N. J. (Ch. 19), not ready yet to go on air, began 2-week experiment of closed-circuit telecasts to 4 high schools in area. (2) FCC Chairman Walker wrote American Civil Liberties Union that Commission will accept "evidence of interest" by prospective educational applicant as sufficient reason to extend filing deadline beyond June 2. (3) N. Y. State Temporary Commission on Educational TV was granted 2-week extension of deadline to Feb. 25 for filing its recommendation to legislature on proposed 10-station network (Vol. 9:1, 3-4). (4) NARTB president Harold Fellows told U of Georgia students at Georgia TV-Radio Institute that 1000 TV stations will require 40,000 employes, urged them to prepare now for careers in TV.

Network Accounts: Lack of third sponsor for costly *All-Star Revue* on NBC-TV, Sat. 8-9 p.m., means that program will be dropped in April, with time segment offered for 2 half-hour sponsorships instead. Pet Milk Co. and Johnson & Johnson (Band Aids) are current sponsors, but NBC-TV hasn't found another to help carry show's estimated \$70,000 weekly cost. It's planned to continue *Your Show of Shows*, Sat. 9-10:30 p.m., with participating sponsorships, despite rumors that program may be cut down or dropped. Plans for Coca-Cola Co. to sponsor Rosemary Clooney in one half-hour portion of time to be vacated by *All-Star Revue* were dropped when Paramount Pictures Corp. refused to permit her to do regular weekly show; Coca-Cola, instead, is considering musical program, with Dick Haymes and Giselle McKenzie, on CBS-TV, Sat. 9-9:30 p.m. . . . Special 3-man sales unit was assigned last week to concentrate on NBC-TV's early-morning news show *Today*, weekdays 7-9 a.m.; regular sales force continues to work for show also . . . General Mills (Kix cereal) will sponsor Fri. portion of *Ding Dong School*, starting March 6, on NBC-TV, Mon.-Fri. 10-10:30 a.m., thru Tatham-Laird; Scott Paper Co., starting Feb. 5, scheduled to sponsor Thu. 10-10:15 a.m. portion, thru J. Walter Thompson . . . Revlon Products Corp. (cosmetics) buys Tue. portion of *Jane Froman's U.S.A. Canteen*, starting Feb. 10, on CBS-TV, Tue. & Thu. 7:45-8 p.m., thru Wm. H. Weintraub; General Electric sponsors Thu. portion (Vol. 8:52) . . . Thor Corp. (washing machines) reported buying *Quick as a Flash*, starting March 12, on ABC-TV, alt. Thu. 10:30-11 p.m., thru Henri; Hurst & MacDonald . . . General Bronze Corp. (storm windows) joins co-op sponsorship of *American Forum of the Air* on NBC-TV, starting March 15, Sun. 2:30-3 p.m., thru Wildrick & Miller . . . Bristol-Myers Co. (Ipana toothpaste) will sponsor *Time to Smile*, starting Feb. 8, on CBS-TV, Sun. 9:30-10 p.m., alternating *Ken Murray Show* and *Alan Young Show* each week, thru Young & Rubicam . . . Bymart-Tintair Inc. (Tintair home hair coloring) buys Wed. 11:25-11:30 a.m. portion of *There's One in Every Family*, starting Feb. 4, on CBS-TV, Mon.-Fri. 11-11:30 a.m., thru Ruthrauff & Ryan . . . Simoniz Co. buys *Big Story*, starting Feb. 6, on NBC-TV, Fri. 9-9:30 p.m., alternating with Pall Mall.

Estimate of 1952 TV-radio time sales by *Broadcasting Magazine*, the authoritative radio trade journal, places TV at \$288,826,000, radio at \$464,439,000—both figures after all discounts and commissions. Last year, magazine estimated 1951 TV time sales at \$217,046,000, radio at \$485,492,606. FCC's official report later last year placed 1951 TV revenues at \$235,700,000, radio at \$450,400,000. Though *Broadcasting's* "time sales" and FCC's "revenues" are different things, each set, taken by itself, is a gauge of TV-radio relationship. Commission's official 1952 figures won't be out for several months. *Broadcasting* estimates that the \$288,826,000 TV times sales for 1952 break down to \$135,614,000 network, \$82,711,000 spot, \$70,501,000 local. Its 1951 estimate of \$217,046,000 broke down to \$101,111,000 network, \$58,234,000 spot, \$57,701,000 local. Its 1952 radio estimate of \$464,439,000 is broken down to \$99,071,000 national network, \$11,107,000 regional network, \$124,414,000 spot, \$229,847,000 local.

Advertising volume went up 11% in 1952 to all-time high of \$7,219,600,000, reports *Printers' Ink* on basis of McCann-Erickson research dept. statistics. National advertising (57.1% of total) accounted for \$4,120,900,000, up 10%; local advertising (42.9%) \$3,098,700,000, up 12.3%. All major media showed gains, with TV greatest, the figures breaking down thus: newspapers \$2,458,500,000, up 8.9%; radio \$722,700,000 (time & talent), up 1.5%; magazines \$614,100,000, up 7%; direct mail \$1,011,400,000, up 9.5%; TV \$580,100,000 (time & talent), up 49.4%.

Network TV-Radio Billings

December 1952 and January-December 1952
(For November reports see *Television Digest*, Vol. 8:52)

ALL-TIME HIGH billings of \$17,462,216 in December brought total network TV gross time charges to \$180,794,780 for all 1952, according to Publishers Information Bureau's monthly report. Year's total compares with \$127,989,713 in 1951, \$40,778,885 in 1950, \$12,294,513 in 1949. It compares, also, with \$163,453,462 gross volume of network radio in 1952, which is down from \$174,718,594 in 1951, \$183,358,922 in 1950, \$187,800,329 in 1949. The December TV figure compares with \$14,925,095 for network radio billings.

[These figures, PIB emphasizes, do not represent actual dollar revenues (see footnote below) but are based on one-time rates. However, the trade generally accepts them as reliable index for comparisons and trends, albeit they're inflated by as much as 40% of actual dollar revenues.]

Year ended with NBC-TV's \$83,242,573 placing it well in lead, CBS-TV second with \$69,058,548, ABC-TV third with \$18,353,003, DuMont fourth with \$10,140,656. All save ABC-TV improved their revenues very substantially over 1951. Complete PIB tables follow:

NETWORK TELEVISION †

	Dec. 1952	Dec. 1951	Jan.-Dec. 1952	Jan.-Dec. 1951
NBC	\$ 7,830,806	\$ 6,592,673	\$ 83,242,573	\$ 59,171,452
CBS	7,088,506	4,736,368	69,058,548	42,470,844
ABC	1,331,588	1,980,145	18,353,003	18,585,911
DuMont	1,211,316	937,875	10,140,656	7,761,506
Total	\$17,462,216	\$14,247,061	\$180,794,780	\$127,989,713

NETWORK RADIO †

CBS	\$ 5,717,800	\$ 5,278,508	\$ 59,511,209	\$ 68,784,773
NBC	4,370,265	4,343,307	47,927,115	54,324,017
ABC	2,856,714	3,300,219	35,023,033	33,708,846
MBS	1,980,316	1,697,014	20,992,105	17,900,958
Total	\$14,925,095	\$14,619,048	\$163,453,462	\$174,718,594

NETWORK TELEVISION—January-December 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	1,082,751*	4,916,245*	799,074*	5,963,550*	12,761,620*
Aug.	1,166,169	5,190,934*	845,780	5,618,643	12,821,526*
Sept.	1,203,917	5,860,751*	809,475	6,769,228	14,643,371*
Oct.	1,453,811	6,896,206*	958,674	8,076,848	17,385,539*
Nov.	1,396,999*	6,654,812*	1,026,566	8,026,017*	17,104,394*
Dec.	1,331,588	7,088,506	1,211,316	7,830,806	17,462,216
Total	\$18,353,003	\$69,058,548	\$10,140,656	\$83,242,573	\$180,794,780

NETWORK RADIO—January-December 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	4,789,507	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	2,372,710*	3,920,643*	1,339,276	3,621,810*	11,254,439*
Aug.	2,281,852	4,028,081*	1,325,059	3,338,843	10,973,835*
Sept.	2,533,785	4,846,978*	1,607,485	3,901,715	12,889,963*
Oct.	2,914,322*	5,851,106*	2,304,804	4,371,569	15,441,801*
Nov.	2,659,934*	5,506,172*	2,172,485	4,138,979*	14,477,570*
Dec.	2,856,714	5,717,800	1,980,316	4,370,265	14,925,095
Total	\$35,023,033	\$59,511,209	\$20,992,105	\$47,927,115	\$163,453,462

* Revised as of Jan. 26, 1953.

† Cumulative totals for all TV and radio networks (except MBS) 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.

□

CBS Inc., New York, changes phone number as of Feb. 2 to Plaza 1-2345.

FCC ISSUED ULTIMATUM to theatre-TV proponents Jan. 30 to clear up "apparent inconsistencies in the record" so that Commission can decide "whether to proceed further with this hearing." After 2 days of hearings during which commissioners expressed considerable irritation with length of testimony on theatre-TV transmission costs, FCC issued "Notice of Revised Procedure" asking theatre-TV attorneys to answer 8 questions at conclusion of direct testimony on engineering and costs.

First four questions seek clarification of requests for theatre-TV frequencies in common carrier and industrial bands. Commission also asked: (1) Whether evidence will be introduced to show who would apply for theatre-TV frequencies. (2) Whether figures will be given "to make it possible to determine the magnitude of ultimate cost of admission to a theatre patron." (3) How much time theatres would use TV "on a day-by-day basis." (4) Whether "theatre-TV service will provide programs of only live events, i.e., of programs that cannot reasonably be placed on film."

Theatre-TV spokesmen said questions could all be answered readily, and that if Commission is confused, "the confusion is self-created." They blamed confusion on fact that engineering and cost testimony are being presented in advance of lay testimony intended to prove necessity for theatre-TV service. As to frequencies, "we have repeatedly made it clear that we want an exclusive allocation for theatre TV."

Commission is devoting Mondays & Tuesdays to en banc hearing, with night sessions also scheduled on those days, beginning next week. Theatre-TV proponents wound up their direct engineering and cost testimony Jan. 27, and AT&T is scheduled to testify Feb. 2 & 3.

Most of this week's session was devoted to explanation of 331 pages of cost figures by Manfred K. Toepfen, president of Toepfen Co., Beverly Hills, Cal., consulting engineers, who prepared study for theatre-TV interests. Hearing was marked by repeated clashes between FCC general

counsel Benedict Cottone and theatre-TV attorneys—Vincent B. Welch for Motion Picture Assn. and Marcus Cohn for National Exhibitors Theatre TV Committee.

Sample cost estimates presented by Mr. Toepfen for 9-city theatre-TV system, including New York-Washington inter-city trunk, program source link and intra-city microwave distribution: One-program system (single network) with 233 theatres—total capital investment, \$11,171,300; average investment per theatre, \$47,946; per theatre seat, \$41.53. Six-program system, 1398 theatres—total investment, \$58,272,500; average investment per network, \$9,721,100; per theatre, \$41,683; per seat, \$36.56.

Operating costs for the one-program system, on basis of 6 hours daily operation, 5-year amortization, would be \$3,487,800 a year, or \$41.01 per day per theatre or 3½¢ per seat. If 6-program system is used, each system or network would cost \$2,662,500 a year for operation and amortization, or \$31.31 per day per theatre or 2¼¢ a seat. Estimates cover transmission costs only, and don't include projection equipment or programming.

Cost figures sparked first clash between the principal hearing protagonists — AT&T and theatre-TV backers. Theatre folk maintain FCC should make special frequency allocation for theatre TV, and one of their arguments is that common carrier service would be too costly. AT&T gen. counsel Ernest D. North arose to say that AT&T would present its own cost estimates later, and pointed out that transmission costs are but a small part of the costs of broadcasting. Commission's job, he said, is not to decide who can provide cheaper service, but what is in the public interest.

Challenging MPAA-NETTC cost estimates, Mr. North said they were "based upon engineering assumptions with respect to services that nobody has ever furnished." AT&T's figures, he added, will be "based primarily upon our actually known costs with respect to existing equipment and estimates of costs with respect to such portions of the service as are new."

Pro football TV anti-trust suit opened Jan. 26 in Philadelphia Federal District Court, and at end of week's 4 days of sessions very thoroughly covered by the press, Govt. had won several important points. Govt. contends that each individual team in National Football League should have right to decide whether it will televise own games. NFL is defending League rules which ban televising of pro games to stations within 75-mi. radius of any League game. Govt.'s most significant victory this week came when Judge Allan K. Grim, hearing case without jury, ruled that the public's right to the "open televising" of football games is "one of the fundamental problems of this case." Ruling met strenuous objections of NFL attorneys who claimed real issue is whether anyone who wants to buy TV or radio rights to games has been harmed by League's restrictions. NFL is expected to move for dismissal of suit next week on grounds interstate commerce is not affected. Govt. attorneys already have announced they consider National Collegiate Athletic Assn. restrictions on college football telecasts similar to those practiced by NFL, and that a ruling against NFL would pave way for action against NCAA.

Extra pay for TV showing of films made for theatre presentation is asked by Screen Writers Guild in new contract proposal presented to Assn. of Motion Picture Producers. Writers would share in producers' income from TV on basis of complex formula based on percentage of production costs attributed to story material.

Justice Dept. set deadline of Feb. 19 this week for answers to its 16mm anti-trust suit against 12 major film producers and distributors to compel them to release their films to TV (Vol. 8:30-32).

Community antenna for Clarksburg, W. Va., being built by Whitney-Jerrold group (Vol. 9:4), was authorized by city council in face of hysterical opposition from city's newspapers, *Exponent* and *Telegram*, both owned by 76-year-old Cecil B. Highland. Feb. 2 *Time Magazine* reports that "one of publisher Highland's oldest and bitterest fights is against radio. He bans all program listings, even censors ads that mention radio or have anything to do with it." He ran stories with such headlines as "Danger to Life, Property Could Come from Cable," said that "cash would be used to replace" children burned up by cable. City council voted unanimously to permit the installation.

Transmit FM, functional music and other specialized uses of FM appear likely to be subject of FCC hearing sooner or later. Commission at one time raised questions about legality of such services but later renewed licenses of stations involved. Now, with some new members on Commission, feeling is that hearing should be held to determine precise legal status of special services and whether FCC rules or Communications Act should be changed. Proposals for subscription TV may get involved in proceedings, since some at Commission believe it presents similar legal questions.

Brazil, with one station in Rio de Janeiro and a second now building, plus 2 in Sao Paulo, more than in any other South American country [see TV Factbook No. 16], proposes to utilize TV to promote colonization of undeveloped areas, install stations to provide settlers with education and entertainment, reports Pan American Union. Plan is to set up microwave relay system piping programs to the remote areas.

1952 OUTPUT 6,096,279 TVs AT \$2 BILLION: On basis of average factory value per set of \$171.95, TV production of 6,096,279 units during 1952 meant factory billings of roundly \$1.05 billion -- up nicely from the 5,384,798 units worth \$956,986,300 in 1951 but not too near the 1950 record of 7,463,800 at \$1.35 billion.

Radio production last year, also announced this week by RTMA, was 9,711,236 units, which at average of \$23.18 at factory meant approximately \$225,000,000 value, comparing with 12,627,362 in 1951 at factory value of \$315,000,000 and 14,589,900 in 1950 valued at \$375,000,000.

At retail level, it's conservative to add 50% as markup between wholesaler, dealer and customer. Add also cost of installations, antennas, accessories & service, and it's reasonable assumption that the TV trade easily amounted to \$2 billion last year; radio trade, it's fair to guess, ran a good \$400,000,000 all told.

RTMA's final tabulation of TV & Radio output, released this week, indicates cumulative production to end of last year of just about 23,100,000 sets. And as of Jan. 2, 1953, end of the 1952 statistical year, factory inventory total was 104,809. (For breakdowns of TV-radio figures before 1952, see pp. 235-7, TV Factbook No. 16.)

* * * *

Below is RTMA table of 1952 TV-Radio production by months, with breakdown of radios by types. It's noteworthy that December statistical month (6 weeks) showed 921,086 TV sets produced and 1,325,158 radios, which compare with December 1951 (5 weeks) totals of 467,108 TVs and 868,100 radios. RTMA also points out that year's TVs with FM totaled 94,185, radios with FM 409,678. The RTMA tables:

	<u>1952 Production</u>		<u>1952 Radio Production by Types</u>			
	<u>Total TV</u>	<u>Total Radio</u>	<u>Home Sets</u>	<u>Portables</u>	<u>Clock</u>	<u>Auto</u>
January.....	404,932	632,455	288,724	68,433	80,151	195,147
February.....	409,337	759,453	312,705	72,866	106,103	267,779
March (5 wks)	510,561	975,892	357,689	99,720	175,169	343,314
April.....	322,878	847,946	286,164	110,529	176,003	275,250
May.....	309,375	748,344	288,927	128,351	115,588	215,478
June (5 wks).	361,152	874,253	297,669	205,186	124,489	246,909
July.....	198,921	441,736	203,868	81,353	61,295	95,220
August.....	397,769	543,802	235,728	105,006	108,753	94,315
Sept. (5 wks)	755,665	865,654	324,786	126,666	183,496	230,706
October.....	724,117	772,346	314,459	113,552	180,841	163,494
November.....	780,486	924,195	389,853	153,503	185,639	195,200
Dec. (6 wks).	<u>921,086</u>	<u>1,325,158</u>	<u>452,556</u>	<u>194,837</u>	<u>271,507</u>	<u>406,258</u>
TOTAL.....	6,096,279	9,711,236	3,753,128	1,460,002	1,769,036	2,729,070

* * * *

Third 1953 week's TV output jumped to 190,649 units (8153 private label) as of Jan. 23 vs. 173,348 Jan. 16 and 155,892 Jan. 9 -- so it looks like year is getting off to flying start. Factory inventories totaled 156,955, up from 127,464 the preceding week (Jan. 16) and 124,685 at end of first week (Jan. 9).

Radio output also went up -- to 282,741 units (144,252 private label) week ended Jan. 23 from 255,072 the preceding week, 209,057 at end of first 1953 week. Factory inventories went down to 225,976 from 240,126. Auto radios hit new peak of 129,995 in week. Others: home sets, 94,844; portables, 18,127; clock, 39,775.

RTMA midwinter conference, with 23 committees meeting, will be held Feb. 3-5 at New York's Roosevelt Hotel. Board meets at 9:30 a.m. final day.

Uhf will be main topic at annual convention of National Electronic Distributors Assn., Sept. 14-16, in St. Louis' Chase Hotel.

National Assn. of Music Merchants annual convention and trade show will be held July 13-16 in Chicago's Palmer House. Last year's exhibitors, who have priority on their spaces, should mail applications by April 1 to NAMM headquarters, 28 E. Jackson Blvd., Chicago; new applications are due by July 11.

Topics & Trends of TV Trade: There's no such thing as a "saturated market," in opinion of Magnavox president Frank Freimann, who asserts: "Sales potential this year is greater than in 1952, even with due recognition of the markets which reached a relatively big percentage of saturation. The history of the radio industry has shown that there is no point of actual saturation. This is also true of TV. Technological improvements make the new product so desirable as to make obsolete the millions of small-picture sets sold a few years ago."

TV price trend is upward, in Freimann's opinion, wherefore he seems to agree with DuMont's Dan Halpin (Vol. 9:2) and disagree with Motorola's Robert Galvin (Vol. 9:4). Many companies have already raised their prices, he said, and high manufacturing costs are maintaining the trend. Major TV components, such as picture tubes, went up in January, and Magnavox has been paying 24% more for optical filters since Jan. 15, to say nothing of more for making chassis.

But the public has its greatest spending power since 1947 and has a new "feeling of confidence created by the new Federal Administration," as well as greater stability within the industry itself, he said. Buyers will be more quality conscious this year, especially in the partially saturated metropolitan markets. "The trade-in buyers, the second set buyers and the late comers will be more interested in quality than in price. A high percentage of the families who have been stand-offish about TV are in the high income groups. The trade-in buyers and second set buyers will want bigger pictures and better performing sets."

* * * *

Admiral Corp. has set up 2 export subsidiaries to take over operations of present international div., both under presidency of James R. Oberly, asst. secy. & asst. gen. counsel of the company, with international div. mgr. George Kende as v.p. New companies are Admiral International Corp. and Admiral Corporation Interamericana, latter handling sales in western hemisphere outside U. S. & Canada. Firm now sells its products in more than 30 countries, TVs in about a dozen, and president Ross Siragusa foresees substantial increases as more TV services are introduced abroad.

Canadian RTMA reports 146,373 TVs with factory value of \$64,677,682 sold during 1952, when Dominion's first stations, Montreal's CBFT & Toronto's CBLT, went on air. Sales showed substantial jump over 1951, when only 40,615 TVs valued at \$21,237,442 were sold (Vol. 8:5). Toronto-Hamilton area took 41% of 1952 sales, Montreal 26%, Windsor 14%, Niagara Peninsula 12%, remaining 7% going to other areas. Cumulative set sales from start of count totaled 224,811 worth \$102,191,707.

* * * *

Distributor Notes: Admiral Distributors Inc., Los Angeles div., is new name of now factory-owned branch (formerly Golden State Appliance Distributing Co.) . . . DuMont appoints G & W Sales, Tucson; N. Y. factory branch sales mgr. Charles T. Wandres resigns . . . Moore-Handley Hardware Co. (Motorola), Chattanooga, to open Knoxville branch . . . Zenith New Jersey appoints Louis K. Ross operations mgr. . . . Sylvania appoints Gough Industries, Los Angeles; Remco Inc. (Sylvania), Chicago, opens South Bend branch (William Vanni, mgr.) . . . CBS-Columbia appoints B. T. Crump Co., Roanoke . . . Emerson names Central Valley Distributors, Fresno, Cal. . . . Kaye-Halbert names Delmar Distributing Co., Youngstown . . . Joseph M. Zamoiski, v.p. of Washington-Baltimore Philco distribution company of that name, appointed chairman of TV-radio committee, National Assn. of Electrical Distributors.

Magnavox bringing out 21-in. table model in \$250 bracket sometime in April.

Trade Personals: Julian K. Sprague elected president of Sprague Electric Co., succeeding brother Robert C. Sprague, slated to become Undersecretary of the Air Force (Vol. 9:3); Ernest L. Ward, mfg. v.p., becomes executive v.p. . . . Monte Cohen, executive v.p. of General Instrument Co., elected president, succeeding Abraham Blumenkrantz, now chairman . . . Joseph N. Benjamin, ex-works mgr., elected Pilot Radio v.p. . . . Jerry Hart, ex-Pilot Radio sales mgr., named sales & adv. specialist for North Atlantic district, York Corp. . . . Ray Donaldson, recently resigned as RTMA house attorney, appointed counsel of Senate Banking Committee . . . Dr. Cleo Brunetti, associate director of Stanford Research Institute and former chief of Bureau of Standards' engineering electronics section, joins research dept. of General Mills' mechanical div. . . . Sheldon F. Myers, with Westinghouse 35 years in merchandising & promotion capacities, named adv. & sales promotion mgr., TV-radio div., Sunbury, Pa., to be assisted by Harold S. Boxer, ex-Freed-Eisemann Co., N. Y. . . . Dr. Harold Pender, ex-dean of U of Pennsylvania's Moore School of Electrical Engineering, founder of International Resistance Co. and member of its board, named Eminent Member of Eta Kappa Nu in recognition of engineering accomplishments and leadership . . . David Sarnoff, RCA chairman, on Jan. 29 received annual engineering & science award of Drexel Institute's Federation of Engineering Societies . . . Gen. Wm. N. Porter, USA ret., wartime chief of Chemical Warfare Service, elected director of Ultrasonic Corp., Cambridge, Mass. . . . Newland F. Smith, ex-Philco & RCA, named TV mgr., Gray Research . . . Jay Greengard named gen. mgr. Waldom Electronics Inc., Chicago (picture tube cones), succeeding late Jerome Prince . . . Don Smith named Crosley air-conditioning sales mgr., succeeding Ted Nemes, now with Admiral . . . T. R. Mathews resigns as Stromberg-Carlson TV-radio distributor mgr.



Merchandising Notes: Clever promotion finds Admiral tying its multi-million dollar advertising campaign to showing of Walt Disney's full-length cartoon movie, *Peter Pan*, due for premiere in February in New York, Washington & Chicago. At that time, dealers will distribute Peter Pan comic books to patrons in theatre lobbies—which will display Admiral products. As picture is distributed nationally, dealers will give away toy TV studios featuring Peter Pan characters to children who bring their parents into stores for Admiral demonstrations. In addition, Derby Foods Inc. (Peter Pan peanut butter) will have displays in 20,000 grocery stores calling attention to Admiral promotion . . . Honolulu, with 2 vhf stations, should have TV sets in 84 out of every 100 of its 61,900 homes by end of 1955, GE marketing mgr. Ernest H. Vogel told staff of W. A. Ramsey Co., distributors, while on visit there Jan. 28. He compared Honolulu to Syracuse, with about same population, noted that Syracuse area jumped from 9 sets per 100 at start of TV in 1949 to 84 at end of 1952, and forecast 72,000 set sales in Honolulu . . . Magnavox has doubled production capacity since Sept., anticipating record market, and has launched biggest ad campaign in its history, says president Frank Freimann . . . Sparton, seeking more national recognition, using 13 full-page color ads in *Life Magazine* every fourth week starting March 30.

Arturo Mancini, Westinghouse TV-appliance sales agent in Milan and president of Italy's new Commission for Electronic Material Imports, due in New York in February on buying trip; Milan dispatches say commission hopes to double 1952 TV import quota from last year's 5000.

Admiral has added 21-in. mahogany plastic table model at \$270 as only new item in its 1953 line released last August (Vol. 8:33). Model is first to incorporate new 252-sq.-in. spherical tube.

Electronics Reports: Highest steel allotments since start of materials allocation program 2 years ago are now going out from NPA to manufacturers of TV-radios and other consumer goods. DPA this week put stamp of approval on increase in second-quarter carbon steel ration to 90% from originally planned 70% of average quarterly use during base period (first half 1950 or last half 1949). Alloy steel is being distributed at 100% of base period rate. Copper and aluminum rations will remain at their low first-quarter levels—50% & 55%, respectively. During first quarter, steel was rationed at about 50% of base period usage, and is considered biggest material bottleneck in TV-radio production by some manufacturers. In second quarter, copper wire and aluminum are expected to produce biggest headaches.

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NPA Electronics Div. staff changes, announced this week by acting director Donald S. Parris: Eric D. Bovet named acting deputy director, supervising program & requirements branch and CMP section; E. MacDonald Nyhen named acting chief, products branch; Samuel Bryan acting chief, components section. R. D. Parker, veteran of 20 years with AT&T, including 13 years at Bell Laboratories, resigned this week as chief of products branch to set up own practice as consulting engineer, specializing in communications and electronics, at 3606 Chesapeake St. NW, Washington.

Map of microwave facilities, both TV and industrial, is included with February *Tele-Tech Magazine* (Caldwell-Clements Co., 480 Lexington Ave., N. Y.). Map depicts only those more than 50 miles long, but table of microwave licensees includes those under 50 miles. Magazine reports 1747 stations and repeaters authorized as of end of 1952, with 60% now in operation over 40,000 route miles. Of 1606 stations in the 60 systems more than 50 miles long, 886 are for petroleum industry, 309 common carrier, 245 power industry.

IRE's convention in New York's Grand Central Palace, Waldorf-Astoria and Belmont Plaza, March 23-26, includes heavy schedule of sessions on uhf transmitters & receivers, color, propagation, station construction and operation. Transistors rate special attention this year with least a score of papers devoted to them. Major address will be given by RCA chairman David Sarnoff at March 25 annual banquet.

National Union Radio Corp. on Jan. 30 discontinued manufacturing operations in Newark plant, 1181 McCarter Highway. Some 850 employes scheduled to be laid off were told plant was being closed because company suffered "hundreds of thousands of dollars in manufacturing losses in 1952." Manufacturing activities are now consolidated in Hatboro, Pa. plant, but receiving tube shipments will continue from Newark for some time.

New Raytheon picture tube plant, to be built in Quincy, Mass., is scheduled for completion next summer. Employing 350 workers, 100,000-sq. ft. facility will bring to about 1,000,000-sq. ft. the amount of space Raytheon devotes to production of TV picture tubes, according to president Charles F. Adams.

Aerovox will build new plant in Monrovia, Cal., scheduled for completion in early summer.

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Magnavox sales for quarter ended Dec. 31, 1952, increased to \$14,790,154 from \$10,691,871 in same 1951 quarter. Net earnings after taxes were \$908,197 (\$1.16 on each of 758,680 shares) for 1952 quarter vs. \$567,428 (77¢ on 726,172 shares) in 1951 period. For 6 months ended Dec. 31, sales were \$26,126,251, net earnings \$1,546,024 (\$2.02 a share) vs. sales of \$15,702,911, net earnings of \$587,795 (79¢ on 726,172 shares) in last half of 1951.

Financial & Trade Notes: Electronics industry "has acquired financial muscle," and is now entering "a second phase of major growth," said Motorola president Paul V. Galvin in announcing his company's 1952 sales topped \$166,000,000, increase of 23% over 1951. "In 10 years," he said, "the industry has outgrown its knee pants; our next phase is one in which many of the electronic applications we know now to be attainable become realities."

Last year was Motorola's second biggest year, he added, biggest having been 1950 when sales hit \$177,000,000. For 1953, he foresaw increase of about 35% to \$225,000,000. Fourth quarter 1952 sales were \$59,000,000, largest single quarter in firm's history.

Mr. Galvin predicted industry would produce 6,500,000-7,000,000 TVs in 1953, tempered his optimism with warning lest current high demand become "heady wine that confuses TV manufacturers to a point of overproduction." He urged industry's planners to gear their "short-haul projections" to all factors involved in expansion of TV sales potential—including rate of transmitter construction, lag between hoped-for and actual on-air dates of new stations, seasonal factors and "intensified competition for consumer dollars among a host of non-electronic products also desired and needed in the home."

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"Battle of the proxies" continued this week in proposed Emerson-Webster-Chicago merger (Vol. 8:51 & 9:4). Letter to Webster-Chicago stockholders from John F. Bolger, president of Chicago investment firm of Shillinglaw, Bolger & Co., urged approval of merger plan. That it would be "a good deal," he said, is proved by recent action of Webster-Chicago stock—which rose from 7½ bid to high of 10½ after announcement of merger proposal, then declined as low as 9½ when opposition to merger developed. Leader of opposition is Martin C. Remer, president of Remer, Mitchell & Reitzell, Inc., Chicago investment firm. Stockholders of both companies will vote on proposal Feb. 4.

Cornell-Dubilier stockholders have voted to double number of authorized common shares to 1,000,000 and to eliminate pre-emption rights of all stockholders. This move, said president Octave Blake, will pave way for further acquisitions and possible stock dividends. "I have a company in mind right now that we would like to acquire," he said.

Packard-Bell sales set new record of \$10,479,294 for quarter ended Dec. 31. Net earnings for quarter were \$577,949 (98¢ a share) after Federal tax provision of \$1,008,000. In comparable 1951 quarter, sales were \$6,024,900, net earnings \$428,671 (73¢) after \$461,700 for Federal taxes.

Dividends: Zenith, 50¢ payable March 31 to stockholders of record March 10; Aircraft Radio, 10¢ Feb. 16 to holders Feb. 5; Stewart-Warner, 35¢ March 7 to holders Feb. 13; Westinghouse, 50¢ March 4 to holders Feb. 9; Cornell-Dubilier, 30¢ March 26 to holders March 6; Avco, 15¢ payable March 20 to holders Feb. 27.

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Edwin A. (Nick) Nicholas, 59, director of IT&T patent contract dept. and president of Farnsworth Television & Radio Corp. from 1938 until sold to IT&T in 1949, died in Fort Wayne Jan. 27 after a 4-month illness. He began his career as messenger for United Wireless, in 1924 joined RCA, was Radiola div. v.p. and then RCA Victor sales v.p. when he resigned in 1938 to head Farnsworth.

Dr. Emil E. Mayer, 68, onetime engineering v.p. of GE of Germany, who fled Hitler and became president of old Wilcox-Gay Corp., serving until it was sold to Leonard Ashbacher, died of a heart ailment Jan. 30 at his home in New Rochelle, N. Y.

Count of TV Sets-in-Use by Cities

As of January 1, 1953

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

URGENT NEED of an all-industry statistical service, reporting sets-in-use by areas either monthly or quarterly, is pointed up by Jan. 1, 1953 monthly report of NBC Research, first and only organization to offer such regular "census" service. NBC frankly states that it's going to report henceforth only on markets of its own affiliates, hence omits new TV cities like Lubbock, Tex.; York, Pa.; Colorado Springs, Colo.; Honolulu, Hawaii. It lumps them under "all others" for total of only 8700 sets, in arriving at grand total as of New Year of 21,234,100 sets-in-use. That figure is 794,700 gain over Dec. 1, 1952 (Vol. 8:52). Included in count for first time are new TV areas of Atlantic City, El Paso, Mobile, Jackson, Miss., Wilkes-Barre.

NBC figures are adjustments, based on RTMA production & shipment figures, reports from the areas, etc. They've been subject to controversy for some years, will become increasingly so as old and new stations object to area allocations. NBC explains that it does not purport to provide figures for the entire industry, only for its own and its clients' uses; points out, rightly, that if all claims of all stations were accepted the total would reach far beyond actual production of TVs since the industry started. Its research chief, Hugh M. Beville Jr., who undertook this service in TV's early days because no one else would, has repeatedly stated he would gladly join with other networks and with NARTB, RTMA, AAAA & ANA to support long-needed independent census-taking service.

Meanwhile, *Television Digest*, in absence of any other acceptable monthly figures, and without assuming responsibility for the accuracy of the NBC figures, will continue to reprint the NBC reports until such time as the industry gets together to furnish a new and more inclusive service.

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
<i>Interconnected Cities</i>			<i>Interconnected Cities—(Cont'd)</i>		
Ames (Des Moines)	1	122,000	Milwaukee	1	398,000
Atlanta	3	270,000	Minneapolis-St. Paul	2	332,000
Atlantic City	1(†)	5,000	Mobile	2	17,000
Austin	1	18,200	Nashville	1	96,200
Baltimore	3	453,000	New Haven	1	347,000
Binghamton	1	95,000	New Orleans	1	150,000
Birmingham	2	146,000	New York	7	3,290,000
Bloomington (see Indianapolis)	1(a)		Norfolk	1	152,000
Boston	2	1,002,000	Oklahoma City	1	141,000
Buffalo	1(b)	328,000	Omaha	2	165,000
Charlotte	1	198,000	Philadelphia	3	1,181,000
Chicago	4	1,360,000	Phoenix	1	51,900
Cincinnati	3	365,000	Pittsburgh	1	550,000
Cleveland	3	711,000	Portland	1(†)	53,000
Columbus	3	251,000	Providence	1	270,000
Dallas	2	239,000	Richmond	1	157,000
Fort Worth	1		Roanoke	1	39,800
Davenport-Rock Island	2	169,000	Rochester	1	170,000
Dayton	2	216,000	Salt Lake City	2	81,000
Denver	2	85,000	San Antonio	2	118,000
Detroit	3(c)	773,000	San Diego	1	130,000
Erie	1	105,000	San Francisco	3	538,000
Grand Rapids & Kalamazoo	1(d)	200,000	Schenectady	1	250,000
Greensboro	1	105,000	Seattle	1	224,000
Houston	1	221,000	South Bend	1(†)	13,000
Huntington	1	132,000	St. Louis	1	480,000
Indianapolis & Bloomington	1(a)	362,000	Syracuse	2	180,000
Jackson, Miss.	1(†)	2,000	Tolco	1	223,000
Jacksonville	1	95,100	Tulsa	1	88,700
Johnstown	1	184,000	Utica	1	81,000
Kalamazoo (see Grand Rapids)	1(d)		Washington	4	425,000
Kansas City	1	264,000	Wilkes-Barre	1(†)	17,000
Lancaster	1	183,000	Wilmington	1	128,000
Lansing	1	108,000	<i>Non-Interconnected Cities</i>		
Los Angeles	7	1,375,000	Albuquerque	1	19,200
Louisville	2	178,000	Brownsville (Matamoros, Mexico)	1(e)	11,100
Memphis	1	180,000	El Paso	2	11,700
Miami	1	131,000	Spokane	1	14,500
			All Others*		8,700
			Grand Total		21,234,100

(a) Bloomington separately 220,000. Indianapolis separately 311,000.
 (b) Does not include estimated 106,000 sets in Canadian area reached by Buffalo station.

FAITH IN UHF, which he pioneered with Portland's KPTV (Ch. 27), is indicated in another application filed this week by Empire Coil Co.'s Herbert Mayer, asking for Channel 26 in Indianapolis. Last week, he secured grant of Ch. 25 in Kansas City (Vol. 9:4), and he also holds CP for Ch. 26 in Denver. His first station was vhf WXEL, Cleveland (Ch. 9), which he still operates, and he recently dropped application for Ch. 30 in St. Louis.

Another educational institution preferring to seek commercial channel filed this week, Georgia Tech, which operates WGST, asking for Ch. 36 in Atlanta. Week's other uhf applications were for El Centro, Cal., Ch. 16, filed by Wm. Ross, trustee for ex-Gleeson AM stations; San Jose, Ch. 48, by John A. Vietor Jr., builder, also applicant for San Diego; Jacksonville, Fla., Ch. 30, by Duval TV Broadcasters Inc. (theatres & radio); Jacksonville, Fla., Ch. 36, by Gulfport Bestg. Co.; Bloomington, Ill., Ch. 15, by Cecil W. Roberts, of Farmington, Mo., owner of string of radio stations; Ottumwa, Ia., Ch. 15, group headed by vault manufacturer Roy L. Phillippe; Sharon, Pa., Ch. 39, by *Sharon Herald-WPIC*; Camden, S. C., Ch. 14, by owners of WACA.

Weck's vhf applications were for Pocatello, Ida., Ch. 6 by Tribune-Journal Co.-KJRL; Pocatello, Ch. 10, by KWIK; Hattiesburg, Miss., Ch. 9, by WHSY; Sedalia, Mo., Ch. 6, by KDRO; Puget Sound, Wash., Ch. 7, by KVI, Seattle.

These 10 uhf and 5 vhf brought to 735 total applications now pending, 275 of them for uhf. [For further details about these applications, see *TV Addenda 16-D* herewith; for complete listings of all post-freeze applications, grants, new stations, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Still no decision on ABC-UPT merger, though it's still "imminent." FCC discussed draft of Comr. Hennock's dissent but majority is bent on approving merger. On Paramount-DuMont control issue, Commission is currently split 4-3 with majority favoring decision holding Paramount doesn't control DuMont. There's still no date for Sen. Tobey's promised hearing on TV-movie relationship by his Interstate & Foreign Commerce Committee.

New audio magnetic tape material, said to have twice the output of current types and an improved signal-to-noise ratio, was announced this week by Minnesota Mining & Mfg. Co. which calls development "first major advance in magnetic tape since the adoption of red oxide as tape material."

Big buildup for NARTB convention at Biltmore Hotel, Los Angeles, April 28-May 1, began this week with brochure urging members to "Hit the Trail in the NARTB Gold Rush of '53." Pre-registrations and hotel reservations start Feb. 20.

(c) Does not include estimated 48,000 sets in Canadian area reached by Detroit stations.

(d) Grand Rapids separately 153,000. Kalamazoo separately 169,000.

(e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.

(†) Uhf sets.

(*) Markets not listed here but having stations as of Jan. 1, 1953 are Lubbock, Tex.; York, Pa.; Colorado Springs, Colo.; Honolulu.

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

Note: TV sets sold in Canada totaled 224,811 up to Dec. 31, 1952, according to Canadian RTMA (see p. 10). Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Dec. 31: Windsor 51,278, Toronto-Hamilton 89,484, Niagara Peninsula 31,593, Montreal 38,263, other areas 14,193. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.