

# Television Digest

with **ELECTRONICS** REPORTS

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**3 STARTERS AUGUR BOOM BACKING FOR UHF:** Three new stations went on the air this week -- and the new ownership of Honolulu's KONA (Ch. 11), silent for 3 months, got FCC approval to take it over and resume telecasting June 17. There are now 184 stations in actual operation, of which 59 started this year. This week's crop, all uhf:

WFTV, Duluth (Ch. 38) began testing May 31, goes commercial June 7 with service from all 4 networks. From independent sources not connected with the station, we get word that it's throwing a remarkably good signal over area "without any nulls evident as yet" -- surprising in light of hilly terrain. Station claims, apparently with good cause, radius of 60 mi. from RCA transmitter atop heights above lake city. Mgr. James Cole reports 2 p.m.-midnight time (\$200 base rate) just about sold out, assuring operation in black from outset. Adam Young is rep.

WTVE, Elmira, N.Y. (Ch. 24) began testing May 31, plans regular programming from June 15 with 24-gain RCA antenna. It's first uhf in upstate New York, owned by John S. Booth in partnership with T.K. Cassel. Booth also holds CP for WCHA-TV, Chambersburg, Pa.; Cassel owns small AMS in Indiana, Pa. & Sayre, Pa. Forjoe is rep.

KCTY, Kansas City (Ch. 25) gets started Sat., June 6, second of Empire Coil Co.'s uhf outlets and first uhf to compete with a pioneer vhf (Kansas City Star's WDAF-TV) in a long-established single station market. Despite delays due to strike of workmen and bad weather breaks, station was rushed to completion and is all ready for business, temporarily managed by Richard Freeman, Empire v.p.

Operating with RCA transmitter from 740-ft. Truscon tower at 200-ft. elevation over flat terrain regarded ideally suited to uhf, KCTY will be eyed with even keener interest than was Herbert Mayer's pioneer uhf KPTV, first station in Portland. City is unusual "proving ground" both technically and commercially, because:

(a) Drive for conversions of sets has gone on with great intensity and station shows Hooper report that 22.7% of metropolitan sets are already converted.

(b) Station will buck solidly entrenched WDAF-TV (silent for last 2 weeks because of announcers' strike) with network programs WDAF-TV can't clear, with unusual rate structure, and with big league baseball brought to city for first time -- piped over special circuit from Empire's WXEL, Cleveland.

(c) Mayer gets only about 4-month head start on newly authorized vhf KCMO-TV (Ch. 5) which got grant only this week due to new FCC speedup procedure (see p. 2).

Unique commercial discount structure superimposes over usual frequency discounts (\$400 base rate) a 40% reduction to advertisers signing during first 2 months of operation, 30% of those signing in August, 20% in September, 10% in October -- this being to allow for expected diminution of non-converted receivers.

\* \* \* \*

These pushes behind uhf will soon get added impetus from RCA-NBC as it throws enormous technical and promotional resources behind a substitute outlet for WTAR-TV, Norfolk (Ch. 4), which on Sept. 27 shifts to CBS (Vol. 9:21-22). There's no chance

for vhf in that area by then due to competition of irreconcilable elements for channels -- but there are 2 uhf grantees, one in Hampton, one in Newport News (Vol. 9:22).

Which uhf CP-holder will get the NBC-TV affiliation wasn't decided at week's end, but whoever it is will be helped to rush completion of transmitter and backed by big NBC-RCA promotion drive to encourage conversions. Like Portland and Kansas City, big Norfolk area will serve to showcase uhf technically and commercially.

As for new NBC-AM affiliation, it's not decided either. But it's significant that big Larus & Bro., operating 50-kw CBS outlet WRVA, Richmond, this week bought Norfolk's WCAV (1 kw on 850 kc) for \$125,000.

\* \* \* \*

Note: Taking over KONA, Honolulu, in TV's first "distress sale" (Vol. 9:11), are John D. Keating & J. Elroy McCaw (who own radio KOPA there, which FCC requires they sell) in equal partnership with Lorrin Thurston's Honolulu Advertiser, which retains its KGU (NBC). They pay \$60,488 for the 85% stock of island industrialist Monte Richards, forced to sell because of ill health and mismanagement, and propose to buy up remaining 15% from stockholders at 80% of par. Richards assumes some \$10,000 in outstanding obligations, besides putting the \$60,488 into debentures bearing no interest the first 4 years, 5% next 6. Keating will manage station, with Frank Maudsley as sales mgr., Frank Fitch as chief engineer. NBC Spot Sales will be rep.

**FCC PUMPS OUT GRANTS UNDER NEW RULES:** FCC's new speedup procedures, for competitive cases which suddenly become non-competitive through dropouts, mergers and the like (Vol. 9:21), are really working.

They produced several of this week's 8 CPs, including vhf in Kansas City, Topeka and Pensacola, plus two initial examiners' decisions -- and lined up several more applications for quick favorable decisions. Week also saw another CP surrendered -- by KCTV, Austin, Tex. (Ch. 18). Two weeks ago, oilman Tom Potter gave up his CP for Ch. 24 in Austin (Vol. 9:21). This week's CPs:

The vhf grants: Pensacola, Fla., WEAR, Ch. 3; Topeka, Kan., WIBW, Ch. 13; Meridian, Miss., WTOK, Ch. 11; Kansas City, Mo., KCMO, Ch. 5.

Uhf CPs: Jacksonville, Fla., WJHP, Ch. 36; Elkhart, Ind., WTRC, Ch. 52; Camden, S.C., WACA, Ch. 14; Milwaukee, Wis., WOKY, Ch. 19.

Pensacola and Jacksonville grantees had been competing with each other in both cities until each dropped an application last week, clearing both for grants. Topeka and Kansas City grantees had competition from KJAY and KCKN, respectively, until June 2, when latter two dropped out, permitting grants next day.

Note: Jacksonville grantee on Ch. 36 (Perry Newspapers) fares somewhat better than did most who 4-5 years ago turned in CPs because they couldn't see TV as a paying business (for list, see Vol. 7:51). WJHP-TV had been granted Ch. 8, gave it up; WPDQ there held Ch. 6, also gave it up, now is in competition for Ch. 12.

\* \* \* \*

Initial decisions involved Evansville, Ind. and Worcester, Mass. In former, W.R. Tuley dropped application for Ch. 62 June 2 and Examiner Litvin next day issued decision favoring remaining applicant, Premier TV Inc., owned by Fine theatre interests. In Worcester, WNEB had dropped application for Ch. 14 May 12, leaving Salisbury Bcstg. Corp. in hearing until Examiner Butts issued decision in its favor on June 5. Commission will make both decisions final shortly.

Following applications are also set for favorable decisions as result of dropouts: Sacramento, John Poole, Ch. 46; Portsmouth, O., Woodruff Inc., Ch. 30; Portland, Ore., KOIN, Ch. 6; Savannah, Ga., WTOC, Ch. 11. And more to come.

[For further details about all foregoing grantees and applicants, see TV Factbook No. 16 with Addenda to date.]

\* \* \* \*

Commission is tremendously pleased with results of new procedures, though it sometimes makes practice of TV-radio law appear more athletic than forensic. As one lawyer remarked: "The secretary's office at the Commission at 4:55 on Tuesdays,



the day before FCC considers applications, looks like a convention of the Communications Bar Assn. Everything is last-minute jockeying."

In hearings which must go on because no one drops out, considerable progress continues to be made. In 4 of them, the entire direct cases are being submitted in writing -- Savannah, Ch. 3; San Juan, P.R., Ch. 2; Allentown, Pa., Ch. 39 & 67 -- at great savings in money, time, strain and pain.

FCC's efforts to streamline hearing procedures is drawing attention beyond TV-radio field. Other govt. agencies and American Bar Assn. have pricked up their ears. Under leadership of FCC chairman Rosel Hyde, Communications Bar Assn. and FCC staff are working together to devise techniques for cutting hearings to essentials. Bar group headed by Wm. Koplovitz, and FCC group headed by hearing div. chief Fred Ford, are working up a mock hearing conference for presentation at June 29 meeting of Communications Bar Assn. It may also be presented at American Bar Assn. convention in Boston in August.

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Ten petitions for channel additions or shifts marked first week after one-year ban on filing such petitions was removed (Vol. 9:22). For list, see p. 16. This week's group is generally uncomplicated, petitioners usually asking for simple drop-in of channel that can't be used elsewhere. FCC staff feels that the more contentious and complicated petitions are yet to come.

**STATION DEALS IN SAN DIEGO & MOBILE:** Getting a foothold in telecasting seems to be a major preoccupation these days, not only of radio station operators but of all kinds of venture capital -- including national sales representatives of TV-radio stations, known in trade parlance as "reps".

Rep moves into TV are particularly interesting in light of changing lineups of stations they are representing, both TV and AM, discernible as we compile a directory of their offices and stations for July edition of our TV Factbook. Data on hand thus far impels us to predict, as we did last October (Vol. 8:42), the emergence of some new ranking firms apace with the growth of TV.

This week, 2 more station deals were disclosed -- one involving top-hole rep Edward Petry's personal acquisition of part ownership of KGMB-TV with KGMB, San Diego; the other, the proposed sale of WALA-TV, Mobile, Ala., with its companion WALA(AM), for \$2,000,000. With the Petry deal, filed with FCC, was revealed his firm's profit-&-loss statements for 1951 & 1952.

Oldest and once biggest of the rep firms, Edward Petry & Co.'s president has purchased 22.22% of the San Diego stations for \$433,333 cash plus \$200,000 in non-interest notes payable at \$5555 monthly. His 285 shares compare with 500 each held by Mrs. Helen Alvarez and Jack Wrather, who recently bought the stations from John Kennedy for \$3,150,000 (Vol. 9:5,9,13). He has option on 142 more at \$2217 per share. His firm replaces Branham as the KGMB-TV & KGMB rep.

Petry is also revealed as 11.1% owner of KSTP-TV with KSTP, St. Paul (Stanley Hubbard & wife, 67.5%). That the San Diego buy is a good one, is hinted in one part of FCC file which states that the stations netted \$76,995 between April 4-30, before provision for depreciation, amortization and taxes.

The Edward Petry & Co. income statements reveal that for calendar 1952 gross revenues, all derived from commissions, were \$1,655,671; operating expenses, \$1,575,954 (of which \$1,047,567 went for salaries & bonuses, \$111,263 for pension trust payments); profit for year, \$79,716; net profit after taxes, \$43,764; surplus account at end of year, \$453,077.

The 1951 figures: gross income, \$1,676,438; operating expenses, \$1,428,085 (\$948,521 salaries & bonuses, \$76,758 pension trust payments); profit, \$248,353; net profit after taxes, \$127,813; surplus at end of year, \$454,341. Dividends paid (to partners Petry, Henry Voynow, Henry Christal) aggregated \$45,000 each year.

\* \* \* \*

Week's big station deal is still in making -- owner W.O. Pape optioning his Ch. 10 TV in Mobile, with companion AM (5-kw on 1410 kc, NBC), to the Texas State Network headed by millionaire oilman Sid Richardson, in which Gene Cagle & Charles

Jordan own 25% interest each. The \$2,000,000 price includes net quick assets plus an agreement by Pape to build station up to full 316-kw authorized power. It's now on interim power, having begun operation last Jan. 14 (Vol. 9:3).

The TSN group owns radio stations KFJZ, Ft. Worth; WACO, Waco; KABC, San Antonio, all involved in TV applications; holds CP for KRIO-TV, McAllen, Tex. (Ch. 20). Cagle and Jordan also own 25% each in KFDA-TV with KFDA, Amarillo, Tex., which in turn owns KTOK(AM) in Oklahoma City.

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Note: Other reps with stockholdings in radio and/or TV stations, as shown in FCC records: Mrs. Eugene Katz, wife of head of Katz Agency, now biggest of TV rep firms, owns 11% of WSAZ-TV & WSAZ, Huntington, W.Va.; Henry Christal, still a Petry partner but running separate rep firm under own name, 3.64% of KFDM, Beaumont, Tex., TV applicant; O.L. Taylor, controlling KANS, Wichita, and KRGV, Weslaco, Tex., and part owner of KTOK, Oklahoma City, first 2 TV applicants; Joseph Weed, 4.5% of WVET, Rochester, N.Y., TV grantee; Joe Bloom (Forjoe), 50% owner of WBXB, Chattanooga, Tenn.; Adam Young, small stockholder in WICC-TV & WICC, Bridgeport, Conn.

**NO LETUP IN COMMUNITY ANTENNA GROWTH:** Expansion of community antenna systems has been quite startling -- totally contrary to gloomy predictions of those who foresaw systems withering away as new stations took to air after end of the 4-year freeze.

As operators meet June 8 in New York's Park Sheraton for the second annual convention of National Community TV Assn., they can be particularly gratified that their expansion has been to everyone's good -- public, station operators, set makers, distributors, retailers. Even FCC appears satisfied, now having little fear that systems will deter construction of regular stations to any significant degree.

NCTA also has a new, hot issue on its hands -- May 25 ruling of Bureau of Internal Revenue, after long delay, that operators must pay 8% excise tax on both installation and monthly service charges. Ruling on monthly charges was expected, and 90-95% of operators have been collecting and paying it. Tax on installation is something else; only about 50% of operators have been paying it. NCTA isn't taking decision lying down, will fight to get it rescinded. Bureau reported in May 25 bulletin that the community system service "constitutes wire and equipment service within the meaning of section 3465(a)(2)(B) of the Code, as amended, and that all charges made in connection with furnishing of such service are subject to tax."

\* \* \* \*

In the year since last meeting (Vol. 8:24), systems have grown in number from 70-80 to about 200, number of subscribers from 10-15,000 to 80-100,000. Registration last year was 60; about 200 are expected at June 8 session.

Each system has expanded greatly; those 1-2 years old generally have well over 500 subscribers. We find average of 485 for all systems, old and new, on the questionnaires returned to us in preparation for our July 15 Factbook No. 17. Two operators report more than 2000 subscribers; 9 more report in excess of 1000.

In addition to excise tax ruling, hottest subjects are initiation of local closed-circuit programming, addition of more channels to pick up more stations, evaluation of impact of new stations, installation of microwaves to bring in signals.

Idea of feeding subscribers local programs via camera chains is by no means new. Matter of fact, it was done for many months by John Boler's KCJB, Minot, N.D. But Boler did it solely to train staff in TV, dropped service when he went on air with TV. Now community operators are looking to local originations for added revenues from sponsorships.

All hasten to make clear that they're not going to interrupt programs they receive from stations, which, after all, are their bread-&-butter. They won't jeopardize excellent relationships with the telecasters.

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One of most ambitious closed-circuit entrepreneurs is Murray Borkon, who expects to get going in Florence, S.C. in 2 weeks. He says his programs will be sole service offered at first, because no outside stations reach Florence. He re-



ports 1000 subscribers signed already, says he'll feed them film and disc-jockey type of programs 9 hours daily at start.

Borkon says his relations with TV applicants in Florence are most cordial. To illustrate, he says that ordinance granting him franchise to wire town was introduced by Eugene Stone, of WJMX, Ch. 8 applicant competing with Jefferson Standard Bcstg. Co. (WBTV, Charlotte). When Ch. 8 station goes on air, Borkon will feed its programs to his subscribers. He contrasts Florence with Asheville, N.C., where the applicants and grantees won fight to keep him from establishing system (Vol. 9:20). He's appealing that decision to State Supreme Court.

Borkon has 2 DuMont camera chains, employs RCA community equipment. He's looking for other towns now, says many will always be too far from stations for adequate regular service, has his eye on a dozen. He'll charge about the same as most other operators: approximately \$125 for connection, \$3.50 monthly. He's a Philadelphian with advertising background, says he has been helping other community operators get going for last few years.

Another operator planning local originations is TV Cable Co., Oil City, Pa., B.A. Drelick president, Ned Cogswell gen. mgr. Company is now testing dual Dage camera chain plus other equipment for film and slide programming, costing \$12,000 and purchased from DuMont.

Operator of largest system, Martin Malarkey Jr., Pottsville, Pa., says he's giving very serious consideration to adding such equipment. His system now serves about 2900 homes in Pottsville and Minersville with 3 channels. Malarkey, who is also president of NCTA, says he plans to add 2 channels, one for WPIX, New York, other for local originations. Two others considering local feeds are Service Electric Co., Mahanoy City, Pa. and Potomac Valley TV Inc., Cumberland, Md.

Most systems now handle 3 channels, but there's considerable drive to add more to pick up more stations -- aside from local origination angle. Most equipment makers have designed, or are designing, gear to handle more channels. Exhibitors at meeting: Jerrold Electronics, RCA, DuMont, Spencer-Kennedy Labs, International Telemeter, Entron Corp., Phelps-Dodge, Times Appliance, U.S. Wire & Cable.

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FCC once feared community systems would deter growth of small-town TV stations, but recent report by its economists has pretty well banished such worries -- meaning Commission will leave community systems alone unless a few shoddy operators produce public demand for govt. intervention.

Economic div. counted 197 towns with systems in operation or in planning stage. It then pointed out that only 65 of these have channels allocated and that there were more applications and CPs in these towns, percentage-wise, than for towns their size without community systems. Staff's conclusion:

"The existence of a community system within the signal area of a potential applicant for a TV station should not be a deterrent to such an applicant because in the great majority of instances a community being served by a system is in a 'hidden' area which, because of terrain peculiarities, is normally incapable of receiving an outside signal.

"The basic consideration of an applicant for a TV station is the potential magnitude of his Grade A and Grade B service areas. If the applicant believes that this coverage area provides sufficient economic support for a TV station, he will construct such a station notwithstanding the existence of a system, receiving a competing signal, which at best will have no more than 500-1000 subscribers. To some extent, moreover, the existence of a system can be advantageous to a TV licensee by adding coverage in otherwise unavailable pocket areas."

FCC economists' other major conclusion, though incidental to main purpose of the study, concerns reverse situation -- impact of stations on systems -- leans to the pessimistic side despite progress of systems to date. They said:

"The development of TV stations and their extension into small communities is likely to have a retarding effect on the growth of community antenna systems. In this connection, it should be noted that the majority of the systems now actually

in operation were started prior to the lifting of the 'freeze'. For some places, community antenna service may be the only possible service, unless 'satellites' or 'boosters' are authorized. In other communities, subscribers may be willing to pay the necessary fees in order to have a selection of program choices. In those cases, where the system can bring in multiple network programs, the competition to a prospective TV applicant will be most keenly felt. By and large, however, it would appear that the impact of 'free' TV on the future of community systems will be considerably more substantial than the reverse."

Another subject involving FCC is use of microwaves to pipe improved signals from distant stations to community systems. FCC has authorized none so far, but quite a few operators are hopeful of obtaining frequencies for this purpose soon.

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NCTA meeting has two major sessions, technical and general. Moderator of technical clinic will be Dr. Frank Kear, Washington consulting engineer. Panel members: R.C. Abbett, RCA; Caywood Cooley, Jerrold; Dr. Louis N. Ridenour, International Telemeter; Lester C. Smith, Spencer-Kennedy.

General sessions will be moderated by Malarkey. Panel includes: Donald W. Thornburgh and John G. Leitch, WCAU-TV, Philadelphia; E.J. Mallon, accountant with Wm. E. Howe & Co., Philadelphia; attorneys David Freeman and W.Z. Scott. The main speaker will be Oliver Gramling, asst. gen. mgr. of Associated Press.

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**Personal Notes:** Robert A. Lovett, ex-Secy. of Defense and partner of Brown Brothers Harriman & Co., elected a director of CBS to fill place vacated by Prescott Bush, now U. S. Senator from Conn. . . Basil Cooper, FCC hearing examiner, elected secretary of Federal Trial Examiners Conference . . . Gerard Arthur named chief of program operations, Canadian Broadcasting Corp., Montreal, succeeded as head of French section by J. M. Marcotte; A. L. Pidgeon is new supervisor of sections, Wm. Chevalier head of policy coordination, C. R. Delafield asst. director general . . . Arthur Hull Hayes, CBS San Francisco v.p., elected pres., Assn. of Catholic Newsmen of San Francisco; James Connelly, ABC v.p., named director . . . Richard A. Moore, KTTV, elected pres., TV Broadcasters of So. Calif., succeeding Don Feddersen, KLAC-TV; James Aubrey, KNXT, elected v.p.; Don Tatum, ABC-TV, secy. . . Henry C. Rogers named business mgr., WWJ-TV & WWJ, Detroit . . . James E. Kovach, ex-mgr. of WQXR, New York, named program director of WNBW & WRC, Washington . . . John Dunn named supervisor of ABC-TV newsroom in N. Y., reporting to John Madigan, director of news & special events . . . Harry Y. Maynard, ex-sales mgr., KTLA, Los Angeles, named gen. mgr. of new WCIA, Champaign, Ill. (Ch. 3), due on air in Sept. . . . R. Hill Carruth, ex-WBKB & KTTV, named regional sales mgr. of new KEYT, Santa Barbara, Cal., due on air in July, with office in Los Angeles . . . Arthur J. Daly, ex-DuMont Network, appointed TV-radio business mgr., D'Arcy Adv. . . Charles Power resigns as executive TV-radio producer, Dancer-Fitzgerald-Sample . . . James Weathers named western div. sales rep for World Broadcasting System, replacing Maynard Marquardt, now operating KATY, San Luis Obispo, Cal.; Jack Wheeler, from WKEV, Griffin, Ga., takes over Weathers' southeast area . . . Russell Olsen promoted from chief engineer to mgr., WPTV, Portland, Ore. . . Raymond Owen, ex-Air Forces, named asst. chief engineer, WTCN, Columbus . . . Sam Posner, ex-DuMont, named program mgr. of new KTVH, Hutchinson, Kan., due on air in July . . . Ernest de la Ossa, NBC personnel mgr., promoted to mgr. of WNBT & WNBC, New York, replacing v.p. Ted Cott, now on network duties . . . John Kinsella, ex-KPTV, Portland, named commercial mgr. of Empire Coil's KCTY, Kansas City, which went on air June 6; Richard Ostrander, ex-Schwimmer & Scott, named program mgr.; Robert Aitman, ex-ABC, chief engineer.

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Reshuffling of top ABC-TV executives was announced this week by pres. Robert Kintner in move designed to give "greater autonomy" to WABC-TV and to groom Chicago as major program center. John H. Mitchell, ABC v.p., ex-mgr. of WBKB, Chicago, was named v.p. in charge of WABC-TV, also absorbing job of gen. mgr. formerly held by Paul Mowrey, resigned; Sterling Quinlan, ex-program director of WBKB, promoted to gen. mgr. of WBKB & WENR-AM; James L. Stirton, ex-gen. mgr. of ABC-TV central div., named central div. director for TV, in charge of all network liaison, reporting to v.p. Alexander S. Stronach Jr.; Don Roberts promoted to ABC central div. director for radio, reporting to v.p. Charles T. Ayres. John H. Norton Jr. resigned this week as v.p. of ABC-TV central div., his duties to be divided among Quinlan, Roberts & Stirton.

A. Prose Walker, FCC eastern zone supervisor for Conelrad, is among those being considered as NARTB engineering director to succeed Neal McNaughten, who resigned to join RCA (Vol. 9:21). Walker's experience at Commission includes work in TV div., participation in numerous international conferences in Latin America and Europe.

Larry Nixon, 57, director of public relations for Hewitt, Ogilvy, Benson & Mather, and a veteran radio & aviation publicist and editor, died June 3 at his home in N. Y.

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Chock full of material on station design and planning is current edition of RCA's *Broadcast News*, which features 44-page illustrated article, "Four Versatile TV Station Equipment Plans for VHF & UHF." Also in issue are descriptive articles on 5 uhf stations, written by the men who run them: WFPG-TV, Atlantic City, by pres. Fred Weber & operations v.p. Fred Thron; WBRE-TV, Wilkes-Barre, by mgr. David M. Baltimore; WSBA-TV, York, Pa., by commercial mgr. Phillip K. Eberly; WSBT-TV, South Bend, by chief engineer Arthur R. O'Neil & asst. chief engineer Scott N. Hagenau; WKNB-TV, New Britain, Conn., by chief engineer John Shipley.

FCC amended tower construction rules (Part 17) this week to require licensees, whose antennas are covered by obstruction marking specifications, to send special postcard—issued by FCC with CP—to Coast & Geodetic Survey when tower has reached authorized height. Rule is effective 30 days after publication in *Federal Register*.



**END OF GE STRIKE** at Syracuse this week put transmitter div. back in production and shipments resume next week with other orders to be filled "as fast as possible," according to mgr. Frank Barnes. First post-strike shipment due to go out, week of June 8, is 5-kw transmitter for KLAS-TV, Las Vegas, Nev. (Ch. 8). Before June 15, new KIMA-TV, Yakima, Wash. (Ch. 29) is due to get its 100-watt uhf interim transmitter with antenna, and by mid-June delivery has been promised to KBES-TV, Medford, Ore. (Ch. 5).

DuMont reports order for 5-kw transmitter has been placed by the Gran theatre interests, who on May 13 got grant of Ch. 13 in Rockford, Ill., no call letters yet issued. RCA reports KRDO-TV, Colorado Springs (Ch. 13) will get its 2-kw transmitter week of June 8; also that 10-kw for KYTV, Springfield, Mo. (Ch. 3) went out this week, and that WILS-TV, Lansing, Mich. (Ch. 54) will get shipment week of June 8.

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In our continuing survey of upcoming new stations, these are reports received this week:

WKAQ-TV, San Juan, Puerto Rico (Ch. 2) has ordered \$500,000 worth of GE equipment for delivery in about 4 months, proposes to locate 5-kw transmitter with 6-bay antenna atop 1750-ft. Marquesa Mt., about 12 mi. from downtown. With 30-kw ERP, publisher Angel Ramos of *El Mundo*, grantee, thinks signal may reach Virgin Islands. Plan is to get started "early next year."

KVOA-TV, Tucson, Ariz. (Ch. 4), first promised for last February and oft-deferred, now indicates on-air-date as Sept. 15, though no report of shipment of transmitter has yet gone out from factory. Meanwhile, it held a "TV fair" which exhibited about 20 different makes of TVs, in cooperation with KOPO-TV (Ch. 13) which got on air last Jan. 13 (Vol. 9:3). KOPO-TV announced that the coaxial will bring it CBS-TV services as of Oct. 1. H. B. Williams is pres. of KVOA-TV; Ben L. Slack program mgr.; Phoenix's KTAR owners (Richard O. Lewis, Gov. J. Howard Pyle, et al.) own 85%. Raymer will be rep.

KULA-TV, Honolulu (Ch. 4) has not ordered equipment or chosen rep, but William B. Dolph, v.p. of grantee American Bestg. Stations Inc., reports that on-air-target is between Oct. 1 and Nov. 15, 1953. Grantee also owns WMT-TV (CP) and WMT, Cedar Rapids, Ia.; Mr. Dolph heads group that recently purchased radio station KULA, Honolulu.

WCSC-TV, Charleston, S. C. (Ch. 5), last reported for mid-May debut (Vol. 9:16), is now "tentatively set" for June 15, but "we have run into trouble from high winds which make our starting time very uncertain," writes owner-mgr. John M. Rivers. Roland Weeks has been named asst. mgr.; Ralph Thornley, sales mgr.; Russell Long, program director; Charles Hall, production mgr.; Annie Lee Small, copy chief; Annie Laurie Quarterman, traffic mgr. and film director; Wilbur Albee, chief engineer. Hour rate of \$200 has been set; Free & Peters will be rep.

KCEN-TV, Temple, Tex. (Ch. 6) has ordered RCA transmitter and 664-ft. Ideco tower, plans Oct. 1 debut, writes pres. Frank W. Mayborn. Located between Temple and Waco, antenna will be 833-ft. above ground. With FCC approval to raise antenna and increase power to 100-kw visual, 50-kw aural, Mr. Mayborn states "we will be able to deliver a clear picture and sound throughout Central Texas." Grantee publishes *Temple Telegram* and *Sherman, Tex., Democrat*; Mr. Mayborn owns 75% of WMAK, Nashville, TV applicant. Rep not yet chosen.

KIDO-TV, Boise, Ida. (Ch. 7), originally scheduled to begin June 1 (Vol. 9:1), now plans programming July 12 with RCA equipment and test pattern "about ten days prior to that date," reports gen. mgr. Walter E. Wagstaff. New building just completed includes 30x50-ft. studio. Hour rate of \$150 has been set; Blair will be rep.

KTXL-TV, San Angelo, Tex. (Ch. 8) has received its DuMont 5-kw transmitter and associated equipment and, according to pres. A. D. Rust, expects to be on air July 7. Other San Angelo grantee, KGKL-TV (Ch. 3) has given up its CP (Vol. 9:14). O. L. Taylor will be KTXL-TV rep.

KOY-TV, Phoenix (Ch. 10), last week's share-time grantee with KOOL-TV, "very tentatively" expects to make debut Oct. 1, although equipment has not been ordered or construction begun, writes mgr. Albert Johnson. Rep. has not yet been chosen.

KTVH, Hutchinson, Kan. (Ch. 12) now reports test patterns will start "sometime in July," with CBS-TV interconnection due from outset of commercial telecasting and 25-kw RCA transmitter ready by Aug. 15. Howard O. Peterson is gen. mgr.; Robert B. Marye, chief engineer. H-R Television is rep.

KRDO-TV, Colorado Springs (Ch. 13), first reported for March or April debut with RCA equipment, later changed to June, then July 1 (Vol. 8:48 & 9:6, 14) has been delayed by construction strikes, writes mgr. Joe Rohrer, who now gives no date. Harry W. Hoth has been named commercial mgr.; Paul C. Crozier, business mgr.; Robert Fitzmorris, production mgr.; and Herbert Schubarth, chief engineer. McGillvra will be rep.

KFYR-TV, Bismarck, N. D. (Ch. 5) has ordered RCA equipment for mid-Sept. delivery and aims at Oct. 1 debut, reports mgr. F. E. Fitzsimonds. Rep not chosen as yet.

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WTAP, Parkersburg, W. Va. (Ch. 15) has Sept. 21 target date, writes gen. mgr. Ted Eiland, recently program director of WSAZ-TV, Huntington. Rep not yet chosen.

KLPR-TV, Oklahoma City (Ch. 19) has ordered GE equipment, held ground-breaking ceremonies May 25 at 40-acre transmitter site, and "probably will be on the air early in Sept.," reports Byrne Ross, pres. A 55-ft. GE helical antenna will top a 920-ft. tower to make it the "southwest's tallest"; it will be 2138-ft. above sea level. Jay Davis is chief engineer. Rep. not chosen as yet.

WICS, Springfield, Ill. (Ch. 20) has had its debut postponed to Aug. 1, reports Herbert Scheffel, head of Telenews and partner in company which this week began operating WFTV, Duluth (Ch. 38). He also reports Sept. 15 target dates for KETV, Little Rock (Ch. 23) and KWTV, Sioux City (Ch. 36), other CPs his group holds. RCA equipment is used in Duluth and Springfield, makes for other cities not yet announced. Rep for all the stations is Adam Young.

WIRK-TV, West Palm Beach (Ch. 21) has ordered RCA equipment and now plans Aug. 1 test pattern in lieu of first-reported June debut (Vol. 9:5), says mgr. Joseph S. Field Jr. Weed will be rep.

WMAK-TV, Massillon, O. (Ch. 23) expects to begin test patterns in August, provided GE equipment promised for delivery early that month is not delayed by strike, reports commercial rep Jim Bushman. "Studio and tower construction starts June 4 and should be finished by Aug. 1. Tentative plans call for early Sept. commercial telecasting." Class A hour rate is \$200. Network affiliations and rep not chosen as yet. Edward Lamb Enterprises Inc., 100% owner, also owns WICU, Erie, Pa. and is TV applicant for Orlando, Fla. and Toledo & Portsmouth, O.

KTAG-TV, Lake Charles, La. (Ch. 25) and WPFA-TV, Pensacola, Fla. (Ch. 15) will not make previously reported June targets (Vol. 9:8) because of "difficulty in meeting CAA [tower] clearance," reports gen. mgr. Tom E. Gibbens. CP holders for both stations are partners Gibbens and Charles W. Lamar, Jr. GE equipment has been ordered for both stations. F. E. Busby, ex-WKRG, Mobile, has been named mgr. of WPFA-TV and at later date Hillman Bailey, now with KSIG, Crowley, La., will become mgr. of KTAG-TV. Adam Young will be rep for both stations.

**Telecasting Notes:** President Eisenhower's folksy TV report June 3, with supporting cast of 4 Cabinet members, was joint idea of BBDO's Ben Duffy and White House press secy. James Hagerty, who hatched it several weeks ago, found President enthusiastic. BBDO, which helped promote Eisenhower as candidate during campaign, provided production crew gratis, gave technical assistance on format, though Bill Wood, CBS-TV's Washington public affairs director, was over-all producer under networks' plan of alternating production of White House programs. Show was carefully rehearsed twice, using cue cards in rehearsals and during telecast . . . Reaction among newsmen was extremely favorable, though more critical Congressional audience probably will have some questions to ask. White House plans to follow up program with similar informal shows in future, leading columnist Thomas L. Stokes to speculate that TV may mean to Eisenhower what radio meant to late President Roosevelt . . . TV's sensitivity to otherwise unnoticed incidents caused "rhubarb" between WFIL-TV gen. mgr. Roger Clipp and baseball commissioner Ford Frick after cameras caught Brooklyn pitcher Russ Meyer making vulgar gestures from dug-out; Clipp blamed player, but Frick said "TV cameras have no business focusing on things that happen in the dug-outs" . . . MBS came to aid of DuMont June 4 by feeding audio portion of *Author Meets the Critics* into Washington after Sen. Morse (Ind.-Ore.), participant June 4, discovered DuMont's Washington outlet, WTTG, had dropped

program; he expressed interest in having it covered in Washington, so Mutual agreed to put it on full radio network . . . Film div. is in formative stage at ABC-TV to buy, underwrite, produce and syndicate film shows; fact that network is UPT controlled expected to give it plenty of know-how, even though it's starting far behind NBC & CBS in this field . . . Motion Picture Assn. of America's *Hollywood Parade* series expected to have pilot film in hands of ABC-TV shortly for showcasing to prospective sponsors . . . "Television Films, 1953 Survey" titles current list of TV film package availabilities just published by Ross Reports, 551 Fifth Ave., N. Y. (\$5) . . . NBC-TV's famed \$62,000 Cadillac mobile unit is subject of cover story in June *Popular Mechanics* . . . Board of rabbis of N. Y. chapter, American Jewish Committee, attends CBS-TV workshop June 11 as part of clinic demonstrating TV-radio techniques . . . Kenneth Banghart, NBC newscaster, producing new mystery play on Broadway, titled *A Dash of Bitters*, by Reginald Denham and Conrad Sutton Smith . . . NARTB Code (for full text, see *TV Factbook No. 16*) has added 31 subscribers in last few weeks, now has 125, including some upcoming stations . . . Wm. Saroyan, the author, added to CBS-TV's "creative group" for new program ideas, others being Sally Benson, Harry Kurnitz, Ron Alexander . . . Dave Garroway taking leave of NBC-TV's *Today* for 3-week vacation in Europe, starting June 11; Ed Sullivan leaves CBS-TV's *Toast of the Town* from June 14 for 3 weeks in Europe.

**CORONATION** coverage was terrific—but it's questionable whether anything short of miraculous could have justified vainglorious claims networks heaped on themselves in advance. With blizzard of press releases which could have extended from Westminster Abbey to New York, networks set such a difficult standard for themselves any performance would look pale in comparison.

Silliest of all was hoopla by NBC and CBS over international air derby (Vol. 9:19, 22) for sake of getting on air few minutes ahead. Outcome proved how silly it was—CBS won plane race but went on air last; ABC, having arranged with Canadian Broadcasting Corp. to pick up its films microwaved from Montreal, could claim at least a tie, getting on air at 4:15 p.m., though NBC claimed it won by one minute, using same CBC pickup, despite fact its "secret" plane, which left London 2 hours before pooled transport, was forced to turn back because of engine trouble. ABC probably got top audience, too, by repeating the BBC film at 8 p.m. EDT, whereas other networks waited until 10:30 p.m. All told, coronation coverage reportedly cost networks over \$2,000,000.

Obsession for "scoop," which doesn't even have same meaning to newspapermen anymore, much less public, made networks laughing stock of the media, considering 10 hours elapsed between crowning and on-air time. Even one of their own hands, CBS's Eric Sevareid, chided them night before big event, saying "[Scoops] play hell with staff ulcers. At the rate you're going, TV, you'll never know about ulcers, you'll start with a cardiac."

What networks were trying to prove with their breast-beating is still obscure. TV didn't have to prove it could cover a major event; it did that beyond scintilla of doubt with amazing coverage of last year's political conventions, for which it's still winning well-merited awards.

One theory, advanced by Sevareid and several columnists, was that networks were trying to inject an element of suspense. This is puzzling. British coronations have been going on for 900 years; surely newsmen would be forced to strain to introduce a buildup. Of course, sponsors General Motors (NBC-TV) and Willys (CBS-TV) were pleased by any increase in audience and publicity produced by buildup.

As to coverage itself, BBC cameras caught spiritual significance of Abbey ceremony with solemn splendor, and aided by dignified, restrained commentary of BBC's Richard Dimbleby, produced for audiences estimated at up to 18,000,000 in U.S. alone some unforgettable moments of historic pageantry. Kine quality was excellent, considering obstacles involved, especially transposition from BBC 405 lines to U.S. 525.

Pity was that color TV wasn't available, for one could only visualize from narration exquisite beauty of multi-colored costumes. Paramount's experiment with closed-circuit transmission of color telecast using Lawrence tube was beamed to group of 200 children in London hospital, selected group of newsmen and executives.

New entry in theatre-TV production and syndication field is Cappel, MacDonald & Co., Dayton, O., sales incentive specialists. Company will specialize in closed-circuit sales meeting, conventions, etc. for business firms, has tie-up with top talent representatives Wm. Morris Agency. Cappel, MacDonald's new showmanship div. stresses flexibility, announces that simple one-hour show can be produced for as little as \$5000. Company has offices at 40 E. 49th St., New York, and 8 S. Dearborn St., Chicago, as well as in Rochester and Dayton. Other companies in theatre-TV syndication field are: Theatre Network TV Inc. (TNT), 515 Madison Ave.; Teleconference Inc., 270 Madison Ave.; Closed-Circuit TV Co., 20 E. 53rd St.—all in New York—and Theatre TV Authority, Sacramento, Cal.

TV-radio revenues replaced gate receipts in 1952—\$4,800,000 to \$4,600,000—as principal source of boxing's income, says *New York Mirror* columnist Dan Parker writing in *True Magazine*, but he suggests nevertheless that boxing should ban TV fights for one year. He charges TV has squeezed small fight clubs out of existence, caused mismatches, concentrated power in International Boxing Club, reduced boxing to carnival status, frightened state boxing commissions into abdicating their powers because they're "afraid to offend the sponsors, the IBC, or the TV audience."



**Station Accounts:** Spokane's KXLY-TV (Ed Craney) got nice publicity break on unique commercial when United Press carried wire story relating how an enterprising local bootblack bought live spot showing him applying his polishing technique to a pair of shoes; result was deluge of "new business," his daily gross jumping from average of \$6-\$12 to \$30. News dispatch said it's believed to be "first time a shoe-shining stand used TV as an advertising medium" . . . 20th Century-Fox will step up TV exploitation of films to promote summer boxoffice, states adv. v.p. Charles Einfeld . . . American Chicle Co. and General Mills using TV-radio spots in June tie-in promotion whereby package of Dentyne gum is given free inside package of Cheerios; both sponsors used Dancer-Fitzgerald-Sample, N. Y. . . . DeJur-Amsco (cameras) sponsoring 5-min. weather strip in *Six o'Clock Report* on WCBS-TV, N. Y., thru Friend-Reiss-McGlone, N. Y. . . . Dr. Pepper Co. (soft drink) using TV in selected markets to promote contest for letters on "I switched to Dr. Pepper because . . ." placed thru Ruthrauff & Ryan, Dallas . . . Richfield Oil Co. buys *Victory at Sea* on KTYL-TV, Mesa-Phoenix—one of 26 markets buying second-runs of NBC epic . . . Tea Council using 20-sec. spots in iced tea campaign, in addition to 3 segments weekly on NBC-TV's *Today* . . . Banks' use of TV spots is subject of study by Hamilton James Assoc., 119 E. Main St., Madison, Wis. . . . Among other advertisers reported using or preparing to use TV: Roto-Broil Co. (Jay broilers), thru Product Services Inc., N. Y.; Moly Motor Products Co. (Liqui-Moly automotive lubricant), thru Friend-Reiss-McGlone, N. Y.; Minute Maid Corp. (lemonade mix), thru Ted Bates, N. Y.; Perma Starch Inc. (laundry starch), thru Henri, Hurst & McDonald, Chicago; Family Circle Inc. (Family Circle magazine), thru Dancer-Fitzgerald-Sample, N. Y.; Two to Five Inc. (magazine), thru Harold A. Jacobs Co., N. Y.; Good Humor Corp. (ice cream), thru David J. Mahoney, N. Y.; USEN Canning Co. (Tabby cat food), thru Arnold & Co., Boston; Friend Brothers Inc. (baked beans), thru Ingalls-Miniter Co., Boston; B. V. D. Co. (clothing), thru Fairfax Inc., N. Y.; Thomas J. Lipton Inc. (tea), thru Young & Rubicam, N. Y.; Gerity-Michigan Corp. (Dishmaster dishwasher), thru Ross Roy Inc.; United Packers Inc. (Red Crown & Consul canned meats), thru Olian & Bronner, Chicago; Hill Packing Co. (Hills Gold Label Dog Food), thru Comer & Reams Inc., Kansas City; Knitking Corp. (precision knitting instrument), thru Leonard Wolf & Assoc., N. Y.

Possible new trend in TV ad budgets is forecast in third article of series on "All-Media Evaluation Study" by *Sponsor Magazine*, which says sales money, instead of advertising funds, may be used in future to pay TV costs "on grounds TV can do much of the work of the sales force." It notes that TV ranks fifth in dollar volume among all media, but, having gained \$150-200,000,000 in each of past 3 years, probably will be third by year's end, outranked only by newspapers and direct mail. "Guesstimate" is made that TV will stop growing at about 1000 stations grossing \$1.5-2 billion per year, not quite catching newspapers' \$2.5 billion. Also listed are 10 advantages & limitations of TV and 10 tips on how best to use it, including advice to study daytime & spot TV, merchandising programs with dealers & retailers, and one-shot network TV for special promotions.

Ford Foundation's TV-radio ventures cost \$4,800,000 last year, of which \$4,100,000 went for aid to educational TV, balance being spent for production of *Omnibus* (CBS-TV) and *The People Act* (CBS-AM). Annual report reveals it spent \$50,000 for operation of National Citizens Committee for Educational TV, headed by Dr. Milton Eisenhower, with remaining \$3,600,000 in grants or pledges to prospective educational TV stations.

**Network Accounts:** NBC-TV's new weekly discount plan, aimed at luring daytime sponsors, makes no distinction among those using Class A, B or C time and lumps together advertiser's entire week of sponsored time. If sponsor buys 15-min. per week for 26 weeks or more, he's entitled to 5% discount; 30-min. per week, 6% discount; one hour per week, 8% discount, etc. up to 2-hr. or more which entitle him to 15% discount. New annual plan allows 10% discount to sponsors buying periods of equal duration and in same rate classifications for 52 consecutive weeks. Neither plan applies to *Today*, *Your Show of Shows*, sports or other special event programs . . . Serutan Co. (Geritol) to sponsor *Juvenile Jury*, starting July 6 on NBC-TV, Mon. 9-9:30 p.m., thru Edward Kletter . . . Andrew Jergens Co. (lotion & cosmetics) buys 7:30-7:45 p.m. time period on NBC-TV, reportedly will sponsor Victor Borge program, thru Robt. W. Orr . . . Oldsmobile again buys 15-min. sports program preceding Sat. afternoon NCAA football games on NBC-TV, thru D. P. Brother . . . Standard Brands Inc. (Blue Bonnet margarine) buys 15-min. segment of *Howdy Doody* on NBC-TV, Mon.-Fri. 5:30-6 p.m., thru Ted Bates; other sponsors are Royal Pudding, Kellogg, Colgate-Palmolive-Peet, Continental Baking Co. (Hostess cakes) & Welch's Grape Juice . . . Speidel Co. (jewelry) will sponsor *Name That Tune* every week, instead of alternate weeks, starting June 22 on NBC-TV, Mon. 8-8:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles; Crosley drops its alt.-week sponsorship . . . DeSoto-Plymouth Dealers of America will sponsor *The Best of Groucho*, selected programs from Groucho Marx's *You Bet Your Life*, as summer replacement, starting June 18 on NBC-TV, Thu. 8-8:30 p.m., thru BBDO . . . Toni Co. (home permanents) will sponsor 9-9:15 a.m. segment and Philco 9:15-10 a.m. segment of *Don McNeill Breakfast Club* June 23 on ABC-TV, Tue. 9-10 a.m., in simulcast marking program's 20th anniversary on radio; Toni's agency is Tatham-Laird, for Philco, it's Hutchins Adv. . . . Toni also starts *Place the Face* July 16 on CBS-TV, alt. Thu. 10:30-11 p.m., thru Foote, Cone & Belding; it alternates with Camel, which replaces Carter Products Inc. as sponsor of *I've Got a Secret*, starting June 25, thru Wm. Esty . . . Revlon Products Corp. (cosmetics) buys Sat. 10:30-11 p.m. time period on CBS-TV for undisclosed drama program, thru Wm. Weintraub . . . Hazel Bishop Inc. (cosmetics) and Toni Co. will replace *Your Big Moment* with *Blind Date*, starting June 9 on DuMont, Tue. 8-8:30 p.m., thru Raymond Spector for Hazel Bishop and Weiss & Geller for Toni . . . Remington Rand (electric shavers) sponsored films of Canadian racing classic, *The Queen's Plate*, June 3 on CBC-TV, Wed. 7:30-8 p.m., thru Locke, Johnson & Co., Toronto . . . Gerber's Baby Foods reported buying Thu. segment of *Break the Bank*, starting June 11 on NBC-TV, Mon.-Fri. 3-4 p.m.

"You can't stop television. As an advertising medium it will catch up with and pass radio on a dollars-&-cents basis within the next 2 years. But that doesn't put you out of business." Thus NARTB president Harold Fellows, in recent speech to Pennsylvania Assn. of Broadcasters, urged reliance on sound business practices and firm rate cards to continue radio's growth "arm in arm for mutual progress and protection with the great medium which was supposed to devour radio." He cited increases of 50% more AM stations, 65% more radio sets-in-use, and 35% more radio advertising since 1948 and said "competition and bad management" are the only 2 factors which can destroy a radio station.

CIO has earmarked \$1,000,000 for expanded public relations program, with TV-radio as principal media, union's executive board announced. AFL is said to spend about \$750,000 a year on TV-radio.

**CHICAGO MARTS NEXT STOP ON TRADE CIRCUIT:** Eleven TV-radio manufacturers will exhibit at Summer Market of Chicago's American Furniture Mart June 22-July 2, with most preparing to demonstrate their new lines for first time. Chicago's Merchandise Mart, simultaneously, will house new displays of 6 TV-radio manufacturers.

Official roster of Furniture Mart lists these industry exhibitors: Admiral, Arvin, Bendix Radio, DuMont, Hallicrafters, Motorola, Philco, RCA Victor, Sperton, Westinghouse, Zenith. At Merchandise Mart, the following exhibitors: CBS-Columbia, Capehart-Farnsworth, Crosley, General Electric, Magnavox, Raytheon.

NARDA holds midyear meeting in Chicago's Conrad Hilton Hotel, June 28-30, highlighted by a series of panel discussions, climaxed with annual banquet June 29. After that comes big trade show and convention of National Assn. of Music Merchants at Chicago's Palmer House, July 13-16.

**'BIG 3' EMERGE WITH NEW LINES & STYLES:** New uhf tuning features, first sets using 24-in. rectangular tubes, 17-in. model at industry's lowest price of \$160 -- these were big guns as Admiral, RCA and Philco announced new 1954 lines -- RCA and Admiral at meetings this week, Philco in advance of big Atlantic City convention June 7-10. Their full lines, with prices and outstanding features, are detailed on p. 11.

Unquestioned top attractions were 24-in. sets, and you could get any number of opinions on how they'll do as sales magnets, keeping in mind popularity of 21-in. Pricing remained firm, with no increases on comparable models. At low end of price structure, Admiral introduced 17-in. vhf-only plastic table model at \$160; at top of lines, Philco unveiled 21-in. full-door combination listing for \$1000.

Admiral and Philco, as expected, came out with full range of models from 17 to 27-in., while RCA eschewed 24-in. and introduced no combination sets. Admiral unveiled 3 new 24-in. consoles, ranging from mahogany model in "cascode" chassis at \$400 to half-door mahogany, with "super cascode" chassis, at \$515. Philco introduced its 24-in. as mahogany table model at \$450, with open-face consoles in mahogany or blonde oak, from \$500 to \$580, or half-door mahogany at \$600.

RCA modified its uhf tuning features, introducing an all-channel continuous tuner for first time, on lower-end models only, while retaining successful 16-channel tuner at top end. Admiral, while offering 70-channel continuous uhf tuner with all its sets, still recommends strips for turret tuners in areas anticipating fewer than 4 uhf stations. Philco offers sets with all-channel tuner, and an external converter adaptable to any make receiver, latter selling for \$75.

That industry is gearing for production of 7,000,000 sets, is manifest in optimistic statements at conventions. Admiral's Ross Siragusa told his distributors he expects to produce and sell over 1,000,000 sets in 1953. Philco's Wm. Balderston hinted at same figure at winter Boca Raton convention (Vol. 9:2), probably will reaffirm it next week. RCA v.p. Henry Baker predicted excellent second-half sales, has always taken position it won't be "outproduced or outsold." It thus would seem these 3 pacemakers might account for sales of 3,000,000 sets.

Elaborating on Admiral's sales position at convention, where he shared spotlight with Bishop Sheen, Siragusa said Admiral's sales for first 6 months of year will be nearly 500,000, that its percentage of nation's TV market was never higher, that more than half of its sales are still being made in 38 pre-freeze markets, thus "proving that saturation talk is a myth."

Though Raytheon was first to introduce new models (Vol. 9:19), these were first lines from the pace-setting majors. Others will follow shortly, among them Motorola, at Chicago's Palmer House, July 1; Sylvania, at Buffalo plant, July 9-11; Westinghouse, at Metuchen, N.J. plant, June 8; Zenith, at Chicago's Drake Hotel, June 11-12. RCA will hold distributor-dealer meetings from mid-June to mid-July.



TV production for first 5 months of year totaled about 3,350,000, based on weekly RTMA statistics, substantially above the 1,953,000 produced in same months of 1952 and 2,400,000 in record 1950.

Seasonal lag caught up with TV output week ended May 29, when 99,580 sets (8707 private label) were produced, first time this year production has dipped below 100,000. It was down from 132,730 preceding week and 134,000 week ended May 22, bringing preliminary total for month to about 495,000 vs. 309,375 for May 1952.

Radio production totaled 267,744 (132,295 private), down from 294,688 week ended May 22 and 285,707 week before. Week's radios: 64,631 home sets, 55,964 portables, 28,749 clock, 118,400 auto.

**A**DMIRAL unveiled new line of 18 TVs, 6 radios & radio-phonograph combinations at New York's Plaza Hotel June 5, to be followed by additional showings at Chicago's Edgewater Beach Hotel June 8, San Francisco's Fairmont Hotel June 10, Furniture Mart beginning June 22.

Outstanding features are industry's first 24-in. rectangular tube, incorporated in 2 consoles; aluminized tubes on all but 17-in. sets; compound curved optic filters; improved super cascade chassis. Though its prices remained firm, Admiral is offering as leader a 17-in. vhf-only ebony plastic table model at \$160, with optional all-channel converter \$40 extra; on all other sets, all-channel converters cost \$50 extra. Following is full line:

*Table Models:* 17-in. ebony plastic \$160; mahogany plastic \$180 & \$190; 21-in. mahogany plastic (220-sq. in. tube) \$200 & \$220, mahogany \$250; 21-in. walnut (252-sq. in. tube) \$280, mahogany \$280, \$300 & \$320; blonde \$300 & \$320; mahogany plastic \$270.

*Consoles:* 21-in. open-face mahogany \$300 & \$340, walnut \$340, blonde \$360; half-door mahogany \$360 & \$370, walnut \$360, blonde \$390; full-door mahogany \$400, blonde \$420, maple \$430; 24-in. mahogany \$400, \$480 & \$515, blonde \$500; 27-in. full-door mahogany unpriced.

*Combinations:* 21-in. upright mahogany \$400, blonde \$420; laydown walnut or mahogany \$500, blonde \$530; full-door laydown mahogany \$600.

Also offered are radios ranging from 5-tube AM table at \$20 to ivory radio-phono all-speed combination at \$90.

**R**CA's NEW LINE, comprising 25 TVs in 3 separate classes, was introduced at Atlantic City conference of field men this week, will be shown additionally at Chicago's Furniture Mart beginning June 22. RCA dubs it the "Rotomatic" line in deference to its KRK-12 automatic tuner which "clicks" station into position for best reception. It's included in all-channel models in "de luxe" and "super" groups.

Prices range from 17-in. maroon table model at \$200 to 27-in. full-door all-channel maple console at \$810. Uhf differential starts at \$30 on low end, advances to \$60 on more expensive models. RCA also broadened the middle of its line to give retailers greater variety in offerings. The full line, names all derived from county designations:

*Special group:* Table models, Brent, 17-in. maroon \$200 & \$230, blonde \$215 & \$245; Blake, 21-in. maroon \$260 & \$300, blonde \$275 & \$315. Consoles, Bristol, 17-in. mahogany \$230 & \$260, blonde \$240 & \$270; Denham, open-face mahogany \$270 & \$300, blonde \$285 & \$315; Talbot, 21-in. open-face mahogany \$300 & \$340, blonde \$315 & \$355; Lockwood, open-face mahogany \$330 & \$370, blonde \$345 & \$385.

*Super group:* Table models, Hays, 17-in. mahogany \$260, blonde \$275; Bentley, 17-in. mahogany \$325, blonde \$340. Consoles, Highland, 17-in. open-face mahogany \$290, \$300 & \$340, limed oak \$350; Hillsdale, 21-in. open-face mahogany \$350 & \$400; Hayward, 21-in. open-face mahogany \$390 & \$450, limed oak \$410 & \$470; Latham, 21-in. open-face limed oak or natural walnut \$380 & \$440; Preston, 21-in. top-door mahogany \$400 & \$460, limed oak

\$420 & \$480; Powell, 21-in. full-door mahogany, cherry or maple \$430 & \$490; Sutton, 21-in. full-door limed oak or natural walnut \$430 & \$490; Chadwick, 21-in. full-door mahogany or walnut \$430 & \$490.

*De luxe group:* Table models, Dunbar, 21-in. mahogany \$350 & \$400, limed oak \$365 & \$415. Consoles, Talmadge, 21-in. open-face mahogany \$395 & \$455, limed oak \$415 & \$475; Caldwell, 21-in. full-door mahogany \$465 & \$525, limed oak \$485 & \$545; Vincennes, 21-in. full-door mahogany, cherry & natural cherry \$495 & \$555; Newport, 21-in. full-door limed oak or natural walnut \$495 & \$555; Bradbury, 21-in. full-door mahogany or walnut \$495 & \$555; Beaumont, 21-in. full-door maple, mahogany or cherry \$525 & \$585; Copeland, 27-in. full-door mahogany or walnut \$700 & \$760; Longchamps, 27-in. full-door mahogany or maple \$750 & \$810.

**P**HILCO introduces all-new line of 47 TV models plus 31 radio & radio-phonograph combinations at king-size convention in Atlantic City June 7-10, will also show them at Chicago's Furniture Mart June 22-July 3. At low end of line is 17-in. mahogany table, listing at \$200; top of series is de luxe 21-in. combination, in mahogany or blonde, at \$1000.

Philco's big innovation is 24-in. tube, incorporated in 6 sets ranging from mahogany table at \$450 to half-door mahogany console at \$600. Other talking points are new "high fidelity-200" chassis in more expensive models, plus "deep dimension" picture for greater clarity in fringe areas, and prismatic all-channel selector to eliminate stooping. All models are available with all-channel tuners and, in addition, Philco is introducing an all-channel external converter adaptable to any make receiver, at \$75.

Following is the full line, suggested list price including tax & warranty (prices rounded):

*Table Models:* 17-in. walnut \$200, maroon \$230 & \$250; 21-in. mahogany \$260, \$280, \$300 & \$350, blonde \$300; 24-in. mahogany \$450.

*Consoles:* 17-in. open-face mahogany \$280, \$300 & \$340, blonde or honey maple \$300, blonde mahogany \$330; 21-in. open-face mahogany \$300, \$340, \$350, \$370, \$390, \$430, blonde oak \$330 & \$450, blonde mahogany \$370, honey maple \$400; half-door mahogany \$440; full-door mahogany \$430, \$460, \$490 & \$500, oak or honey maple \$490; 24-in. open-face mahogany \$500 & \$550, blonde oak \$530 & \$580; half-door mahogany \$600; 27-in. full-door mahogany \$750.

*Combinations:* 17-in. half-door mahogany with 3-speed phono \$480, full-door mahogany \$470, blonde oak \$500; 21-in. half-door walnut \$530, mahogany \$550, with HF-200 chassis & deep dimension picture, \$650 & \$775; full-door blonde & mahogany, with high-fidelity sound reproducer system, and AM-FM, \$1000.

Also offered are radios ranging from maroon portable at \$30 to mahogany table model at \$80; radio-phonos from \$100 to mahogany de luxe combination containing "Phonorama" sound system with high fidelity and full dimension sound reproduction, AM-FM, 3-gang tuner & 10-in. speaker, at \$500.

**Topics & Trends of TV Trade:** Bold new concept of merchandising was advanced this week by Sylvania chairman Don G. Mitchell, who told the National Assn. of Electrical Distributors that community-wide cooperative training programs for wholesale & retail salesmen, sponsored jointly by non-franchised parts distributors, might be possible solution to rising costs of distribution in TV-radio-electronics industry.

"Because we are in an industry that is growing faster than the economy of the country, our distribution problem is more challenging," he said. "Somebody must present the output of the manufacturers to the local market in a much more efficient way than the manufacturers could do the job, working independently."

Mr. Mitchell declared present methods of training wholesale & retail salesmen is haphazard. What's needed, he said, is for non-franchised parts distributors who have large number of retail accounts to get together on a unified sales training program which will enable them to set common standards and take advantage of one another's experiences. Such techniques, he added, "would move wholesalers to reduce their costs while improving their service to their suppliers and their customers."

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Picture tube sales for first 4 months of this year totaled 3,705,997 valued at \$89,353,731, compared to 1,311,610 worth \$30,064,194 in same 1952 period, reports RTMA—rectangular 20-in. and larger representing 70% of sales. April picture tube sales totaled 907,076 worth \$21,657,266, compared to 974,154 at \$23,772,801 in March and 270,781 at \$6,074,540 in April 1952.

Receiving tube sales in first 4 months totaled 163,401,355 valued at \$110,676,003 vs. 112,181,580 at \$80,853,004 in same 1952 period. Of sales, 114,949,154 went for new sets, 36,571,733 replacement, 6,293,117 export, 5,587,351 govt. For April, receiving tube sales totaled 41,342,599 worth \$27,720,635, compared to 44,691,200 at \$29,978,827 in March and 26,247,258 at \$19,801,541 in April 1952.

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TV set sales in Canada this year will total at least 350,000, more than 2½ times the 137,000 sold last year, predicted Philco v.p. Courtnay Pitt at ground-breaking ceremonies for Philco's new \$1,500,000 TV-radio-electronics plant at Don Mills, Toronto. Plant occupying 81,000-sq. ft. is scheduled for completion early next year, will replace present Toronto operation on Dufferin St.

For April, Canadian RTMA reports 20,307 TVs with value of \$9,250,696 sold at average of \$456 per unit. Quebec led with 6618, Toronto 5289, Ottawa 2120, Hamilton-Niagara 2116, British Columbia 1560, Windsor 1350, other areas of Ontario 1087, Prairies 144, Maritime provinces 23. Sales for year to April 30 total 94,136, and projected production figures for 3 months beginning May 1 indicate 63,303 units.

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New combination vhf-uhf tuning unit, now being field tested by General Instrument Corp., is slated for production next month. Unit combines uhf continuous tuner with vhf switch tuner, both in same housing and operating from same shaft. Unit is expected to be available with some type of "detent" device to simplify uhf tuning. Pres. Monte Cohen says production of GI's present uhf tuner is now "up into big figures." Among current users of GI tuners are Emerson, Westinghouse, DuMont, Sylvania, Hallicrafters, Pacific Mercury, Fada, Andrea.

April excise tax collections on TVs, radios & phonos were \$18,131,401, compared with \$16,114,703 in March and \$10,896,867 in April 1952. On refrigerators, air conditioners, etc., Govt. collected \$8,677,771 in April vs. \$8,808,666 in March and \$6,546,217 in April 1952.

**Trade Miscellany:** Raytheon starts \$1,750,000 modernization program at South Lowell, Mass. electronics plant, involving moving \$1,500,000 worth of precision machine tools into plant's 210,000-sq. ft. of production area . . . "World's leading manufacturer of radios" is Motorola's claim now, based on combined output of home sets, portables, clock radios, auto sets . . . Capehart-Farnsworth plans tie-in with trailer manufacturer for installation of TV sets in mobile homes; R. W. Freeman, Capehart field rep, Fort Wayne, heads project . . . Sears Roebuck reduces prices by \$5-10 on 6 of its 14 Silvertone TV sets, though no new models are shown in summer catalog just out . . . Tips for efficient operation of distributorship are contained in booklet, *Guide for Profitable Management*, published by National Assn. of Electrical Distributors, 290 Madison Ave., N. Y., available free on request by NAED membership . . . RTMA issues cumulative report of TVs shipped to dealers by trading areas from 1946 through first quarter of 1953, available from RTMA statistical dept., Bond Bldg., Washington.

**Distributor Notes:** Nash-Kelvinator Sales Corp. relinquishes, by mutual agreement, Bendix Radio franchises in 9 markets: New York, Atlanta, Miami, Jacksonville, Cincinnati, Louisville, Indianapolis, Dayton, Springfield, Mass. It's replaced in New York by Walters Distributing Co. (Jack Walters, pres.) and by Regent Sales Inc. (Lou Del Padre, pres.) in Springfield . . . Post & Lester Co. (Motorola), New Haven, appoints Wm. L. Thibadeau gen. sales mgr., replacing Wm. C. Prutting, resigned . . . Stromberg-Carlson appoints Summers Hardware & Supply Co., Johnson City, Tenn. (T. L. Wallace, pres.) . . . Hallicrafters purchases John G. Gaines & Co., its Kansas City distributor, will retain Gaines name for continued operation . . . Raytheon appoints Union Supply Co., Davenport, Ia. . . . Capehart-Farnsworth appoints Krug Distributors Inc., Newark (Henry Krug, pres.) . . . Emerson appoints Mogan Distributors Inc., Kansas City (David Sherman, pres.) . . . Kaye-Halbert distributor sales mgr. John Lyons resigns to form own distributor outlet.

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Promotion, U. A. Sanabria style: "How I invented the Electronic Veil and Lineless TV" headlines 2-page ad signed by American Television Inc. president U. A. Sanabria in *Chicago Sun-Times*. Ad is subtitled, with illustrative drawings: "It Pays to Have a Good Wife Who Wears Only Seamless Hosiery . . . Who Has a Nylon Net Party Dress . . . A Bedroom TV Set and a Restless Evening . . . Because It's Worth a Million Dollars!" It goes on to relate how Sanabria invented "lineless TV" by slipping wife's party dress over face of picture tube—an invention which he confidently predicts will cause "a renaissance in televiewing" and "will be part of every TV set within a year" (italics his), and "earn more than \$1,000,000 in royalties for American Television." Ad invites public to showing of "electronic veil" and Sanabria's 3-D TV, adds that all new DeForest-Sanabria TV sets are already veil-equipped.

GE and IUE were both losers, apparently, in 8-week strike which ended this week at company's 2 electronics plants in Syracuse. GE, which resumed full-scale production June 3, paid dearly in delayed production and deliveries of sorely-needed transmitters; IUE members had to content themselves with 13 fringe concessions, having failed to gain 10% pay boost originally requested.

**Shape of things to come?** Motorola national sales training mgr. J. B. Anger told National Appliance & Radio-TV Assn. regional meeting in Memphis recently: "I predict that most of you here in the next 10 years will sell at least 4 TV sets to each customer on your books, one of which will be a color set and one of which may be 3-dimensional."



**Trade Personals:** Maj. Gen. Edmond H. Leavey, USA ret., elected president of Federal Telecommunications Labs (IT&T), which he joined last Nov. as v.p., succeeding late Adm. Carl Holden . . . Don G. Mitchell, Sylvania chairman, awarded honorary degree of doctor of engineering this week by Stevens Institute of Technology, where he delivered address on "The Human Ingredients in Engineering" . . . Otto H. Schade, 22-year veteran of RCA Victor's tube dept., was awarded honorary degree of B.A. in engineering at Rensselaer Polytechnic Institute June 5; son Otto Jr. was graduated at same commencement exercises and joins RCA Camden . . . George T. Scharffenberger elected v.p., Federal Telephone & Radio Corp. . . . Louis Hausman, CBS-Columbia v.p., elected a director . . . Richard Matthews, ex-eastern sales mgr., Raytheon TV-radio div., named to new post of asst. national sales mgr., replaced by James Butler, ex-Chicago merchandising mgr. . . . Ralph A. Shields promoted to new Sylvania post of CR tube product sales mgr. . . . Isadore Leyden, ex-Majestic, named chief mechanical engineer, Tele King Corp. . . . Raymond W. Meyer, ex-RCA, named TV quality control director, Hoffman Radio, replacing Burt Dorris, now western sales mgr. . . . Emerson Dickman Jr. appointed Stromberg-Carlson New England district merchandiser . . . Walter H. Powell, ex-American Safety Razor Co., appointed director of industrial relations, International Resistance Co. . . . Percy L. Deutsch has resigned as v.p. & director of Audio-Video Products Corp. . . . James Brent resigns as adv. mgr., F. L. Bolte quits as marketing traffic mgr., Pacific Mercury, latter's duties being absorbed by sales mgr. Stanley Cohen . . . Lawrence J. Cervone promoted from New York sales rep to sales mgr., Gates Radio, Edward J. Wilder taking over in N. Y. . . . John Woods appointed sales mgr. of Toronto branch, Canadian Admiral . . . Robert G. Hess named Spartan Michigan district merchandiser . . . Webster E. Barth, ex-Reynolds Metals, named gen. sales mgr., LaPointe Electronics . . . J. B. Shimer, mgr. of Kimble Glass Co.'s Columbus plant, named asst. to general factories mgr. S. A. Kenworthy to coordinate all TV bulb operations at 4 plants; Raymond W. Gatti named mgr. of Columbus plant, where most of Kimble's rectangular tubes are made . . . Mary Ann Elliott, daughter of RCA Victor v.p. Joseph B. Elliott, was married last week in Philadelphia to Warner Moore, local sales mgr. of WICC-TV, Bridgeport, Conn. . . . Douglas F. Natter succeeds Timothy Coakley as New England district sales mgr., Hallicrafters . . . C. F. McGraw named Crosley radio product sales mgr.

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"Marker beacon signal" to help servicemen pre-align uhf receivers and orient antennas, will go on air in week or so on Ch. 33 in Newport News, Va., although there won't be any picture on channel until next fall. FCC June 3 issued WACH-TV (owned by AM station WHYU) special temporary authority to send out low power audio signal from TV antenna far in advance of actual TV transmission. WACH-TV chief engineer Frederic F. Clair conceived "marker beacon" idea (Vol. 9:8), has been promoting it with local service technicians and hams since early in March. This is what "beacon" will do: Small transmitter sends out 60-watt signal on Ch. 33, modulated with audio note. Signal can be heard on uhf receivers and "sound bars" can be seen on screens, but there's no picture. Servicemen can use signal as aid in aligning uhf tuners and strips, orient uhf antennas, but it probably won't be of much help in predicting ghosts, signal strength or the most suitable type of antenna for any specific location. Voice transmission every hour will tell servicemen how to use "beacon" signal. WACH-TV has leased from WBAL-TV, Baltimore, a visual link transmitter formerly used for CBS color video relay.

**Electronics Reports:** Adequate representation of TV-radio-electronics industry in Commerce Dept.—after NPA dies June 30—was urged June 2 by delegation of industry leaders headed by Sprague Electric Co. chairman Robert C. Sprague, in meeting with Commerce Secy. Sinclair Weeks. Group representing RTMA praised work of NPA Electronics Div. and suggested that permanent Electronics Div. be formed within Commerce Dept. to provide liaison between industry and armed services and other govt. agencies, and to keep records of electronic items produced, production facilities available, etc.

Secy. Weeks has requested funds to set up permanent organization within his department to take over functions of NPA industry divisions. NPA's 1300 employes—including Electronics Div. staff of 15, headed by Donald S. Parris—last week received dismissal notices, effective June 30 when Defense Production Act expires. Some are expected to be rehired if Congress approves Commerce Dept. reorganization plan.

Secy. Weeks and Asst. Secy. Craig R. Shaeffer assured industry spokesmen that Commerce Dept. appreciates importance of electronics industry and will make provision for its adequate representation if industry divisions are established within department. Present at meeting in addition to Weeks and Shaeffer was acting NPA chief Horace B. McCoy.

RTMA delegation included, in addition to Sprague: RTMA president A. D. Plamondon Jr.; Max F. Balcom, retired Sylvania chairman; Stromberg-Carlson president Robert C. Tait; Quam-Nichols president Matt Little; International Resistance v.p. Harry A. Ehle; former NPA Electronics Div. director J. A. Milling, now exec. v.p., Howard W. Sams & Co.; Richards W. Cotton, chairman of ODM's Electronics Production Board and asst. to Philco pres. Wm. Balderston; RTMA exec. v.p. James Secret.

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Raytheon promotion contest offers 17 cash prizes totaling \$10,000 for invention, design & construction of new units of electronic equipment capable of using one or more Raytheon CK722 transistors; entry blanks and rules for contest, which closes Aug. 31, are available from Raytheon distributors.

Revolutionary automatic production technique used by GE in manufacture of TV & radio receivers—built around machine that solders 424 joints at once by dipping inverted chassis in pool of molten solder—is explained in detail for first time in June *Electronics Magazine*.

West Coast Electronics Manufacturers Assn. publishing 1953 directory of members and products in July for distribution previous to its Western Electronics Show and Convention in San Francisco, Aug. 19-21; copies available from 767 Castelar St., Los Angeles.

Stanford Lab at Palo Alto has been renamed the W. W. Hansen Laboratories of Physics in honor of the professor who pioneered uhf communications and died in 1949 at age 39.

Mark Simpson Mfg. Co., Long Island City, N. Y. (electronic equipment) has filed Chapter XI petition in Brooklyn Federal court; unofficial creditors' committee has been named and auditor appointed.

NPA discontinues materials and priority assistance to communications industry and ham radio operators (Orders M-77 & M-85), along with all other civilian controls July 1.

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W. Walter (Wally) Watts, RCA Victor engineering products v.p., this week was elected v.p. in charge of technical products, putting him in charge of engineering products & tube depts. He succeeds Lindsey W. Teegarden, recently promoted to exec. v.p. of parent RCA. T. A. (Ted) Smith was promoted to engineering products v.p.

**Financial & Trade Notes:** A powerful and eloquent spokesman for typical postwar-born TV-radio-electronics companies, which started small and grew as industry expanded, exhorted House Ways & Means Committee this week to repeal excess profits tax as means of distributing tax burden more equitably. Speaker was Walter E. Ditmars, president of Gray Mfg. Co., whose subsidiary Gray Research & Development Co., Manchester, Conn., makes telecasting and other electronic equipment.

Substance of his plea, typical of so many of fellow businessmen in infant electronics industry, was that larger industrial competitors had greater profits in 1946-49 base period, consequently got far better break in computation of excess profits tax. His company, he said, had relatively low earnings in 1946-48 but spurted in 1949, and as result was "penalized and burdened" with high EPT.

Illustrating, Mr. Ditmars said Gray Mfg. Co. sales increased from about \$5,900,000 to more than \$11,300,000 in 1952, with profit of \$233,232 more than at end of 1951. But after payment of taxes, Gray had only \$2916 left, or only 1¼¢ on the profit dollar. By contrast, he cited case of one of his competitors who did \$38,000,000 worth of business last year, yet paid only \$7000 more total taxes than did Gray.

At week's end, it looked more & more as if pleas of Mr. Ditmars and many others in same fix might be answered—sentiment on Ways & Means Committee piled up in favor of outright repeal, despite requests of President Eisenhower and Treasury Secy. Humphrey for 6-month extension. Committee chairman Reed (R-N. Y.) has been soliciting support for letting EPT die on its present June 30 expiration date.

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TV-radio companies ran ahead of last year's general trend of declining profits, according to *New York Times* annual survey of corporate earnings. While survey showed that profits of 1074 companies in all fields dropped 7% in 1952, the 21 firms in TV-radio-records category showed 3% increase from \$90,486,000 in 1951 to \$92,830,000 in 1952. *Wall Street Journal's* compilation of corporation earnings reports for first 1953 quarter showed 10% aggregate gain over same 1952 period, but 8 TV-radio companies reported increase of 61.1% from \$13,243,000 to \$21,339,000.

Taxes ate up almost half the profits of wholesale and retail corporations in 1952, according to joint report of Federal Trade Commission and Securities & Exchange Commission—listing \$4.8 billion profits before taxes, \$2.5 billion after taxes. Total assets of retail corporations at year's end were listed at \$27.3 billion, inventories \$9.3 billion, net working capital \$12.4 billion; for wholesale corporations, assets were \$2.2 billion, inventories \$8.1 billion, net working capital \$9.8 billion. Rate of return on stockholders' investments was estimated at 8.1% for retail corporations, 8.7% for wholesale firms. Note: Report is available from FTC on request.

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Wilcox-Gay Corp. (Majestic & Garod) earned net income of \$181,472 on record sales of \$5,570,621 for first 1953 quarter. Profits before taxes were \$296,472, more than double corresponding 1952 period and slightly less than the \$336,500 reported for all of 1952.

Erie Resistor Corp. is issuing 62,500 shares of new Class A preferred stock at \$20 par, 6% interest rate, offering scheduled for latter June with Fulton, Reid & Co., Cleveland, as principal underwriter.

Dividends: Admiral, 25¢ payable June 30 to stockholders of record June 15; Standard Radio "A" & "B," 10¢ July 10 to holders June 19; Arvin, 50¢ June 30 to holders June 15; Muter, 15¢ June 30 to holders June 15.

Among officers' and directors' stock transactions reported by SEC for April 11-May 10: A. H. Blank, through Myron Trust, received 897 AB-PT common, 180 pfd. in exchange for ABC common in merger (Feb.), holds 5384 common, 180 pfd. personally and through trusts; Robert H. O'Brien bought 100 AB-PT, holds 100; Arthur L. Wanner bought 100 Belden, holds 2328; J. J. McIntyre bought 400 Clevite, holds 4400; Max Abrams bought 500 Emerson through trust, holds 155,240 personally and through trusts; Sidney J. Weinberg sold 200 GE through Goldman, Sachs & Co., holds 600 personally and through Goldman, Sachs; Arthur J. Palmer exercised option to buy 100 General Precision Equipment, holds 300; Edwin C. Wolf bought 100 Oak Mfg. (March), holds 500; R. Bowling Barnes & Heywood Fox, through Fox Wells & Co., bought 7622 Olympic, hold 130,792; Charles M. Odorizzi bought 300 RCA (March), holds 1300; Wm. E. Robinson bought 100 RCA, holds 100; Ernest A. Wester bought 100 Servomechanisms, holds 1600; Irving S. Florsheim sold 200 Stewart-Warner through trusts (July, 1952), holds 6000; W. B. Harrison bought 100 Sylvania, holds 301; John B. Merrill bought 125 Sylvania (Feb., 1952), holds 379; Don G. Mitchell bought 285 Sylvania (March), holds 3387; Howard L. Richardson bought 220 Sylvania (Feb., 1952 & Feb., 1953), holds 301; Frederick W. Strauss bought 400 Travler (March), holds 1000; A. W. Robertson sold 100 Westinghouse, holds 700; W. S. Woodfill bought 100 Zenith, holds 300.

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Four officers and directors of Standard Coil Products Co. are disclosed as beneficial owners of 683,900 of the 1,470,000 shares of common stock outstanding in notice of June 9 annual shareholders meeting at Chicago's Edgewater Beach Hotel. They're Glen E. Swanson, president, holding 303,160 shares, whose 1952 remuneration was \$113,291; James O. Burke, treas., 238,910, salary \$82,166; Robert E. Peterson, exec. v.p., 139,955, salary \$78,000; Arthur Richenthal, attorney, and secy. of subsidiary Kollsman Instrument Co., 1875, salary \$52,950 (in addition to \$114,000 legal fees to his law firm).

Television-Electronics Fund reports net assets of \$27,052,859 (\$14.04 on 1,927,405 shares) as of April 30, compared with \$21,970,301 (\$13.56 on 1,619,318 shares) on Oct. 31, 1952.

American Phenolic earned net income of \$300,670 (75¢ a share) on sales of \$8,862,067 for quarter ended March 31 vs. \$309,249 (77¢) on sales of \$9,552,244 same 1952 period.



More evidence of prosperity of TV-radio-electronics industry in first quarter of 1953 came this week in release of survey by National Credit Office Inc., 2 Park Ave., New York. It reported 10 leading but unnamed TV-radio manufacturers enjoyed average sales gain of 35.2%, profit boost of 50.4% over same 3 months last year, while 950 parts distributors averaged 15-20% gain in first-quarter sales. Report quoted manufacturers and distributors alike as foreseeing excellent fall and winter sales prospects. Discussing future of electronics, it said: "The day is not far off when it will be difficult to define what comprises the electronics industry, since its equipment and influence will extend into almost every other commercial field."

How wages have increased in TV-radio-electronics industry in last 5 years is shown in Bureau of Labor Statistics' *Hours & Earnings* report for April. In 1947, average weekly pay of a production worker in TV-radio-electronics was \$44.41, hourly pay \$1.13; in 1952 weekly pay averaged \$62.12, hourly pay \$1.53. In all durable goods manufacturing industries, average weekly pay went from \$49.97 in 1947 to \$70.98 in 1952, hourly pay from \$1.17 to \$1.76.



**C**OLOR field tests of NSTC are nearing completion, and field test panel chairmen hope to have work done by time of next full NTSC meeting June 24. Compatibility panel, under Admiral's Rinaldo DeCola, has one test to go; networking group, under NBC's R. E. Shelby, plans last test June 10; receiver panel, under Hazeltine's Knox McIlwain, has two minor problems left—hum and amateur interference to color subcarrier.

As of now, no major change in present NTSC field test specifications is in prospect (for technical details, see Supplement No. 75-A). As one NTSC member joked: "I really knew we had a system during our tests with Ch. 4 & 5 in New York. When everyone switched his set from Ch. 5 to 4, and the sets worked right without any monkeying, that was it." It's anyone's guess how long it will take to write up reports, get agreement from NTSC on final package to present to FCC.

CBS is now hell-bent to catch up with rest, as it must to keep its affiliates in the color swim. It's purchasing color gear from RCA, is rushing to get WCBS-TV transmitter on air with color by July 1, will get it checked out by NTSC to see that it complies with specifications.

TV-radio columnist John Crosby got off one of his usual sane comments on color this week. "There is strong sentiment in Congress to get on with color TV right now," he wrote. "This impatience, I feel strongly, is not shared by the public. The principal public reaction is one of uncertainty; non-set owners, who were on the verge of buying a black-&-white set, are hesitating a little longer under the mistaken notion that color TV is right around the corner. It isn't."

Crosby sides with Dr. W. R. G. Baker, chairman of NTSC, in disagreement with RCA over timing of presentation of system to FCC (Vol. 9:22). "In one of the most sensible speeches on the subject," Crosby said, "[Dr. Baker] argues that nothing but the highest possible standards are good enough for the American people. A few months delay are unimportant next to that goal. I think he's right."

TV films may bring Hollywood greater prosperity than movies ever did. Survey published in *Daily Variety* shows that \$50,000,000 will be spent in making 48 series of TV films in next 6 months—with 32 of the programs being financed by sponsors. The 48 series will comprise total of 1066 half-hour films, equivalent to about 400 feature-length films in next 6 months. In the pre-TV heyday of the movies, 400 features would have been an unusually large volume for an entire year's output. Last year, Hollywood's 8 biggest studios turned out 242 theatrical features. So far this year they've made 78, as movie companies hesitate to start new pictures while new technical developments are in state of flux. On other hand, president Roy M. Brewer of Hollywood AFL Film Council, says TV is taking up only about half the slack caused by sudden drop-off of movie making. Employment of Hollywood technical workers, he says, now stands at about 50% (without TV films it would be 25%). at a time of year when unemployment had never before risen above 10%. He blames film production abroad for big slump, predicts Hollywood will become "ghost town" if producers continue making movies out of the country to secure tax advantages.

This "third dementia" business—want to know what it's all about, the different systems, critical reactions, relative prospects, respective promotions, etc.? Then read cover story in June 8 *Time Magazine*, which does excellent job of relating the facts about Hollywood's "telling reply to TV."

Austin Co., builders, out with 8-p. brochure pictorializing and describing the 20 TV-radio plants it has built.

**J**OINT COMMITTEE on Educational TV this week adopted resolution of appreciation and wrote NARTB president Harold Fellows thanking him for commercial telecasters' assistance to educational TV. Letter signed by JCET exec. director Ralph Steetle particularly praised Storer Broadcasting Co. for donating 5-kw DuMont transmitter and antenna atop 150-ft. tower of WBRC-TV, Birmingham, to Jefferson County Radio & Television Council (Vol. 9:20), and added:

"It is impossible, of course, for us to thank individually all of the commercial interests in this country that have contributed and will contribute to the development of educational TV. By continued cooperation between educators and commercial interests such as has been exhibited the past year, we can be assured that the American people will receive the finest TV service possible."

Educational TV applications will trickle off until fall, after 9 more, including one from Puerto Rico, were filed this week in headlong rush to meet June 2 target date many set for themselves (see *TV Addenda 16-V* herewith). Educators' one-year record: one station on air (KUHT, Houston, Ch. 8); one imminent (KUSC-TV, Los Angeles, Ch. 28); 17 CPs, 28 applications pending.

Educators next will concentrate on getting stations on air, on making good record so other applicants and prospective applicants can profit from their experience, according to Steetle. His prediction of up to 20 applications between May 10 and June 2 (Vol. 9:19) was right on the button, so this week he took another crack at prognostication and forecast 10 stations on air by year's end in these localities: San Francisco, Pittsburgh, St. Louis, Birmingham, Columbus, Seattle, East Lansing, Mich. and either Oklahoma City or New Brunswick, N. J., in addition to Houston and Los Angeles.

**S**KIATRON subscription-TV system, which uses coded IBM card as "ticket," will hold first public demonstration at New York's Hotel Belmont Plaza, June 9-17. Showings will be staged hourly 11 a.m.-8 p.m. In preparation, Skiatron suffered 2 setbacks: (1) FCC refused to permit WOR-TV to transmit scrambled programs for demonstration during regular program hours; (2) big film producers refused to contribute first-run films. First demonstration daily, at 11 a.m., will be taken off air from WOR-TV, which doesn't begin regular programming until noon. Skiatron pres. Arthur Levey says he will file application with FCC "later this year" for commercialization of Subscriber-Vision, hopes to go into programming business by buying time on TV stations to transmit scrambled subscription-TV programs.

In another subscription-TV development, Smith, Kline & French Laboratories, pioneer in medical use of closed-circuit color TV, announced this week it hopes to inaugurate special medical subscription-TV service in black-&-white to homes and offices of doctors. Pharmaceutical house's TV director G. Frederick Roll said his firm is negotiating with pay-as-you-see firms, hopes to stage closed-circuit test next fall, but that actual service will depend on FCC approval. Announcement was made at press demonstration of CBS color projection unit in New York, at which closed-circuit pictures of delicate eye operation were thrown onto 6-ft. screen.

Zenith has refused to cooperate with NARTB study of subscription TV because of presence on 3-man committee of Henry W. Slavick, gen. mgr. of WMCT, Memphis. In refusing to supply information on Phonevision, Zenith's Pieter Van Beek wrote that "Mr. Slavick's openly expressed opposition to subscription TV would make it impossible for him to participate objectively in this study." Other committee members are Paul Raibourn, KTLA, Los Angeles, and Clair McCollough, WGAL-TV, Lancaster.

Thirteen more NBC-TV affiliates this week signed "color clauses" supplementing regular affiliation contracts, making 29 thus far assured of getting promised network color service from its inception (Vol. 9:22). And, setting at rest published reports that it may go over to CBS, Oklahoma City's WKY-TV mgr. P. A. Sugg advises that no such decision has been reached and says station's policy, so long as area is one-station market, will continue to be to "pick the best shows from all networks." He also takes exception to our report (Vol. 9:22) that WTMJ's Walter Damm was first to ask RCA for complete color transmitting equipment for local programming. On Sept. 13, 1949, he writes, WKY-TV placed order for RCA color system when and if available; on June 26, 1950 it executed order and made deposit on RCA color equipment to be delivered "when firm rules and regulations for color TV are established by FCC." The 13 new NBC color signers: WBAL-TV, Baltimore; WTTV, Bloomington; KEDD-TV, Wichita; WFMJ-TV, Youngstown; WOAI-TV, San Antonio; WNHC-TV, New Haven; WKTV, Utica; KGNC-TV, Amarillo; WCOV-TV, Montgomery; KTYL-TV, Mesa-Phoenix; WBEN-TV, Buffalo; WWJ-TV, Detroit; WTMJ-TV Milwaukee.

Warm-up for 1954 political campaign is likely to be held within month or so—Democratic National Committee planning to ask TV networks for free public service time for major speech on party's evaluation of current Congressional session, with Defense Secy. Wilson's proposed arms budget cut the big issue. Publicity director Sam Brightman said proposed telecast will have Sen. Sparkman (Ala.) as party spokesman, pending return of Adlai Stevenson from world tour this fall, when he'll make several TV network speeches to raise funds for 1954 war chest. Republicans are quiescent; publicity director Robert Humphreys says they're not taking initiative for moment, are merely accepting local TV invitations as they arise.

Total of 137 stations in 91 cities now have network service. KMJ-TV, Fresno, June 1 was hooked up to AT&T's San Francisco-Los Angeles microwave link; WHIZ-TV, Zanesville, is now using private microwave from Columbus. Placed in service last week was Pittsburgh-St. Louis microwave, augmenting other east-midwest facilities. Service on Milwaukee-Chicago section of new microwave linking Minneapolis-Milwaukee-Chicago begins in mid-June, and Minneapolis-Chicago section is due for completion in July. Note: New map detailing all TV cities, network routes, is now being prepared for insertion in July edition of our *TV Factbook No. 17*.

Jack Benny has more tax troubles with Govt. U. S. Tax Court this week scheduled hearing in Los Angeles July 6 on complaint Benny and his wife Mary Livingston incorrectly reported \$2,260,000 from sale of 5000 shares of Amusement Enterprises Inc., radio package producers, to CBS in Dec. 1948 as capital gains instead of business or professional income. Though issue is same in both cases, transaction was not part of Benny's shift from NBC to CBS, when Internal Revenue Bureau ruled in Jan. 1949 he had to pay 77% personal income tax instead of 25% capital gains tax on \$4,000,000 he received.

Start of the uhf DX swccpstakes: Monte Cohen, president, General Instrument Corp., reports reception of WBRE-TV, Wilkes-Barre (Ch. 28) "for over an hour" at GI's labs in Springfield, Mass., some 180 mi. distant. With summer season of freak atmospheric conditions coming on, we'll probably be hearing more reports of long-distance uhf reception. Can anyone top GI's uhf record?

FCC this week issued list of Mexican channel assignments near U. S. border in accordance with U. S.-Mexican agreement. Only change from our listing on p. 165 of *TV Factbook No. 16* is addition of Ch. 11 to Chihuahua.

The 10 petitions for channel additions or shifts, filed this week after expiration of one-year moratorium (see p. 3), are as follows: (1) Add Ch. 5 to Lake Placid, N. Y., filed by consulting engineer Lynn Smeby. (2) Add Ch. 58 to Los Angeles, by Lawrence Harvey. (3) Add Ch. 9 to Hatfield, Ind., by WVJS, Owensboro, Ky. (4) Shift Ch. 12 from Elk City, Okla. to Ada, add Ch. 26 to Elk City, by Eastern Oklahoma TV Corp. (KADA, Ada, part owner). (5) Add Ch. 10 to Parma, Mich., by Sparton Bestg. Co., Jackson (Sparks-Withington). (6) Add Ch. 10 to Onondaga, Mich., by Triad TV Assn. (7) Add Ch. 5 to Weston, W. Va. instead of Glenville (as already proposed by FCC), by West Virginia's Research Center Inc., Salem. (8) Shift Ch. 4 from North Platte, Neb. to Holdrege, by Chamber of Commerce, Holdrege. (9) Add Ch. 10 to Logansport, Ind., substitute Ch. 10 for Ch. 7 in Evansville, add Ch. 7 to Sullivan, add Ch. 69 & 79 to Terre Haute, by WSAL, Logansport. (10) Shift Ch. 4 from Medford, Ore. to Roseburg, by KRNR.

Power increases: WBTV, Charlotte, June 5 increased power from 16.3 to 100 kw; WBAL-TV, Baltimore, June 3 went from 27 to 100 kw; KTBC-TV, Austin, Tex., this week jumped from 20.4 to 100 kw. RCA this week shipped 25-kw amplifier to WAVE-TV, Louisville, which got 10-kw driver May 1, and 10-kw driver to WKY-TV, Oklahoma City, slated to receive 25-kw amplifier next week. Scheduled to be shipped next week from RCA: 25-kw amplifier to WTMJ-TV, Milwaukee; 10-kw driver to KROD-TV, El Paso, and 20-kw amplifier to WFBG-TV, Altoona. WTVJ, Miami, this week began construction of new transmitter building, 2.7 mi. NW of Hollywood on south Florida "antenna farm" where all tall TV towers will be located. Station will erect 1000-ft. tower, 6-bay antenna, plans to begin installation of 35-kw GE transmitter Nov. 1, increase power from 16.5 to 100 kw in December.

Thirteen applications filed this week included 9 more for educational channels: Birmingham, Ch. 10; Chicago, Ch. 11; Lawrence, Kan., Ch. 11; Boston, Ch. 2; Detroit, Ch. 56; Chapel Hill, N. C., Ch. 4; Providence, R. I., Ch. 22; Madison, Wis., Ch. 21; San Juan, P. R., Ch. 6. Commercial applications were for Goldsboro, N. C., Ch. 34, by WGBR, principal stockholder of which is attorney Kenneth C. Royall, ex-Secy. of the Army under President Truman; Buffalo, Ch. 2, by local group headed by furniture dealer Arthur Victor Jr. and including city council pres. Peter J. Crotty; Winston-Salem, N. C., Ch. 12, by WAAA, owned by farm equipment dealer F. Roger Page Jr. WAPF, McComb, Miss., petitioned FCC to reinstate its application for Ch. 31, which had been dismissed April 29.

Two more TV stations in Canada have been recommended by CBC board of governors to Ministry of Transport, the Dominion licensing authority—Lower St. Lawrence Radio Inc., Ch. 2 in Rimouski, Que., and Trans-Canada Communications Ltd., Ch. 2 in Regina, Sask. Deferment was recommended on application of Calgary Television Ltd. for Ch. 2 in that city until another unnamed applicant can file; deferments also were recommended on rival applications for Ch. 3 in Edmonton filed by Edmonton Television Ltd., Wm. Rea Jr., Sunwapta Bestg. Co. Ltd., and on one for Ch. 13 in Kitchener, Ont., and Ch. 8 in Saskatoon, Sask., pending additional applications. [For 7 grants thus far in Canada, see Vol. 9:14.]

Another of nation's pioneer FM stations—*Chicago Tribune's* WGNB—surrendered license May 28, following by few days cancellation of licenses by Crosley Broadcasting Corp. for its 3 FMs—WLWH, Cincinnati; WLWF, Columbus; WLWB, Dayton.

RCA has applied to FCC for experimental TV station at Camden, covering all vhf & uhf channels with maximum powers, to test equipment.



# Television Digest

with **ELECTRONICS REPORTS**

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**UP-TO-MINUTE LOG OF STATIONS ON THE AIR:** So frequently are we asked for up-to-date lists of TV stations -- especially now that new ones are going on the air at rate of several per week -- that we will publish the list periodically as Special Reports with our Newsletters. Hence the log herewith, which not only shows call letters, channels, names of licensees of all stations now operating (186) but indicates radio affiliations if any and their national sales reps. There's also an addendum listing 41 CP holders reporting they'll be on the air during next six weeks. This log can be kept current by adding the new starters as we report them weekly; however, about every 6 weeks we'll republish this log up to date. And for fuller details on all operating stations (powers, ownership, staffs, rates, etc.), as well as on all CP holders and all still-pending applications, we refer you to our semi-annual TV Fact-books, next edition of which (No. 17) is due off presses July 15.

**CRITERIA FOR SUCCESS OF UHF STATIONS:** The program's the thing -- in uhf as in vhf. That ought to be self-evident -- and it's shown strikingly in what is probably the first scientific survey of set circulation and conversion in uhf cities.

Talk all you want about power, height, receiver sensitivity, line-of-sight reception -- of course they're all important. But too many evaluations of uhf deal only with its technological differences from vhf, gloss over its similarities.

Often there's tendency to pigeonhole uhf as a "new medium", to forget that the general rules which apply to TV as a whole apply to uhf TV as well. It's true that uhf, for time being, has added complications, such as conversions and higher cost of vhf-uhf sets. But it has been established that the public willingly spends the money where uhf will bring them good programs they couldn't get otherwise.

It may have been coincidence, but on our visits to uhf stations earlier this year (Vol. 9:6-7,9-10,12,15) we found that the griping about the "difficulties of picking up uhf" was much heavier in communities already well-served by vhf than in areas where uhf provided a badly needed new service.

\* \* \* \*

Research on uhf set circulation has been meager, unfortunately -- leading to some rather strange fixations, particularly among some timebuyers and reps. Fact is, uhf is serving public and serving it well in many communities.

Conversely, where uhf merely duplicates programming on nearby vhf channels, or where uhf programming is poor, it doesn't promote set purchases or conversions. Under similar circumstances, a vhf station wouldn't do well either.

These conclusions are drawn from experimental survey of uhf cities, conducted several months ago by the highly regarded American Research Bureau (National Press Bldg., Washington) for selected group of clients, mainly advertising agencies. The tremendous response it received indicates crying need for reliable research in uhf field, and ARB has decided to make it a quarterly project. Director James Seiler says demand has made forthcoming July study "our major production".

Results of first survey are interesting, and a little surprising. They show clearly that uhf set circulation, within cities where stations are located, depends not on the power-height-reception fetish, but almost entirely on these 4 factors:

- (1) Distance from nearest vhf station.
- (2) Number of good quality vhf signals available.
- (3) Length of time local uhf station has been on air.
- (4) Amount and type of local programming on uhf station (although this factor carries less weight than the first 3).

Amount of popular, unduplicated programs (especially network) that the uhf station can bring into local homes obviously is determined by those 4 factors.

"We can actually predict the progress of uhf set circulation in any city at any given time by giving proper weight to these factors," says Seiler.

\* \* \* \*

Case histories which follow, based on ARB's survey, eloquently tell their own story of the conditions which affect uhf circulation. Figures for each city are based on 1000 phone calls within city limits in 10-day period. Bear in mind that they reflect viewers in city only -- beyond city limits power and antenna height begin to take on more importance -- and that none of the sample cities had uhf for more than 4½ months at time survey was made.

Although we've omitted city names and have summarized only small part of the data in the ARB survey, these examples show the pattern of uhf growth in a number of typical situations:

CITY A has low-powered uhf station. There's one vhf station 75 mi. away, several others 120 mi. After 3 months on air, uhf signal could be picked up by more than 85% of sets in city.

CITY B is less than 60 mi. from large city with 3 vhf stations. After more than 4 months on air, only 11% of TVs in this city were equipped to receive uhf, despite major network affiliation of uhf station.

CITY C has 2 post-freeze stations -- a uhf and a vhf -- and no other TV within 130 mi. Uhf was first station on air, but has no major network affiliation. Four months after uhf went on air, 55% of sets could receive uhf station.

CITY D also has 2 post-freeze stations, but vhf preceded uhf on air by about 2 months, is affiliated with 2 major networks. There's another vhf 80 mi. away. After 2 months on air, uhf station could be received by 46% of city's TV families.

CITY E is 50 mi. from bigger city with 3 vhf stations, 30 mi. from a fourth vhf. After 2 months on air, only 7.7% of sets in City E were equipped to receive uhf station. Total TV saturation for city is more than 75%.

CITY F, in rugged terrain, is 60 mi. from one vhf station, can't get satisfactory reception from any others. Uhf station, on air 4 months, could be received by more than 85% of sets in city, was listed as "channel viewed most" by 83.2%.

CITY G, in flat country, is within 75 mi. of 4 vhf stations, from which it can get fairly good pictures. Uhf station carries NBC & CBS as well as local live sports pickups. After 4 months, 63% of sets were equipped for uhf.

CITY H has 2 uhf stations, and there are 4 vhf within 65 mi. Each uhf is affiliated with a leading network. After stations had been on air 2 & 3 months, 37% of sets could receive one or both uhf stations.

CITY I's uhf station was preceded on air one month earlier by uhf in city 25 mi. away. Nearest vhf is 60 mi., 2 others 80 mi. away. After local station had been on air one month, 13.6% of sets were equipped for uhf.

CITY J is 20 mi. from vhf station with NBC-CBS affiliation, less than 50 mi. from 3 others. Some 4½ months after uhf went on air, 44% of TVs could pick it up.

\* \* \* \*

There are still no accurate statistics on total number of uhf sets-in-use. Beginning with July, RTMA will list in monthly production report "number of sets equipped with uhf tuners," but won't show production of converters or strips, and will make no attempt to recapitulate number of uhf-equipped sets produced to date.



**MORE CPs COME FROM DROPOUTS & MERGERS:** Six CPs and 4 initial decisions were produced by FCC this week, all but one stemming from quick action after competition was removed by dismissals. Following are week's CPs:

Evansville, Ind., Premier TV Inc., Ch. 62; Lawrence, Mass., General Bestg. Co., Ch. 72; Albany, N.Y., WPTR, Ch. 23; Rochester, N.Y., WGVA (Geneva), Ch. 15; Schenectady, N.Y., Van Curler Bestg. Corp., Ch. 35; Seattle, Wash., KOMO, Ch. 4.

Initial decision is favorable recommendation by examiner, is made final by vote of the commissioners. This week's, which should become final shortly, are: Sacramento, Cal., John Poole, Ch. 46; Savannah, Ga., WTOC, Ch. 11; Portsmouth, O., Woodruff Inc., Ch. 30; Lebanon, Pa., WLBR, Ch. 15.

Evansville grant, to Fine theatre group, follows last week's initial decision (Vol. 9:23). Lawrence application was uncontested and grant went to group headed by clothing manufacturer A. Alfred Franks. Albany and Schenectady CPs came after complicated agreement involving dismissals by WTRY, Troy, and WXXW, Albany. Initial decisions for Sacramento, Savannah and Portsmouth were set up by dropouts last week. Lebanon decision followed Steitz Newspapers dropout June 8. Due for favorable decision, probably next week, is WTTM, Trenton, for Ch. 41, after voluntary dismissal by WBUD, Morrisville, N.J.

[For details about grantees, see TV Factbook No. 16 with Addenda to date.]

\* \* \* \*

FCC's thinking on several subjects -- processing, priorities, strike applications, uhf's future -- was given to Senate Commerce Committee this week. It was in form of Chairman Hyde's written answers to various questions propounded by Senators during May 18 hearing (Vol. 9:21).

Several Senators were quite insistent on persuading FCC to give higher priority to hearings in big cities with only 1-2 pre-freeze stations. Hyde stated that several suggestions for changing priorities are under consideration, thus giving the impression changes may be expected.

As for strike applications, Hyde said FCC has investigated several cases but added: "We cannot act merely on the ground of vague suspicion and must be careful to avoid injustice to innocent parties." Commission has sent letters to 2 applicants, questioning whether they filed in good faith.

FCC's belief in uhf was expressed in several responses. Sen. Capehart (R-Ind.) asked whether uhf would suffer fate of FM. Said Hyde: "It is believed that the intermixture of vhf-uhf channels throughout the country, the fact that the uhf band contains 70 channels as against 12 in the vhf band, and the fact that many areas will receive only uhf service will prevent such occurrence."

Answering Sen. Smathers (D-Fla.), who wondered how uhf can compete with vhf, Hyde pointed out that Commission has attempted to equalize technical differences by giving uhf 3 to 10 times more power than vhf. He then added:

"Successful competition by uhf stations in established vhf areas will depend on many factors, including, for example, the number of established stations, the economy of the community, the factor of network affiliation, etc. This factor of network affiliation, and others, makes it impracticable to forecast the success or failure of uhf stations in any particular established vhf cities. However, because of the basic fact that the vhf is too limited to meet the nationwide demand for TV, the Commission has been confident that uhf would establish itself..."

**SCRANTON & AKRON UHF OUTLETS ON AIR:** Only 2 new starters this week brought total of operating stations to 186, of which 17 began in 1952, 61 so far this year. There are now 148 vhf, 38 uhf, all of latter post-freeze. Latest 2 are uhf:

WGBI-TV, Scranton, Pa. (Ch. 22) began testing June 6 with 12-kw GE transmitter, went on program schedules June 7 with CBS-TV. Owned by Megargee estate and managed by George Coleman, it's city's first TV station (though WBRE-TV in nearby Wilkes-Barre, on Ch. 28, has been operating since last Dec. 30). The WGBI-TV base rate is \$300 per hour, national rep is Blair.

WAKR-TV, Akron, O. (Ch. 49) turned on RCA transmitter for first test June 7

but is holding off scheduled patterns until June 15, will go commercial in July, will be ABC-TV affiliate. It's 55% controlled by pres. & gen. mgr. S. Bernard Berk, 45% owned by Akron Beacon Journal (Jack Knight). Base rate is \$250, rep is Weed.

Quite a few more new stations are just about ready to start, notably KSWs-TV, Roswell, N.M. (Ch. 8); KROC-TV, Rochester, Minn. (Ch. 10); KMMT, Austin, Minn. (Ch. 6); WTPA, Harrisburg, Pa. (Ch. 71); WKOW-TV (Ch. 27) and WMTV (Ch. 33) in Madison, Wis. But there's many a slip between target date and actual on-air tests and programs. For list of 40-odd CP holders reporting June or July debuts (most with equipment on hand or about to be shipped), see pp. 3-4 of TV log herewith.

**STEP-UP IN UHF TRANSMITTER DELIVERIES:** Accelerated shipments of uhf transmitters, with added accent on power, were particularly noteworthy this week as DuMont filled its first uhf order, GE began to catch up on strike-delayed shipments, RCA sent units out at rate of 3 weekly, Federal promised more 1-kw jobs shortly -- and a newcomer to the uhf transmitter field was disclosed.

First DuMont uhf delivery is 5-kw for WGLV, Easton, Pa. (Ch. 57), which was many times deferred, is now ready to install and likely to get going within 30 days. It's first to use Eimac klystron commercially, first of string of uhf promised for delivery in ensuing months. J.L. Stackhouse, publisher of Easton Express, is owner, Nelson Rounsley mgr., and station will get ABC & DuMont service via own relay at Pattenburg Hill, Pa., halfway from N.Y., microwaving to transmitter on Gaffney Hill, Pa., using 425-ft. Stainless tower and rising 1490 ft. above sea level. Gain of the antenna is 21.5, providing 100-kw ERP.

Only other uhf transmitters of more than 1-kw power delivered to date are seven 12-kw units so far shipped by GE (see below). RCA promises high-power uhf unit, probably 10 kw, by next year. Federal reports it's working on traveling wave tubes and klystrons to achieve 10-12 kw. And Eimac is perfecting 12-15-kw klystron. Further in distance, but definitely on horizon, are 50-60-kw klystrons being developed by Eimac and Varian Associates (Vol. 9:13) -- which, coupled with high-gain antennas, could deliver the 1000-kw power maximum.

Continental Electronics Mfg. Corp., 1242 So. Buckner Drive, Dallas, is the newcomer to TV transmitter field, specializing in uhf. It's completing its first transmitter for Clyde Weatherby's KANG-TV, Waco (Ch. 34), aiming to start tests in Sept., using DuMont cameras and studio equipment with tower atop local Medical Arts Bldg. Transmitter uses 1-kw GE tetrode preceded by RCA 6161, is adaptable to 10-kw later, was built under direction of veteran broadcast engineer James Weldon (Weldon & Carr, consultants) and Lauren Findley, who designed the Collins FM line.

[For roundup of GE, RCA, DuMont and Federal transmitter shipments this week and next few weeks, see story below.]

**F**OUR GE uhf transmitters will be shipped before end of this month, with 3 thus far scheduled for July deliveries, reports mgr. Frank Barnes. In addition, GE this week shipped vhf to KLAS-TV, Las Vegas, Nev. (Ch. 8) and KBES-TV, Medford, Ore. (Ch. 5), has KIEM-TV, Eureka, Cal. (Ch. 3) scheduled for July, and the following thus far scheduled for August: KGBS-TV, Harlingen, Tex. (Ch. 4); KDRO-TV, Sedalia, Mo. (Ch. 6); KOMU-TV, Columbia, Mo. (Ch. 8).

The GE uhf already delivered but not yet on air are KPIK, Los Angeles (Ch. 22) and WOSH-TV, Oshkosh, Wis. (Ch. 48)—former 12 kw and latter 100 watts. Two 12-kw jobs will go out this month to WILK-TV, Wilkes-Barre (Ch. 34) and WENS, Pittsburgh (Ch. 16) and two 100-watters to KIMA-TV, Yakima, Wash. (Ch. 29) and KFSA-TV, Ft. Smith, Ark. (Ch. 22), latter due to get 12 kw later.

In July, a 12-kw goes to WVEC-TV, Hampton, Va. (Ch. 15) and 100-watters to KETX, Tyler, Tex. (Ch. 19) and WKLO-TV, Louisville (Ch. 21); both of latter will get 12-kw in August.

This week, GE shipped 12-kw unit to WEEK-TV, Peoria (Ch. 43) and in August it ships one to WEEU-TV, Reading, Pa. (Ch. 33), both already on air with 100 watts. Its other 12-kw now on air are WHUM-TV, Reading (Ch. 61); WWLP-TV, Springfield, Mass. (Ch. 61); WHYN-TV, Holyoke, Mass. (Ch. 55); WKAB-TV, Mobile, Ala. (Ch. 48); WGBI-TV, Scranton, Pa. (Ch. 22).

\* \* \* \*

DuMont shipped three 5-kw vhf transmitters June 12 to KMMT, Austin, Minn. (Ch. 6); KIVA-TV, Yuma, Ariz. (Ch. 11); WMAZ-TV, Macon, Ga. (Ch. 13).

RCA this week got 1-kw uhf shipments off to upcoming WDAK-TV, Columbus, Ga. (Ch. 28); WCAN-TV, Milwaukee (Ch. 25); WATR-TV, Waterbury (Ch. 53). Week of June 15 it ships to WILS-TV, Lansing, Mich. (Ch. 54); WTAC-TV, Flint (Ch. 16); WTOB-TV, Winston-Salem, N. C. (Ch. 26). These make 16 deliveries of RCA uhf not yet on air.

Federal will ship 1-kw uhf transmitters early in July to WNAO-TV, Raleigh (Ch. 28); WTVU, Scranton (Ch. 73); WTVI, Belleville, Ill. (Ch. 54). Only one it has delivered to date is WICC-TV, Bridgeport, Conn. (Ch. 43).



**S**T. LOUIS area, like Kansas City, won't be one-station market for long, if plans of several uhf grantees there materialize. With KCTY (Ch. 25) now operating in Kansas City and KCMO-TV (Ch. 5) authorized for construction there (Vol. 9:23), the word from St. Louis now is that 3 of its 5 uhf grantees expect to be in operation before year's end while other 2 are still indefinite, as is its educational vhf.

WTVI in Belleville, Ill. (Ch. 54), just 13.8 mi. southeast of St. Louis, says it will begin telecasting first week in July, its 600-ft. tower already up and combined studio-office-transmitter building finished; Federal has indicated transmitter will be shipped in early July.

KSTM-TV (Ch. 36) began excavating for new 14,000-sq. ft. combination building June 2, still aims for Sept. 1 debut, reports pres. Wm. Ware; GE equipment has been ordered. WIL-TV (Ch. 42) has Christmas day target, according to sales mgr. Nick Pagliara, but equipment hasn't yet been announced.

KFUO-TV (Ch. 30) is still shopping for transmitter to be located on campus of Lutheran Synod of Missouri's Concordia Seminary campus in suburban Clayton, reports KFUE director Dr. Herman Hohenstein; its on-air date is still uncertain. Also on uncertain list is KACY (Ch. 14) in Festus, Mo., 12½ mi. south of city, though pres. Carl McIntyre says site for 644-ft. tower and studio-transmitter house has been selected.

St. Louis also has non-commercial educational vhf grant for KETC (Ch. 9), and chairman Arthur H. Compton of Educational Television Commission reports RCA, GPL & Altec equipment ordered for "late fall" start.

\* \* \* \*

In our continuing survey of upcoming TV stations, this week's reports include:

Federal reports KSWs-TV, Roswell, N. M. (Ch. 8) as latest of its shipments, due on air momentarily. Also promising tests very soon are WTPA, Harrisburg (Ch. 71), WKOW-TV, Madison (Ch. 27) and WMTV, Madison (Ch. 33)—all having taken deliveries of RCA equipment. KSWs-TV rep is Meeker; WTPA & WKOW-TV, Headley-Reed; WMTV, Bolling.

KCMO-TV, Kansas City (Ch. 5) has RCA equipment on hand, expects to begin test patterns about Oct. 1. Building construction begun last November is two-thirds completed, but has been delayed by strike. If strike ends soon, construction can be completed in about 30 days, reports pres. T. L. Evans, who has designated KCMO gen. mgr. E. K. Hartenbower to head TV operation and appointed R. W. Evans as KCMO (AM) station mgr., Karl Troeglen chief engineer of both. Katz is rep.

WTRF-TV, Wheeling, W. Va. (Ch. 7), owned by News Publishing Co. (WKWK) and operators of WTRF, Bell-air, O., has ordered RCA equipment for July 30 delivery, began construction June 8, plans October test patterns and programming Nov. 1, says v.p. & gen. mgr. Robert W. Ferguson. Hollingbery will be rep.

WMIN-TV, St. Paul, and WTCN-TV, Minneapolis, recently authorized to share time on Ch. 11 (Vol. 9:16), are aiming to start with 50-kw RCA transmitter radiating 316-kw ERP from atop Minneapolis' Foshay Tower Bldg. by Sept. 1, reports WMIN pres. N. L. Bentson. Rep not yet chosen.

WTOK-TV, Meridian, Miss. (Ch. 11) hasn't ordered equipment yet, but expects to be in operation by Sept. 27, reports pres. Robert F. Wright. Construction is to be completed by Aug. 1. Headley-Reed will be rep. First Meridian grantee, WCOC-TV (Ch. 30) also plans debut this summer (Vol. 9:17).

WIBW-TV, Topcka, Kan. (Ch. 13), owned by Capper Publications, expects to order RCA equipment and is "shooting for Feb. 1, 1954" target, reports gen. mgr. Ben Ludy. Station will be represented by Capper offices.

KEDD, Wichita, Kan. (Ch. 16), has switched to RCA equipment, now plans test pattern late in June, programming Aug. 1, reports pres. Stanley H. Durwood, of the Kansas City theatre family. Station's 11,000-sq. ft. building is half completed on 27-acre tract 14 minutes from downtown Wichita. KEDD will be affiliated with NBC & ABC, will be interconnected from first day on air, says Durwood. Ben B. Baylor Jr., ex-WMAL-TV & WMAL is v.p.-gen. mgr., and chief engineer is George B. Smith, ex-chief engineer of Galveston's KGUL-TV and formerly with Atlanta's WSB-TV and WAGA-TV. Durwood reports "real cooperation" from local trade, with many existing sets already converted to uhf. Petry is rep.

WTVP, Decatur, Ill. (Ch. 17), last reported for June 15 tests (Vol. 9:22), reports delay in RCA antenna has postponed debut to July 1, with commercial programming July 15, writes gen. mgr. Harold G. Cowgill. George W. Clark Inc. will be rep.

KETX, Tyler, Tex. (Ch. 19), last reported for June debut (Vol. 9:21), has rescheduled test patterns for July 15 with GE equipment, writes owner Jacob A. Newborn Jr. Rep not yet chosen.

WKNE-TV, Keene, N. H. (Ch. 45), has ordered RCA equipment, but hasn't set target date, says pres. Joseph K. Close. Meeker will be rep for New Hampshire's first TV station.

WKJG-TV, Fort Wayne, Ind. (Ch. 33) has ordered GE equipment for August delivery, plans test patterns in October and programming Nov. 1, writes mgr. Edward G. Thoms. CP granted May 21 when FCC final hearing decision denied application of News Sentinel Bestg. Inc. for same channel. Raymer will be rep.

WTAO-TV, Cambridge, Mass. (Ch. 56), billing itself as "Boston's newest TV station" and due on air in Sept. in a promotional buildup is offering first prize of week in Florida, second of 1953 Arvin TV and other prizes in art contest for design for its station identification symbol. Station is controlled by Frank Lyman Jr., of old-line Harvey Radio Labs (electronics) and recently named Fred S. Bailey as gen. mgr. RCA equipment has been ordered.

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Starting on Coronation Day June 2, Canada's third and newest TV station, CBOT, Ottawa (Ch. 4), is now carrying 30 hours of network shows weekly via Bell System microwave relay that now links all 3 CBC stations. Gen. mgr. of the new station is Charles P. Wright, who continues directing radio CBO also, reporting to Ira Dilworth, CBC director of Ontario. John J. Dunn, ex-CBLT, is chief producer, Maxted Gilbert technical director. Interim Marconi transmitter is being used pending new 500-ft. tower installation at same site. CBOT quotes \$150 base hourly rate, as against \$750 for CBLT, Toronto, and \$375 for CBFT, Montreal.

CKSO-TV, Sudbury, Ont. (Ch. 5), one of first 7 private stations authorized in Canada (Vol. 9:14, 15, 16), has ordered RCA equipment for September delivery, expects to begin tests about Sept. 20, according to gen. mgr. W. J. Woodill. Weed will be U.S. rep, All-Canada TV handling Canada.

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Power increases & channel shifts: WAGA-TV, Atlanta, June 9 boosted power from 26.5 to 100 kw; WOI-TV, Ames, Ia., June 20 shifts from Ch. 4 to 5, approximately doubling its 15.7-kw ERP by switching from 3-bay to 6-bay RCA antenna. RCA this week shipped 10-kw driver to WKY-TV, Oklahoma City, and 25-kw amplifier to WTMJ-TV, Milwaukee. Originally scheduled to be shipped this week by RCA, but now set for delivery next week are 10-kw driver to KROD-TV, El Paso, and 20-kw amplifier to WFBG-TV, Altoona. RCA also plans to ship 25-kw amplifier to WMAR-TV, Baltimore.

**Personal Notes:** Frank Stanton, CBS pres., returned from European vacation Coronation Day, June 2; Frank White, NBC pres., due back from Europe June 17 . . . Irving Rosenhaus, pres. & gen. mgr. of WATV, Newark, awarded honorary degree by Seton Hall School in recognition of work his stations have done for Catholic Church and its institutions in N. J. . . . Lester E. Cox, chief owner of KWTO, Springfield, Mo. and co-owner of KCMO, Kansas City, recent TV grantee, awarded honorary doctor of laws degree by Drury College . . . J. Richardson Loughrin, ex-Chicago, named Los Angeles mgr., CBS-TV Spot Sales, replacing Edward A. Larkin, who heads Chicago office, succeeding MacLean Chandler, now San Francisco mgr. . . . John M. Clifford, ex-RCA Victor personnel director, elected to new position of NBC v.p. in charge of personnel; George D. Matson, NBC operations analyst, promoted to asst. treas. . . . Norman Knight, ex-sales v.p. of *Sponsor Magazine*, replaces Richard E. Jones as mgr. of WABD, New York . . . Paul A. Rosen, ex-DuMont Network talent procurement mgr., named asst. to CBS-TV business affairs director Merritt H. Coleman . . . Arthur Stambler, legal asst. to FCC Comr. Frieda Hennock, joined Washington law firm of Scharfeld, Jones & Baron June 11, was succeeded by Samuel B. Groner, ex-Justice Dept. . . . Fred Kilian resigns as WBKB program mgr., Edward Horstman quits as chief engineer, latter succeeded by Wm. Kusack; John Fitzpatrick named production mgr., replacing Monte Fassnacht, resigned, in wake of ABC-TV reshuffle (Vol. 9:23) . . . Burr Lee, ABC Radio central div. program mgr., also resigns, replaced by Maury Murray . . . Mark Bullock, ex-chief engineer, KFAB, Lincoln, Neb., joins Continental Electronics Mfg. Corp. in charge of AM & TV transmitter design . . . Stuart D. Ludlum, ex-McCann-Erickson, named TV-radio director, C. J. La Roche & Co. . . . Henry G. Fownes Jr. promoted to TV-radio director, MacManus, John & Adams Inc. . . . Howard Connell, ex-Biow, named TV-radio v.p., Hewitt, Ogilvy, Benson & Mather . . . Walter C. Schier, ex-CBS, named TV-radio business mgr., Dancer-Fitzgerald-Sample . . . Robert Chambers, ex-Geyer, joins Lawrence C. Gumbinner Adv. as TV-radio copy & production asst. to Paul G. Gumbinner; Anita Wasserman named TV-radio traffic chief & asst. timebuyer . . . Bernard Eichwald, who handled Empire State TV installations, has formed Eichwald Assoc., 237 E. 39th St., specializing in design, engineering and construction of TV stations . . . Charles D. Bishop, ex-WJZ-TV, promoted to program mgr., WMAL-TV & WMAL, Washington, replaced as TV production mgr. by David M. Davis.

Jansky & Bailey Inc. is new name of Washington consulting engineer firm which incorporated June 1. With incorporation, members must resign from membership in Assn. of Federal Communications Consulting Engineers, by-laws of which prohibit membership from incorporated firms. Two firms were incorporated prior to Jansky & Bailey—Wm. L. Foss Inc. and Fred O. Grimwood Co.

Guide to TV production and programming, including tips on what performers should wear and do to take full advantage of camera angles, plus extensive glossary of TV terms, is contained in new 296-p. book, *The Television Manual*, by Wm. Hodapp, producer of NBC-TV's *American Inventory*. It's published by Farrar, Straus & Young.

Transcripts of all programs would be required to be kept by all TV-radio stations by bill (S. 2125) introduced June 11 by Sen. McCarthy (R-Wis.), but exact form of transcripts—written or recorded or both—would be left to FCC regulations.

Wilfred M. Masters retires July 1 as chief engineer, AT&T Long Lines Dept. for eastern area, succeeded by Walter K. MacAdam, ex-Denver div. plant supt.

**D**EDICATION of educational TV's first station, KUHT, Houston (Ch. 8) June 8—enlivened by fire in audience and temporary failure of output modulator—turned out to be tribute to Dr. W. W. Kemmerer, president of licensee U of Houston, who's retiring Sept. 1 after spark-plugging drive for station. Fire turned out to be only trash blaze, and transmitter difficulty was solved when station engineer W. T. Davis kicked it, amid laughter and wide applause.

Tributes to Dr. Kemmerer came from H. R. Cullen, chairman of university's board of regents and philanthropist whose gifts made station possible, and FCC Comr. Hennock, who astonished audience by removing her shoes and delivering principal address in stocking feet—episode that got big play in *Houston Post*. Her speech was chiefly rehash of her previous utterances, declaring "we're winning the battle for educational TV so rapidly it's thrilling."

Among other educational TV developments this week: (1) Alabama legislature appropriated \$500,000 to help finance proposed educational station at Birmingham (Ch. 10) and at U of Alabama (Ch. 7). (2) Dr. Harry K. Newburn, U of Oregon president, appointed director of Educational TV & Radio Center, 231 S. La Salle St., Chicago, proposed program center. (3) House turned down President Eisenhower's request for \$400,000 for educational station (Ch. 26) sought by Washington board of education, paving way for application for channel by non-profit Greater Washington Educational TV Assn. Inc. (4) Florida legislature appropriated \$20,000 for statewide educational TV survey.

First full-scale TV Code report by NARTB's TV Code Review Board will be issued in September, titled *A Report to the People of the United States* and including case histories with principals' names deleted and list of Code subscribers. Comprehensive report will be sent to legislators, citizen groups, govt. agencies, and will be made available to general public. Chairman John Fetzer, WKZO-TV, Kalamazoo, commented: "It will reveal the success we have had as well as the problems and we believe will indicate the direction of future development." At June 10 meeting, board also warned stations about "bait" advertising, calling attention to Code provision which specifies that stations should refuse advertising which owner suspects is illegal or objectionable.

Complaints over "noise level of commercials" are among most frequent he receives, says columnist John Crosby, who charges TV-radio stations constantly violate FCC rules by turning up gain when commercials are read. Curtis Plummer, chief of FCC Broadcast Bureau, and Cyril Braum, chief of TV Div., seemed surprised, said it's an old complaint about which they've heard little in recent years. They say that it's extremely difficult to track down such violations of FCC rules on signal modulations; that it's not always easy to tell if violation is taking place; that it's even harder to tell if it's willful.

NBC-Northwestern U's Radio-Television Institute, offering summer session of intensive advance training, starts in NBC's Chicago studios June 22 to run through Aug. 1. New York U's summer workshop, largely on TV, begins 18th season June 29, also for 6 weeks, drawing heavily on stations and agencies and directed by Robert Landry, ex-CBS-TV and now publishing the newsletter *Space & Time*.

Bibliography of TV-radio books and magazine articles between Jan. 1, 1949 and June 30, 1952, has been published by National Assn. of Educational Broadcasters, Urbana, Ill. Handy 129-p. book, available from NAEB, was edited by Burton Paulu, NAEB v.p., mgr. of U of Minnesota's KUOM.



**Station Accounts:** How a Mexican border station, with audience almost entirely in U. S., is going to town commercially, is disclosed in first quarter commercial report of XELD-TV, Matamoros (Ch. 7), across Rio Grande from Brownsville, Tex., serving rich Rio Grande Valley since Sept. 1951. It shows 16 CBS, 11 NBC, 5 ABC kines of network shows on regular schedules, 18 national spot accounts, 46 local advertisers (drawn from Brownsville, Harlingen, McAllen, Edinburg, Alamo, Weslaco and other communities). Among national spot users on station—owned mainly by combined Azcarraga-O'Farrill interests, managed by ex-San Antonio broadcaster Monte Kleban (who headquarters in Mexico City), operated locally by Bert Metcalf and represented nationally by Adam Young: Beaute Vues Corp. (Neutritonic), thru Hixon & Jorgenson; J. Strickland & Co. (Royal Crown Hair Dressing), thru Charles Crosson & Co.; Alka-Seltzer, thru Geoffrey Wade Adv.; Folger Coffee, thru Grant Adv.; Duncan Coffee, thru Tracy-Locke Co.; O'Henry, Bulova, Humble Oil, Oxydol, Kools; also Falstaff, Pearl, Jax, Southern Select, Grand Prize, Lone Star & Miller's High Life beers . . . Big TV-radio set makers planning heavy use of TV-radio spot this fall and winter to promote conversions to uhf; some will also devote time to telling "truth about color TV" . . . Hawley & Hoops Inc. (M&M candy) plans sponsorship of filmed puppet program *Johnny Jupiter* in more than 50 markets next fall, thru Wm. Esty, N. Y.; program has been live sustainer on DuMont's WABD since March . . . Ansco div. of General Aniline & Film Corp. using TV in 14 markets to promote color film, thru Biow . . . Gray Mfg. Co., Hartford, for its Audograph Electronic Soundwriter, is providing its 200 distributors with one 60-sec. and three 20-sec. test spots filmed by Alexander; claims to be first in field (others: Dictaphone, Edison, Soundsciber) to try TV . . . Channel Master Corp. (TV antennas) launches local cooperative campaign, using six 90-sec. film spots, thru Duso Adv., Ellenville, N. Y. . . General Mills sponsoring testimonials to Wheaties by Cincinnati Reds players, filmed by Crosley subsidiary Mt. Olympus Films for showing on its 4 stations . . . Warner Bros., for new movie *The Beast from 20,000 Fathoms*, using 91 participations, 20-sec. spots and station identifications on WCBS-TV, New York, in short-term saturation campaigns running June 15-24 and July 6-9, thru Blaine Thompson Co., N. Y. . . Among other advertisers reported using or preparing to use TV: Hill Packing Co. (Hills Gold Label dog food), thru Comer & Reams, Kansas City; Artra Cosmetics Inc. (Imra cream depilatory), thru Grey Adv., N. Y.; Servel Inc. (refrigerators), thru Hicks & Greist, N. Y.

Unique rate card being offered by Houston's upcoming uhf KNUZ-TV (Ch. 39), which first reported July 4 debut and is now scheduled for sometime in August, bases rates on number of sets-in-use capable of getting Ch. 39, begins with Class A hourly rate of \$110 & min. rate of \$22 for 10,001-11,000 sets-in-use, goes up \$10 per hour and \$2 per min. for each additional 1000 sets. After count of 35,000, regular rate card will quote Class A hour of \$350, min. \$70. Station will share same tower with KUHT (Ch. 8, educational) which began operation May 8. Forjoe will be rep.

"NBC Commercial Film Standards Booklet"—comprising up-to-date specifications for producing everything from 10-sec. spots to film programs—has been mailed to agencies, film producers & stations. Compiled by film operations supervisor Stan Parlan, it's designed to relieve need for expensive revisions of overlong film commercials.

Tide Magazine, published fortnightly, was sold this week to Billboard Publishing Co., publishers of *Billboard* and *Vend*, will continue with same staff and same format as division of Billboard company.

**Network Accounts:** Lever Bros. Co. (Shadow-Wave home permanent) sponsoring 10-min. segment of *Saturday Night Revue*, summer replacement for *Your Show of Shows*, started June 6 on NBC-TV, Sat. 9-10:30 p.m., thru McCann-Erickson; others signed are S.O.S. Cleanser, Benrus Watch, Griffin Shoe Polish & Bendix Div. of Avco . . . Duffy-Mott Co. Inc. (apple juice) buys *Jamie*, starting Sept. 14 on ABC-TV, Mon. 7:30-8 p.m., thru Young & Rubicam; program stars child actor Brandon de Wilde and it's first one sold from showcase series *Plymouth Playhouse*, formerly *ABC Album* . . . Philip Morris starts drama series *Pentagon Confidential* Aug. 6 on CBS-TV, Thu. 10-10:30 p.m., thru Biow . . . Revlon Products Corp. (lipstick), which last week bought Sat. 10:30-11 p.m. on CBS-TV (Vol. 9:23), starts *Revlon Theatre* June 23 on NBC-TV, Tue. 8-8:30 p.m., thru Wm. Weintraub . . . Procter & Gamble (Tide) to sponsor Tue.-Wed.-Fri. portion of *On Your Account*, starting July 1 on NBC-TV, Mon.-Fri. 4-4:30 p.m., thru Benton & Bowles . . . U. S. Rubber Co. (Keds play shoes) buys 5 participations per week for 4 weeks on *Today*, starting June 15 on NBC-TV, Mon.-Fri. 7-9 a.m., thru Fletcher D. Richards . . . Reardon Co. (paints) buys 3 participations per week for 4 weeks on *Today*, starting Sept. 8 on NBC-TV, Mon.-Fri. 7-9 a.m., thru Krupnick & Assoc. . . Scott Paper Co. plans to buy weekly, instead of current alt.-week, sponsorship for *Scott Music Hall*, starting next fall on NBC-TV, Wed. 8:30-9 p.m., thru J. Walter Thompson . . . General Foods (Instant Maxwell House Coffee & Gaines Dog Food) replaces *Red Buttons Show* during summer with panel program *Masquerade Party*, starting June 22 on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Longines-Wittnauer drops *Chronoscope* after June 19 on CBS-TV, Mon.-Wed.-Fri. 11-11:15 p.m.; agency is Victor A. Bennett . . . Chesterfield to simulcast *Perry Como Show*, now on CBS-TV, Mon.-Wed.-Fri. 7:45-8 p.m., on MBS, starting Aug. 31, thru Cunningham & Walsh.

Tie-up between Skiatron Subscriber-Vision and Western Union—in the event FCC approves subscription TV—has been discussed by officials of the 2 companies. As explained by Skiatron president Arthur Levey at press conference June 9 preceding first public demonstration of Subscriber-Vision, WU would handle all billing and applications for the subscription TV service. Western Union officials told us "the plans were merely discussed—there'll be nothing definite until FCC gives its approval." Levey also disclosed these plans—all dependent on FCC, of course: (1) Subscribers would be charged monthly minimum fee, probably about \$10, to cover programming and help amortize cost of decoding device (\$50-\$100). (2) Program fees would vary widely, but would be reduced as number of subscribers increased. (3) In New York area, Skiatron would be prepared to start when it had total of 100,000 subscribers, offering about 3 subscription programs a week. Skiatron would buy time on stations.

Campaign for nighttime spot radio as "an even better advertising value than the early morning hours" has been launched by Blair rep firm, on basis of survey of radio stations it represents in top TV markets. Survey showed that radios-in-use from 6-9 p.m. were 5-125% higher than 6-9 a.m., Pulse program ratings 9-15% higher, listeners-per-set 6-28% higher.

Blow at smuggling TV sets was struck this week by Cuban Govt., which issued regulations requiring dealers to purchase receivers only from authorized distributors franchised by U. S. manufacturers. It's estimated 20,000 of 100,000 sets in Cuba are there illegally.

Alfred Weedon Hall, 60, who in the '20s aided C. S. Franklin in developing Marconi shortwave beam system, died in England last month.

**L**IFE EXPECTANCY of community antenna systems will probably remain controversial subject for several years—until rate of new TV station construction has passed its peak and the economics of station operation indicate more clearly just how much “free” TV service the nation’s small communities will get. However, two basic opinions of community operators were quite evident to us as we attended one-day June 8 annual meeting of National Community TV Assn. in New York:

(1) People in great many towns will always be willing to pay for programs provided by wired TV—because they will never receive enough free signals.

(2) A substantial, if short-term, profit may be realized in other communities where people will eventually get enough free TV to drop their wired service—simply because it will take several years for station construction to catch up with them.

Indicative of those calculations is fact that new operators are popping up every day; that experienced operators are expanding into additional towns; that really big money—including some top Wall St. investment firms—is moving in fast. [We’ll have complete up-to-date directory of systems in operations or planned in our July 15 *TV Factbook No. 17*].

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Tax and depreciation questions remained among most important at meeting. Though Internal Revenue has clamped 8% excise on systems (Vol. 9:23), operators are still getting some good breaks. Customer’s installation payment, usually \$125, is treated as “capital contribution,” not counted as income, therefore not subject to income tax. And operator’s depreciation rate is being accepted by Internal Revenue unless it’s completely outlandish.

Net effect of these advantages is that cost of building system is written off quickly, frequently within 2 years. Of course, there’s strong element of equipment obsolescence offsetting those advantages to some degree.

Advent of new stations does have its impact, no question about it, but there’s no evidence yet that it has been crippling anywhere. Operator from Harrisburg, for example, told group that rate of adding new subscribers slowed almost to a halt as date neared for WHP-TV to begin operations. It picked up later, however, when people found they still wanted choice of programs provided by community system. Others reported similar experiences. Many believe, in fact, that one local signal is just as good as none for promoting subscriber sales—since it “whets their appetites.”

Another factor commonly regarded as powerful “dark horse” is pay-as-you-look service. Since FCC approval isn’t required, subscription TV may be inaugurated any time operator chooses to do so and equipment is available.

Paramount’s International Telemeter Corp. is building community system in Palm Springs, Cal., primarily for purpose of exploiting its coinbox method. And company’s Dr. Louis Ridenour told meeting that “Telemeter is willing to offer financial support on reasonable terms to the local group desiring to install a community system, providing such action will advance the cause of pay-as-

you-see TV.” Plenty of others in the community business, including the most active, are seriously considering subscription idea. Telemeter’s results in Palm Springs, with service starting in October, may be deciding factor.

Attitudes of originating stations, ASCAP and unions were of considerable concern to operators. John Leitch, engineering v.p. of WCAU-TV, Philadelphia, said that stations are generally happy with anything that increases audience. On other hand, Wm. Daniels, prospective community operator in Casper, Wyo. and other towns in mountain states, reported that one Denver station says it won’t authorize pickups of its signals.

Subject is complicated and delicate one, and courts have yet to rule on property rights involved. Leitch said lawyers’ opinion is that stations can control use of their signals. ASCAP and unions haven’t bothered community operators or originating stations because they’re still too small.

Boosters and satellites were also on operators’ minds. NCTA president Martin Malarkey reported that he saw WSM-TV’s Lawrenceburg, Tenn. experimental booster in operation (Vol. 9:15) and that it works well. He thought, however, that an originating station would find it uneconomical to build boosters for all the towns wanting service.

Crux of booster situation is interference, since they operate on same channel as originating station. Will they disrupt FCC’s carefully protected allocation plan? Commission still isn’t satisfied that they won’t. Satellites present different situation. They would operate on uhf frequencies, offer no interference problem. But Commission won’t hurry to authorize satellites until it’s sure that regular stations won’t need the uhf channels. FCC is bound to give prospective uhf applicants plenty of time to decide whether to build before it would turn channels over for satellite use. This may take years.

Use of microwaves to bring better signals to community systems didn’t get the attention it merits in view of numerous plans to use them. It’s expected FCC will allow some use of microwave for this purpose—but not enough. Consulting engineer Dr. Frank Kear, who moderated technical clinic, suggests that manufacturers may develop good market by perfecting multiplexing techniques to provide maximum number of signals in minimum spectrum space.

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Veterans of old NAB and RMA wars of 20-30 years ago probably would have chuckled over pulling and hauling that went on at meeting. There was a rough fight over presidency, but Malarkey, who operates system in Pottsville, Pa., was elected to third term. Other officers: Gerard B. Henderson, Carmel, Cal., v.p.; Claude E. Reinhard, Palmerton, Pa., secy.; Wm. J. Calsum, Schuylkill Haven, Pa., treas. NCTA membership has increased from 35 to 63 in last year. June 8 meeting drew about 200 attendees.

In-fighting among equipment makers was something to watch, too. Each was busily running down his competitors, and charges of “design piracy” were bitterly thrown.

Experimental satellite on Ch. 13 to serve Elkins, W. Va. was requested this week by Elkins TV Assn., 220 Davis Ave. Group proposes to use 10-watt transmitter to rebroadcast programs of WDTV, Pittsburgh. Non-profit group, planning to spend \$4000 on project, is headed by James K. Phares, technician employed by W. Va. Dept. of Public Safety. Group will probably have tough time getting go-ahead because FCC is becoming more and more fearful that such operations encourage sale of sets—putting pressure on FCC to make such satellites commercial.

Emilio Azcarraga’s XEQ-TV, (Ch. 9), outside Mexico City at Cortez Pass on slopes of Mt. Popocatepel, is throwing good pictures consistently as far as Vera Cruz, 200 mi. away, reports DuMont international div., which installed the 14,000-ft. high transmitter.

Regulation of spurious emissions of TV transmitters, proposed by FCC last year (Vol. 8:48), was finalized this week. Commission won’t require existing stations to comply with new standard for one year, but new stations must comply from start. Order is Public Notice 53-716.



**COLOR TV AT THE CONSUMER LEVEL—WHEN?** From one of the master merchandisers of the industry -- Philco -- this week came still another appraisal of color television and when it can be expected as a reality for the American home.

Philco's topkicks were analyzing the facts, as they see them, for their 150 distributors and some 7500 dealers gathered in Atlantic City for a convention and preview of company's new TV-radio lines (see Topics & Trends, p. 12).

Adding Philco's thinking to recent color estimates by RCA's Gen. Sarnoff and NTSC's Dr. Baker, which we published as Special Reports May 2 & May 30, plus strong statements by Admiral's Ross Siragusa and Dr. Allen B. DuMont (Vol. 9:19), we pretty well get the whole story of what is expected next few years by the men who will make and merchandise color TV.

First, Philco president Wm. Balderston told closed meeting of distributors June 7 that mass marketing of color sets "must await the development of a new low-priced color tube even when and if the Govt. approves standards for a compatible color system." Present tubes, said he, are too expensive for mass buying.

He predicted no volume sales of color sets before 1956 -- "at least" -- which isn't far off what Sarnoff and Baker have indicated. Then he aimed this thrust:

"I am sure that no amount of pressure from any one company anxious for commercial gain or anxious to grab the limelight will persuade the FCC to short circuit the final field tests of the NTSC. To do so might jeopardize the entire future of color TV. The system which finally is approved will be the result of splendid cooperation by the nation's best TV engineers representing all companies in the industry -- and not the result of the research or inventions of any single company."

The allusions obviously were to RCA's leadership claims and announced intention of filing petition with FCC for new standards by July 1 (Vol. 9:21-23).

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Mr. Balderston then went on to detail his company's policy and plans with respect to color, leaving to exec. v.p. James Carmine to tell much the same story to the dealers at main convention session next day. Here's what Carmine said:

"In view of the rash of conflicting statements about color TV, it has become apparent that Philco, one of the real pioneers in this field, should state the full facts of the situation to clear the air and give our distributors, dealers and the public the whole truth on this vital subject.

"The setting of standards for color TV is an extremely serious matter. Once the standards are set, they cannot, for all practical purposes, be changed. You must be right the first time.

"So the National Television System Committee [NTSC] is now engaged in field testing a new color system. The FCC is fully aware of the activities of the NTSC and fully informed as to the present status of these tests.

"The NTSC expects to complete field tests by fall. We believe that in a matter of this importance the Commission will want to hold full public hearings, and we confidently expect it will approve the NTSC standards about the first of next year.

"The heart of a color TV set is the tri-color tube. So far, the color tubes that have been demonstrated, while they produce a satisfactory small picture, are extremely complicated and expensive to produce. They also are extremely hard to adjust and keep in adjustment. The big task now confronting the TV laboratories is a simplified, large-screen color tube that can be manufactured at reasonable cost.

"It is our considered opinion that lower-priced color receivers cannot be made available to the mass of TV buyers until the simplified, lower-cost picture tube now in the research stage can be fully developed. Such a tube cannot be counted on in the color TV timetable before 1956 or 1957."

It's just plain "nonsense" to talk about "color TV by Christmas," Carmine

here interpolated. If, as he confidently expects, the FCC will approve NTSC by end of this year, we can look for a "trickle" of experimental color receivers available in the last quarter of 1954, he reckoned. In 1955, he said, "there may be a pilot line production of sets -- enough to sample the leading dealers of the country."

"What we mean by mass production cannot be accomplished before 1956, if then," he continued. "And the lowest price at which this color set with a 14-in. picture can be put on the market will be \$800 to \$1000. Early color TV sets will be at least double the price of present black-&-white receivers, and it may take years to bring the cost down to within 50% of comparable black-&-white receivers.

"So," Carmine concluded, "you can see that from a selling and merchandising standpoint, color TV is still 2½ or 3 years away."

**TRADE HOPES HIGH IN WAKE OF CONVENTIONS:** More details on new models, including some last-minute price revisions and additions, embellished with more statements of reassurance about the present and optimism for future, came out of backwash of the Big 3 conventions to give industry healthy outlook. Significant developments:

(1) Philco exec. v.p. James H. Carmine said his company is now producing at rate of 1,000,000 sets a year, with TV orders double those at midyear convention year ago. Then he commented: "If the way our dealers are buying merchandise is any indication, 1953 will be about the biggest year in history."

(2) Admiral's Ross Siragusa, amplifying his prediction of 1,000,000 output and sales this year (Vol. 9:23), said rising costs warrant retail price increases of \$25-\$50 but that Admiral wasn't raising prices of any models at this time.

(3) RCA Victor v.p. Henry Baker said his line should please the most discriminating dealer. "We know some dealers will not feature all of the models in the new RCA line, but with 3 separate groups to draw from, they can stock sets of the price, style and size best suited to their particular market needs," he declared.

[For Carmine's remarks on color, see p. 9; for story on Philco's spectacular convention, featuring gala ice show, see Topics & Trends, p. 12.]

Philco took occasion of convention to announce last-minute price reductions on 2 models: 17-in. walnut plastic table model, cut from \$200 to \$180; 21-in. mahogany metal table model, down from \$260 to \$250.

RCA also belatedly announced additions to line: Craig, 17-in. ebony table model \$180; Barton, 21-in. ebony table \$230; Cameron, 21-in. maroon table \$240; Lawrence, 21-in. full-door mahogany AM radio-3 speed phono combination \$525, oak \$550; Montgomery 21-in. full-door mahogany or walnut AM-FM 3-speed phono \$595; Rutherford, 21-in. full-door mahogany AM-FM 3-speed phono \$595, de luxe model \$795.

For full lines of Big 3, as released last week, see p. 11, Vol. 9:23; for new Zenith line, introduced at distributors meeting in Chicago June 12, see p. 12.

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Details of production and models were presented by top executives, all of them particularly solicitous of dealers. Philco v.p. Fred Ogilby revealed that markups to dealers have been increased average 3% for all 21-in. sets selling over \$400. He said some of 47 models in new line have been in production since April 1 and all will be on assembly lines by Aug. 1.

Admiral v.p. W.C. Johnson said its 17-in. \$160 ebony plastic table model would be offered only through August as summer "leader". After that, it will be equipped with all-channel tuner and retained as \$200 item; on all other models, all-channel continuous tuner will be optional at \$50 extra.

He traced extraordinary popularity of Admiral's two 21-in. mahogany plastic table models at \$200 & \$220, said that when company first started producing them with only one mold output was only 5000 a month. At the present, it's turning out 26,000 a month, divided about 50-50, and by Sept. 1 it should rise to 31,000.

"The dealer will decide what percentage of production will go into each set," he said. "We will make all of them at \$200 if that is what the dealer wants."

Baker also made big pitch for dealers' viewpoint, declaring RCA's 25-model Rotomatic line "is intended to provide dealers with style and price ranges wide



enough to meet every consumer requirement. The wide choice of models in the middle and low-price brackets will give strength to dealers' competitive positions."

And Carmine, while throwing bouquets to dealers, gave NARDA's crusade for shorter lines new emphasis with remark: "Perhaps the time has come, and Philco will be glad to see it come, when the retailer has to be more selective about the number of lines he carries on his floor. Perhaps the secret of profit this fall is to concentrate on the brands with the public demand and a reputation for quality."

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TV's favorable position in first 4 months of year is reflected in RTMA data released this week showing retail sales of 2,100,620 sets in that period compared to 1,593,484 in same 1952 period. This despite downturn in April, when only 319,721 TVs were sold, compared to 603,704 in March. Seasonal lag was also reflected in scattered but consistent reports this week of poor retail sales in New York, Chicago and Los Angeles, where "bait" advertising was reported prevalent. In Atlanta and Cincinnati first dealer comments that color talk was hurting sales were reported.

Seasonal slump also hit TV production, which totaled 97,920 (4924 private label) week ended June 5, lowest of year. It was down from 99,580 preceding week and 132,730 week ended May 22. Radio production totaled 270,398 (124,064 private), up from 267,744 week ended May 29 but down from 294,688 week ended May 22. Week's radios: 67,881 home, 57,214 portable, 30,495 clock, 114,808 auto.

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**Trade Personals:** Robert W. Galvin, Motorola exec. v.p., elected trustee of Illinois Institute of Technology . . . Robert C. Sprague, chairman, Sprague Electric Co. and ex-RTMA pres., elected to board of trustees of Mt. Holyoke College . . . Dr. Wm. R. Burwell, vice chairman of Clevite Corp. and pres., Brush Electronics Co., named to board of directors of Stanford Research Institute . . . Eugene W. Ritter, Westinghouse v.p. in charge of its tube div., elected to board of trustees of Elmira College . . . A. Cameron Duncan, ex-renewal sales mgr. of RCA radio batteries, appointed mgr. of merchandise operations, RCA Victor home instrument dept. . . . James L. Von Harz, from sales dept., detailed by Oak Mfg. Co. to take charge of new 15,000-sq. ft. plant in Elkhorn, Wis., to be opened next month—company's 4th, others being 2 in Chicago, one in Crystal Lake, Ill. . . . Eugene M. Keys, exec. v.p., promoted to president, Edwin I. Guthman Co., Chicago (coils), succeeding late Mr. Guthman . . . Martin Bettan, sales & engineering dir., Radio Merchandise Sales, elected president, Antenna Manufacturers Assn.; Ben Snyder, Snyder Mfg. Co., v.p.; Edward Finkel, JFD, secy.-treas. . . . J. J. Lieske Jr., ex-Hammond, Ind. mgr., Graybar, appointed Washington mgr., replacing F. F. Jaspersen, now Philadelphia district sales mgr.; D. E. Clisbee succeeds Lieske at Hammond . . . Arthur C. Jordan, ex-Thor Corp., named Philadelphia district mgr., Arvin TV-radio div.; Wm. F. O'Brien, ex-Crosley, appointed Boston mgr., replacing Ben Jones, now regional sales mgr.; Gordon B. Sutton named Minneapolis mgr. . . . Richard Scott named asst. eastern mgr., RCA Victor, replacing Martin F. Bennett, now west coast mgr. . . . Ross Mason, ex-adv. mgr. of Wm. E. Phillips Co., Los Angeles, named adv. mgr., Pacific Mercury TV, succeeding Jim Brent, now with Brent & David Machine Co. . . . Aaron F. Bowser promoted to Buffalo district sales mgr., Syl-  
vania TV-radio div.

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Jackson Electronics & Television Corp., with ex-Jackson Industries pres. David Krechman as head, will be name of new company producing private label TVs, radios, phonos and military electronics equipment. Sam Poncher, pres. of Newark Electric Co., Chicago, is v.p. & secy. Assets of bankrupt Jackson Industries (Vol. 9:12,18) were acquired recently by Chicago auctioneering firm from which Krechman group regained control of plant at 500 E. 40th St., Chicago.

Color demonstration for Senate Commerce Committee, long expected, has been set by RCA for 1:30 p.m. June 22 in Washington's Sheraton Park Hotel (formerly Wardman Park). It will be closed-circuit from New York, same show as that seen by House Committee, press, NTSC, manufacturers, broadcasters (Vol. 9:16,21,22). Another large group, comprising some 300 TV broadcasters and CP-holders, including non-NBC affiliates, plus contingent of consulting engineers, attended demonstrations June 11 in NBC's Centre and Colonial Theatres in New York. RCA officials told group they would receive complete story on equipment availability and costs in 10 days or so. Emphasizing spreading interest in color on part of all set makers, Hoffman Radio Corp. announced appointment of Dr. Willard Geer as color TV consultant. He's inventor of a tri-color tube, figured in 1949-50 color hearings. Dr. Allen DuMont reiterated plans for fall demonstration of 3-D color (Vol. 9:19), in June 12 address to N. Y. State Society of Professional Engineers. He said he believes 3-D black-&-white sets can be built more cheaply than color.

Shipments of TVs to dealers totaled 2,452,508 in first 4 months, when production was 2,827,821, according to RTMA's state-by-state and county-by-county tables released this week and available on request. It compared with shipments of 1,564,516 first 4 months of 1952, when production was 1,647,709. Every state shared in shipments, New York leading with 231,998; Pennsylvania second, 223,439; California third, 171,326. Montana, still without TV service, trailed with 300. For April alone, TV shipments totaled 392,492, compared with 711,838 in March and 287,004 in April 1952.

Federal Trade Commission this week promptly complied with request by National Electronic Distributors Assn. for bill of particulars on FTC complaint of April 13 charging it with conspiracy to create monopoly in sale of TV-radio electronics parts (Vol. 9:16). FTC attorney Paul Randall Dixon set forth undisclosed details of complaint in letter June 11 to trial examiner Frank Hier in response to affidavit from L. B. Calamaras, NEDA exec. v.p., that complaint is so vague proper legal answer cannot be prepared.

Bendix, Transvision Inc. and Sheraton this week announced they're introducing new coin-operated TVs; Bendix will show at Chicago Furniture Mart, Sheraton at NAMM show.

**Topics & Trends of TV Trade:** Sheer coincidence, perhaps, but day after Philco's fantastic Atlantic City "sales convention"—a 3-hour ice extravaganza featuring troupe of more than 100 skating stars who "introduced" Philco's TV-radio models on ice, literally—Motorola v.p. Edward R. Taylor made this remark to convention of National Sales Executives Inc. in same city June 9:

"When it comes to razzle-dazzle in sales meetings, some companies have gone about as far in that direction as good judgment allows. By going theatrical, you lose in sincerity. The central theme or carry-home point should not be subordinated to theatrics."

By contrast, he cited Motorola's "serious, hard-working meetings" held recently as 3-day workshops conducted by 4-man factory crews in 12 cities for some 650 wholesale salesmen. They embraced lectures, study assignments, panel discussions and, for diversion, true-or-false quizzes and Keno games based on marketing problems.

But as far as some 7500 dealers who jammed grandstand around big ice rink on which Philco staged its show in Convention Hall were concerned, Taylor's words would have fallen on deaf ears. We were there and can testify the dealers were literally bowled over—delighted by both the line and extraordinary way it was presented.

[For details of Philco's full line, see p. 11, Vol. 9:23; for related price changes announced at convention, see p. 10 this issue.]

Whole affair cost Philco and its distributors, who shared costs, a pretty penny—unofficially, about \$2,000,000 for ice show, Convention Hall and hotel displays, transportation, accommodations, etc. Philco did it up royally, placing its dealers in 26 top hotels, and claimed its convention was largest ever held in U S. by any industrial concern.

Extravaganza was masterminded by merchandising v.p. Ray George in collaboration with H. Pierson Mapes, James K. Martindale and John Maxwell, Hutchins Adv. Agency v.p.'s; Wm. Maxwell, Hutchins art chief; James Burton & Arthur Munn, *Philco TV Playhouse* producers. Business was restricted to the one show (except for many hotel room meetings of distributors with their respective dealer groups)—letting the delegates be on their own for rest of their all-expenses-paid 3-day splurge.

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**Distributor Notes:** RCA Victor Distributing Corp., Detroit, promotes Walter C. Rose, ex-sales mgr. of instrument dept., to v.p. & gen. mgr. of Buffalo & Rochester, N. Y. div.; he's replaced by Clarence Malin, ex-sales supervisor, Chicago div. . . . Harper-Meggee Inc., Seattle (RCA) announces resignation of president E. S. Carter, sales mgr. B. C. McIlroy and operations mgr. W. R. Johnson, who merged to form Seattle distributorship of Carter-McIlroy-Johnson Inc., headed by Mr. Carter, TV lines to be announced later . . . CBS-Columbia appoints Igoe Bros. Inc., Newark; Graybar, Mobile, Ala. . . . Bendix Radio appoints National Telco, Omaha, for its first coin-operated TV sets . . . Raytheon appoints Higgins Distributing Co., Baltimore . . . Hoffman Radio Sales Corp. of Missouri appoints James Crowe, ex-Hallicrafters, as St. Louis sales mgr. . . . Capehart-Farnsworth appoints Meletio Electrical Supply Co., Dallas (Alex Meletio Sr., pres.) . . . N. C. Teakle Inc., Fresno (Pacific Mercury) appoints John Chadwell, ex-Leo J. Meyberg Co. (RCA), as sales mgr.

Labor peace at GE seemed virtually assured, at least for another year, as result of statement by IUE president James B. Carey that GE's offer this week of 3% general wage increase to 100,000 employes "looks like the basis for a settlement." Months-long negotiations were interrupted by costly 8-week strike at Syracuse plants which ended last week (Vol. 9:23).

**Z**ENITH broke with its long-standing tradition in presenting all-channel continuous tuner as optional equipment, at \$50 extra, on its 48 new TV models introduced at distributors convention at Chicago's Drake Hotel, June 11-12. It's first time Zenith has introduced all-channel tuning, though it continues to offer strips as well. In its ad campaigns, Zenith has consistently played down all-channel tuning.

Zenith also introduced 24-in. models, joining Admiral and Philco (Vol. 9:23), leaving RCA as only major manufacturer not producing 24-in. Other features of line include "Cinebeam" improved aluminized tube on 20 models, "bandshell" retractable speaker & "spotlight" dial. At top of line is de luxe 27-in. cherry combination, with remote control, at \$1250. Following is full line (prices rounded):

*Table Models:* 17-in. mahogany \$200 & \$230, blonde \$210 & \$240; 21-in. mahogany \$240, \$260, \$280 & \$290, blonde \$270, \$290 & \$300.

*Consoles:* 17-in. mahogany \$270; 21-in. open face walnut \$300, mahogany \$310, \$330, \$370 & \$400, blonde \$320, \$350 & \$390, cherry \$390; 21-in. full-door mahogany \$400 & \$450, copper tone mahogany \$410, blonde or cherry \$470, walnut \$490, ebony unpriced; 24-in. open-face mahogany \$460 & \$500, blonde \$500; 24-in. full-door mahogany \$550, blonde \$570; 27-in. full-door mahogany \$600 & \$675, blonde \$625 & \$695.

*Combinations:* 21-in. walnut \$400, blonde \$430 & \$695, mahogany \$420, \$550 & \$650; 24-in. mahogany \$795, cherry \$850; 27-in. cherry \$1250.

Also introduced were 4 high-fidelity radio-phonos (3 consoles and one table model) ranging from \$150 to \$340, and 2 "chairside" combination consoles at \$300 & \$320.

**Merchandising Notes:** Philco adv. v.p. John Gilligan told Atlantic City convention that 1953 advertising expenditures of all kinds on all Philco products will exceed \$50,000,000. Promotion gimmicks at convention included: Raffle of MG roadster, won by Virginia Beach (Va.) dealer E. W. Murden; giveaways of "musical compacts" with TV orders, to take home to wives, as well as free sun caps and "prismatic pencils"; offers of "baker's dozen" or 13 personal portables (list price, \$32.50) for every 12 ordered, the odd one delivered on spot to obviate shipping back the hundreds displayed at convention . . . Admiral's 20-page insert on its new line, with covers in color, on June 11, was largest single ad *Retailing Daily* has ever published . . . Emerson schedules "most elaborate distributor convention in its history" at New York's Plaza Hotel, June 29-July 1, for introduction of new line . . . GE tube dept. is questioning 40,000 service dealers to ask "how's business" and hopes thereby to figure out what "average" one does or should do . . . DuMont's new Picture Tube Data Chart, 8th Edition, listing complete specifications for more than 150 tubes of all manufacturers, printed on heavy stock so suitable for wall framing, now available from DuMont distributors . . . Meck drops 6 of own stores, retaining same number in Chicago, Detroit, Indianapolis, Pittsburgh, South Bend, Rockford.

Lush farm market is veritable gold mine for TV manufacturers, with farmers now enjoying record average annual income of \$7800, said Irving Rosenberg, DuMont tube operations director, in address prepared for delivery June 14 to industry group in E. Paterson, N. J. He cited govt. survey that 90% of nation's farmers have purchased at least one major electrical appliance (apart from farm machinery) in last 5 years. He said about 33% of nation's 5,000,000 farms now are within range of TV stations and by year's end there may be 50%.

Thomas D. Meola elected operations v.p., RCA Communications; John H. Muller elected N. Y. district v.p.; E. D. Becken named asst. v.p. & plant operations engineer.



Handy Reference Log of the 186

**Television Stations in Operation as of June 13, 1953**

(148 VHF and 38 UHF)

With Their National Sales Representatives

and

Supplemental List of New Stations Reported Due on Air During June or July

Radio station affiliations (if any) indicated in parentheses

For further details about these stations, consult latest *TV Factbook* with Weekly Addenda to date

**ALABAMA**

WAFM-TV, Birmingham (Ch. 13)—Birmingham News Co. (WAPI). Rep: CBS-TV Spot Sales.  
WBRC-TV, Birmingham (Ch. 6)—Storer Bcstg. Corp. (WBRC). Rep: Raymer.  
WALA-TV, Mobile (Ch. 10)—Pape Bcstg. Co. Inc. (WALA). Rep: Headley-Reed.  
WKAB-TV, Mobile (Ch. 48)—Pursley Bcstg. Service (WKAB). Rep: ForJoe.  
WCOV-TV, Montgomery (Ch. 20)—Capitol Bcstg. Co. (WCOV). Rep: Taylor.

**ARIZONA**

KTYL-TV, Mesa (Phoenix), Ariz. (Ch. 12)—Harkins Bcstg. Inc. (KTYL). Rep: Avery-Knodel.  
KPHO-TV, Phoenix (Ch. 5)—Meredith Engineering Co. (KPHO). Rep: Katz.  
KOPO-TV, Tucson (Ch. 13)—Old Pueblo Bcstg. Co. (KOPO). Rep: ForJoe.

**ARKANSAS**

KRTV, Little Rock (Ch. 17)—Rowley-Brown Bcstg. Co. Rep: Pearson.

**CALIFORNIA**

KMJ-TV, Fresno (Ch. 24)—McClatchy Bcstg. Co. (KMJ). Rep: Raymer.  
KECA-TV, Los Angeles (Ch. 7)—American Bcstg. Co. (KECA). Rep: Petry.  
KHJ-TV, Los Angeles (Ch. 9)—General Teleradio Inc. (KHJ). Rep: H-R Television Inc.  
KLAC-TV, Los Angeles (Ch. 13)—Dorothy Schiff (KLAC). Rep: Katz.  
KNBH, Los Angeles (Ch. 4)—National Bcstg. Co. Inc. Rep: NBC-TV Spot Sales.  
KNXT, Los Angeles (Ch. 2)—Columbia Bcstg. System Inc. (KNX). Rep: CBS-TV Spot Sales.  
KTLA, Los Angeles (Ch. 5)—Paramount Television Productions Inc. Rep: Raymer.  
KTTV, Los Angeles (Ch. 11)—KTTV Inc. Rep: Blair.  
KFMB-TV, San Diego (Ch. 8)—Wrather-Alvarez Inc. (KFMB). Rep: Branham (to be changed to Petry).  
KGO-TV, San Francisco (Ch. 7)—American Bcstg. Co. (KGO). Rep: Petry.  
KPIX, San Francisco (Ch. 5)—KPIX Inc. (KSFO). Rep: Katz.  
KRON-TV, San Francisco (Ch. 4)—Chronicle Publishing Co. (KRON-FM). Rep: Free & Peters.  
KVEC-TV, San Luis Obispo (Ch. 6)—Valley Electric Co. (KVEC). Rep: W. S. Grant Co.

**COLORADO**

KKTU, Colorado Springs (Ch. 11)—TV Colorado Inc. (KVOR). Rep: Hollingbery.  
KBTU, Denver (Ch. 9)—Colorado Television Corp. (KVOD). Rep: Free & Peters.  
KFEL-TV, Denver (Ch. 2)—Eugene P. O'Fallon Inc. (KFEL). Rep: Blair.  
KDZA-TV, Pueblo (Ch. 3)—Pueblo Radio Co. Inc. (KDZA). Rep: McGillivra.

**CONNECTICUT**

WICC-TV, Bridgeport (Ch. 43)—Southern Connecticut & Long Island Television Co. (WICC). Rep: Adam Young.  
WKNB-TV, New Britain (Ch. 30)—New Britain Bcstg. Co. (WKNB). Rep: Bolling.  
WNHC-TV, New Haven (Ch. 6)—Elm City Bcstg. Corp. (WNHC). Rep: Katz.

**DELAWARE**

WDEL-TV, Wilmington (Ch. 12)—WDEL Inc. (WDEL). Rep: Meeker.

**DISTRICT OF COLUMBIA**

WMAL-TV, Washington (Ch. 7)—Evening Star Bcstg. Co. Inc. (WMAL). Rep: Katz.  
WNBW, Washington (Ch. 4)—National Bcstg. Co. Inc. (WRC). Rep: NBC-TV Spot Sales.  
WTOP-TV, Washington (Ch. 9)—WTOP Inc. (WTOP). Rep: CBS-TV Spot Sales.  
WTTG, Washington (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Blair.

**FLORIDA**

WFTL-TV, Fort Lauderdale (Ch. 23)—Tri-County Bcstg. Co. (WFTL). Rep: Weed.  
WMBR-TV, Jacksonville (Ch. 4)—Florida Bcstg. Co. (WMBR). Rep: CBS-TV Spot Sales.  
WTVJ, Miami (Ch. 4)—Southern Radio & TV Equipment Co. Rep: Free & Peters.  
WSUN-TV, St. Petersburg, Fla. (Ch. 38)—City of St. Petersburg (WSUN). Rep: Weed.

**GEORGIA**

WAGA-TV, Atlanta (Ch. 5)—Storer Bcstg. Co. (WAGA). Rep: Katz.  
WLWA, Atlanta (Ch. 8)—Crosley Bcstg. of Atlanta Inc. Rep: Crosley Bcstg.  
WSB-TV, Atlanta (Ch. 2)—Atlanta Newspapers Inc. (WSB). Rep: Petry.

**ILLINOIS**

WBBM-TV, Chicago (Ch. 4)—Columbia Bcstg. System Inc. (WBBM). Rep: CBS-TV Spot Sales.  
WBKB, Chicago (Ch. 7)—American Bcstg. Co. (WENR). Rep: Blair.  
WGN-TV, Chicago (Ch. 9)—WGN Inc. (WGN). Rep: Hollingbery and WGN-TV Sales.  
WNBQ, Chicago (Ch. 5)—National Bcstg. Co. Inc. (WMAQ). Rep: NBC-TV Spot Sales.  
WEEK-TV, Peoria (Ch. 43)—West Central Bcstg. Co. (WEEK). Rep: Headley-Reed.  
WTVO, Rockford (Ch. 39)—Winnebago Television Corp. Rep: Weed.  
WHBF-TV, Rock Island (Ch. 4)—Rock Island Bcstg. Co. (WHBF). Rep: Avery-Knodel.

**INDIANA**

WTTV, Bloomington (Ch. 10)—Sarkes Tarzian Inc. (WTTS). Rep: Meeker.  
WFBM-TV, Indianapolis (Ch. 6)—WFBM Inc. (WFBM). Rep: Katz.  
WFAM-TV, Lafayette (Ch. 59)—WFAM Inc. (WASK). Rep: Rambeau.  
WLBC-TV, Muncie (Ch. 49)—Tri-City Radio Corp. (WLBC). Rep: Walker, N. Y.; Hal Holman, Chicago.  
WSBT-TV, South Bend (Ch. 34)—South Bend Tribune (WSBT). Rep: Raymer.

**IOWA**

WOI-TV, Ames (Ch. 4)—Iowa State College of Agriculture & Mechanic Arts (WOI). Rep: Weed.  
 WOC-TV, Davenport (Ch. 6)—Central Bcstg. Co. (WOC). Rep: Free & Peters.  
 KVTV, Sioux City (Ch. 9)—Cowles Bcstg. Co. (WNAX, Yankton, S.D.). Rep: Katz.

**KENTUCKY**

WAVE-TV, Louisville (Ch. 5)—WAVE Inc. (WAVE). Rep: Free & Peters.  
 WHAS-TV, Louisville (Ch. 11)—WHAS Inc. (WHAS). Rep: Harrington, Righter & Parsons.

**LOUISIANA**

WAFB-TV, Baton Rouge (Ch. 28)—Modern Bcstg. Co. of Baton Rouge Inc. (WAFB). Rep: Adam Young.  
 WDSU-TV, New Orleans (Ch. 6)—WDSU Bcstg. Corp. (WDSU). Rep: Blair.

**MAINE**

WABI-TV, Bangor (Ch. 5)—Community Telecasting Service (WABI). Rep: Hollingbery.

**MARYLAND**

WAAM, Baltimore (Ch. 13)—WAAM Inc. Rep: Harrington, Righter & Parsons.  
 WBAL-TV, Baltimore (Ch. 11)—Hearst Corp. (WBAL). Rep: Petry.  
 WMAR-TV, Baltimore (Ch. 2)—A. S. Abell Co. Rep: Katz.

**MASSACHUSETTS**

WBZ-TV, Boston (Ch. 4)—Westinghouse Radio Stations Inc. (WBZ). Rep: NBC-TV Spot Sales.  
 WNAC-TV, Boston (Ch. 7)—General Teleradio Inc. (WNAC). Rep: H-R Television Inc.  
 WEYN-TV, Holyoke (Ch. 55)—Hampden-Hampshire Corp. (WEYN). Rep: Branham.  
 WWLP, Springfield (Ch. 61)—Springfield Television Bcstg. Corp. (WSPR). Rep: Hollingbery.

**MICHIGAN**

WPAG-TV, Ann Arbor (Ch. 20)—Washtenaw Bcstg. Co. (WPAG). Rep: McGillvra.  
 WBKZ-TV, Battle Creek (Ch. 64)—Booth Radio & Television Stations Inc. Rep: Weed.  
 WJBK-TV, Detroit (Ch. 2)—Storer Bcstg. Co. (WJBK). Rep: Katz.  
 WWJ-TV, Detroit (Ch. 4)—Evening News Assn. (WWJ). Rep: Hollingbery.  
 WXYZ-TV, Detroit (Ch. 7)—WXYZ Inc. (WXYZ). Rep: Blair.  
 WOOD-TV, Grand Rapids (Ch. 7)—Grandwood Bcstg. Co. (WOOD). Rep: Katz.  
 WKZO-TV, Kalamazoo (Ch. 3)—Fetzer Bcstg. Co. (WKZO). Rep: Avery-Knodel.  
 WJIM-TV, Lansing (Ch. 6)—WJIM Inc. (WJIM). Rep: H-R Television Inc.  
 WKNX-TV, Saginaw (Ch. 57)—Lake Huron Bcstg. Corp. (WKNX). Rep: Gill-Perna Inc.

**MINNESOTA**

WFTV, Duluth (Ch. 38)—Great Plains Television Properties of Minnesota Inc. Rep: Adam Young.  
 KSTP-TV, Minneapolis-St. Paul (Ch. 5)—KSTP Inc. (KSTP). Rep: Petry.  
 WCCO-TV, Minneapolis-St. Paul (Ch. 4)—Midwest Radio-Television Inc. (WCCO). Rep: Free & Peters.

**MISSISSIPPI**

WJTV, Jackson (Ch. 25)—Mississippi Publishers Corp. Rep: Katz.

**MISSOURI**

KCTY, Kansas City, Mo. (Ch. 25)—Empire Coil Co. Inc.  
 WDAF-TV, Kansas City (Ch. 4)—Kansas City Star Co. (WDAF). Rep: Harrington, Righter & Parsons.  
 KSD-TV, St. Louis (Ch. 5)—The Pulitzer Publishing Co. (KSD). Rep: Free & Peters.  
 KTTS-TV, Springfield (Ch. 10)—Independent Bcstg. Co. (KTTS). Rep: Weed.

**NEBRASKA**

KFOR-TV, Lincoln (Ch. 10)—Cornbelt Bcstg. Corp. (KFOR). Rep: Raymer.  
 KOLN-TV, Lincoln (Ch. 12)—Cornhusker Radio & Television Corp. (KOLN). Rep: Weed.  
 KMTV, Omaha (Ch. 3)—May Bcstg. Co. (KMA, Shenandoah, Ia.). Rep: Petry.  
 WOW-TV, Omaha (Ch. 6)—Meredith WOW Inc. (WOW). Rep: Blair.

**NEW JERSEY**

WFPG-TV, Atlantic City (Ch. 46)—Neptune Bcstg. Corp. (WFPG). Rep: Pearson.  
 WATV, Newark (Ch. 13)—Bremer Bcstg. Corp. (WAAT). Rep: Weed.

**NEW MEXICO**

KOB-TV, Albuquerque (Ch. 4)—Albuquerque Bcstg. Co. (KOB). Rep: Branham.

**NEW YORK**

WNBF-TV, Binghamton (Ch. 12)—Clark Associates Inc. (WNBF). Rep: Bolling.  
 WBEN-TV, Buffalo (Ch. 4)—WBEN Inc. (WEEN). Rep: Harrington, Righter & Parsons.  
 WTVE, Elmira (Ch. 24)—Elmira Television. Rep: Forjoe.  
 WABC-TV, New York (Ch. 7)—American Bcstg. Co. (WABC). Rep: WABC-TV Sales in N. Y. (Petry outside N. Y.).  
 WABD, New York (Ch. 5)—Allen B. DuMont Laboratories Inc. Rep: Avery-Knodel.  
 WCBS-TV, New York (Ch. 2)—Columbia Bcstg. System (WCBS). Rep: CBS-TV Spot Sales.  
 WNBT, New York (Ch. 4)—National Bcstg. Co. Inc. (WNBC). Rep: NBC-TV Spot Sales.  
 WOR-TV, New York (Ch. 9)—General Teleradio Inc. (WOR). Rep: WOR Sales; H-R Television Inc. (West Coast).  
 WPIX, New York (Ch. 11)—WPIX Inc. Rep: Free & Peters.  
 WHAM-TV, Rochester (Ch. 6)—Stromberg-Carlson Co. (WHAM). Rep: Hollingbery.  
 WRGB, Schenectady (Ch. 4)—General Electric Co. (WGY). Rep: NBC-TV Spot Sales.  
 WHEN, Syracuse (Ch. 8)—Meredith Syracuse Television Corp. Rep: Katz.  
 WSYR-TV, Syracuse (Ch. 5)—Central N. Y. Bcstg. Corp. (WSYR). Rep: Headley-Reed.  
 WKTV, Utica (Ch. 13)—Copper City Bcstg. Corp. (WKAL, Rome, N. Y.). Rep: Donald Cook.

**NORTH CAROLINA**

WBT, Charlotte (Ch. 3)—Jefferson Standard Bcstg. Co. (WBT). Rep: CBS-TV Spot Sales.  
 WFMY-TV, Greensboro (Ch. 2)—Greensboro News Co. Rep: Harrington, Righter & Parsons.

**NORTH DAKOTA**

WDAY-TV, Fargo (Ch. 6)—WDAY Inc. (WDAY). Rep: Free & Peters.  
 KCJB-TV, Minot (Ch. 13)—North Dakota Bcstg. Co. Inc. (KCJB). Rep: Weed.

**OHIO**

WAKR-TV, Akron, O. (Ch. 49)—Summit Radio Corp. (WAKR). Rep: Weed.  
 WCPO-TV, Cincinnati (Ch. 7)—Scripps-Howard Radio (WCPO). Rep: Branham.  
 WKRC-TV, Cincinnati (Ch. 12)—Radio Cincinnati Inc. (WKRC). Rep: Katz.  
 WLWT, Cincinnati (Ch. 4)—Crosley Bcstg. Corp. (WLW). Rep: Crosley Bcstg.  
 WEWS, Cleveland (Ch. 5)—Scripps-Howard Radio Inc. Rep: Branham.  
 WNBK, Cleveland (Ch. 4)—National Bcstg. Co. Inc. (WTAM). Rep: NBC-TV Spot Sales.  
 WXEL, Cleveland (Ch. 9)—Empire Coil Co. Inc. Rep: Katz.  
 WBNS-TV, Columbus (Ch. 10)—Dispatch Printing Co. (WBNS). Rep: Blair.  
 WLWC, Columbus (Ch. 3)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.  
 WTVN, Columbus (Ch. 6)—WTVN Inc. Rep: Katz.  
 WHIO-TV, Dayton (Ch. 7)—Miami Valley Bcstg. Corp. (WHIO). Rep: Hollingbery.  
 WLWD, Dayton (Ch. 5)—Crosley Bcstg. Corp. Rep: Crosley Bcstg.  
 WLOK-TV, Lima (Ch. 73)—WLOK Inc. (WLOK). Rep: H-R Television Inc.  
 WSPD-TV, Toledo (Ch. 13)—Storer Bcstg. Co. (WSPD). Rep: Katz.  
 WFMJ-TV, Youngstown (Ch. 73)—Vindicator Printing Co. (WFMJ). Rep: Headley-Reed.  
 WKBN-TV, Youngstown (Ch. 27)—WKBN Bcstg. Corp. (WKBN). Rep: Raymer.  
 WHIZ-TV, Zanesville (Ch. 50)—Southeastern Ohio Television System (WHIZ). Rep: Pearson.

**OKLAHOMA**

KSWO-TV, Lawton (Ch. 7)—Oklahoma Quality Bcstg. Co. (KSWO). Rep: Everett-McKinney and Clyde Melville Co. (Southwest only).  
 WKY-TV, Oklahoma City (Ch. 4)—WKY Radiophone Co. (WKY). Rep: Katz.  
 KOTV, Tulsa (Ch. 6)—Wrather-Alvarez Inc. Rep: Petry.

**OREGON**

KPTV, Portland (Ch. 27)—Empire Coil Co. Inc. Rep: NBC-TV Spot Sales.

**PENNSYLVANIA**

WFBG-TV, Altoona (Ch. 10)—Gable Bcstg. Co. (WFBG). Rep: H-R Television Inc.  
 WLEV-TV, Bethlehem, Pa. (Ch. 51)—Associated Bcstrs. Inc. (WEST, Easton). Rep: Meeker.



**PENNSYLVANIA—(Continued)**

WICU, Erie (Ch. 12)—Dispatch Inc. (WIKK). Rep: Headley-Reed.  
 WHP-TV, Harrisburg (Ch. 55)—WHP Inc. (WHP). Rep: Bolling.  
 WJAC-TV, Johnstown (Ch. 13)—WJAC Inc. (WJAC). Rep: Katz.  
 WGAL-TV, Lancaster (Ch. 8)—WGAL Inc. (WGAL). Rep: Meeker.  
 WKST-TV, New Castle (Ch. 45)—WKST Inc. (WKST). Rep: Meeker.  
 WCAU-TV, Philadelphia (Ch. 10)—WCAU Inc. (WCAU). Rep: CBS-TV Spot Sales.  
 WFIL-TV, Philadelphia (Ch. 6)—Triangle Publications Inc. (WFIL). Rep: Katz.  
 WPTZ, Philadelphia (Ch. 3)—Westinghouse Radio Stations Inc. (KYW). Rep: NBC-TV Spot Sales.  
 WDTV, Pittsburgh (Ch. 2)—Allen B. DuMont Laboratories Inc. Rep: DuMont-TV Spot Sales.  
 WEEU-TV, Reading (Ch. 33)—Hawley Bcstg. Co. (WEEU). Rep: Headley-Reed.  
 WHUM-TV, Reading (Ch. 61)—Eastern Radio Corp. (WHUM). Rep: H-R Television Inc.  
 WGBI-TV, Scranton, Pa. (Ch. 22)—Scranton Bcstrs. Inc. (WGBI). Rep: Blair.  
 WBRE-TV, Wilkes-Barre (Ch. 28)—Louis G. Baltimore (WBRE). Rep: Headley-Reed.  
 WBSA-TV, York (Ch. 43)—Susquehanna Bcstg. Co. (WBSA). Rep: Radio-TV Representatives Inc.

**RHODE ISLAND**

WJAR-TV, Providence (Ch. 11)—The Cutlet Co. (WJAR). Rep: Weed.

**SOUTH CAROLINA**

WCOS-TV, Columbia (Ch. 25)—Radio Columbia (WCOS). Rep: Headley-Reed.

**SOUTH DAKOTA**

KELO-TV, Sioux Falls (Ch. 11)—Midcontinent Bcstg. Co. (KELO). Rep: Taylor.

**TENNESSEE**

WMCT, Memphis (Ch. 5)—Memphis Publishing Co. (WMC). Rep: Branham.  
 WSM-TV, Nashville (Ch. 4)—WSM Inc. (WSM). Rep: Petry.

**TEXAS**

KFDA-TV, Amarillo (Ch. 10)—Amarillo Bcstg. Corp. (KFDA). Rep: Branham.  
 KGNC-TV, Amarillo (Ch. 4)—Plains Radio Bcstg. Co. (KGNC). Rep: Taylor.  
 KTBC-TV, Austin (Ch. 7)—Texas Bcstg. Corp. (KTBC). Rep: Taylor.  
 KRLD-TV, Dallas (Ch. 4)—KRLD Radio Corp. (KRLD). Rep: Branham.  
 WFAA-TV, Dallas (Ch. 8)—A. H. Belo Corp. (WFAA). Rep: Petry.  
 KROD-TV, El Paso (Ch. 4)—Roderick Bcstg. Corp. (KROD). Rep: Taylor.  
 KTSM-TV, El Paso (Ch. 9)—Tri-State Bcstg. Co. Inc. (KTSM). Rep: Hollingbery.  
 WBAP-TV, Fort Worth (Ch. 5)—Carter Publications Inc. (WBAP). Rep: Free & Peters.  
 KGUL-TV, Galveston (Ch. 11)—Gulf Television Co. Rep: CBS-TV Spot Sales.  
 KPRC-TV, Houston (Ch. 2)—Houston Post Co. (KPRC). Rep: Petry.  
 KUHT, Houston (Ch. 8, educational)—University of Houston (KUHF-FM).  
 KCBD-TV, Lubbock (Ch. 11)—Bryant Radio & Television Inc. (KCBD). Rep: Pearson.  
 KDUB-TV, Lubbock (Ch. 13)—Texas Telecasting Inc. Rep: Avery-Knodel.  
 KEYL, San Antonio (Ch. 5)—San Antonio Television Co. Rep: Katz.

**TEXAS—(Continued)**

WOAI-TV, San Antonio (Ch. 4)—Southland Industries Inc. (WOAI). Rep: Petry.  
 KFDX-TV, Wichita Falls (Ch. 3)—Wichtex Radio & Television Co. (KFDX). Rep: Taylor.  
 KWFT-TV, Wichita Falls (Ch. 6)—Wichita Falls TV Inc. (KWFT). Rep: Blair.

**UTAH**

KDYL-TV, Salt Lake City (Ch. 4)—Intermountain Bcstg. & Television Corp. (KDYL). [Sale to Time Inc. pends FCC approval, Vol. 9:14.] Rep: Blair.  
 KSL-TV, Salt Lake City (Ch. 5)—Radio Service Corp. of Utah (KSL). Rep: CBS-TV Spot Sales.

**VIRGINIA**

WLVA-TV, Lynchburg (Ch. 13)—Lynchburg Bcstg. Corp. (WLVA). Rep: Hollingbery.  
 WTAR-TV, Norfolk (Ch. 4)—WTAR Radio Corp. (WTAR). Rep: Petry.  
 WTVR, Richmond (Ch. 6)—Havens & Martin Inc. (WMBG). Rep: Blair.  
 WROV-TV, Roanoke (Ch. 27)—Radio Roanoke Inc. (WROV). Rep: Burn-Smith.  
 WSLS-TV, Roanoke (Ch. 10)—Shenandoah Life Stations Inc. (WSLS). Rep: Avery-Knodel.

**WASHINGTON**

KVOS-TV, Bellingham (Ch. 12)—KVOS Inc. (KVOS). Rep: Forjoe.  
 KING-TV, Seattle (Ch. 5)—KING Bcstg. Co. (KING). Rep: Katz.  
 KHQ-TV, Spokane (Ch. 6)—KHQ Inc. (KHQ). Rep: Katz.  
 KXLY-TV, Spokane (Ch. 4)—KXLY-TV (KXLY). Rep: Walker.  
 KTNT-TV, Tacoma (Ch. 11)—Tribune Publishing Co. (KTNT). Rep: Weed.

**WEST VIRGINIA**

WSAZ-TV, Huntington (Ch. 5)—WSAZ Inc. (WSAZ). Rep: Katz.

**WISCONSIN**

WBAY-TV, Green Bay (Ch. 2)—Norbertine Fathers (WBAY). Rep: Weed.  
 WTMJ-TV, Milwaukee (Ch. 3)—The Journal Co. (WTMJ). Rep: Harrington, Righter & Parsons.

**TERRITORIES**

KGMB-TV, Honolulu (Ch. 9)—Hawaiian Bcstg. System Ltd. (KGMB). Rep: Free & Peters.  
 KONA, Honolulu (Ch. 11)—Radio Honolulu Ltd. (Authorized March 12 to remain silent; slated to resume June 17 under new ownership; see Vol. 9:11, 23.) Rep: NBC-TV Spot Sales.

**Mexican Border Stations**

XELD-TV, Matamoros, Mexico, opposite Brownsville, Tex. (Ch. 7)—Licensed by Mexican Govt. to Romulo O'Farrill Sr., Mexico City. Rep: Adam Young.  
 XETV, Tijuana, Mexico, near San Diego (Ch. 6)—Licensed by Mexican Govt. to Radio-Television, S.A. (Azcarra). Rep: Weed.

**Canadian Stations**

CBFT, Montreal, Quebec (Ch. 2)—Canadian Broadcasting Corp. (CBF & CBM).  
 CBOT, Ottawa, Ontario (Ch. 4)—Canadian Broadcasting Corp. (CBO).  
 CBLT, Toronto, Ontario (Ch. 9)—Canadian Broadcasting Corp. (CBL & CJBC).

**U. S. Stations Reported Due on Air During June or July\***

KIVA, Yuma, Ariz. (Ch. 11)—Valley Telecasting Co. Rep: W. S. Grant Co.  
 KFSA-TV, Fort Smith, Ark. (Ch. 22)—Southwestern Publishing Co. (KFSA). Rep: Pearson.  
 KAFY-TV, Bakersfield, Cal. (Ch. 29)—Bakersfield Bcstg. Co. (KAFY). Rep: Forjoe.  
 KPIK, Los Angeles, Cal. (Ch. 22)—John Poole Bcstg. Co.  
 KUSC-TV, Los Angeles, Cal. (Ch. 28, educational)—Univ. of Southern California, Allan Hancock Foundation (KUSC-FM).

KEYT, Santa Barbara, Cal. (Ch. 3)—Santa Barbara Bcstg. & Television Corp. (KIST). Rep: Hollingbery.  
 KRDO-TV, Colorado Springs, Colo. (Ch. 13)—Pikes Peak Bcstg. Co. (KRDO). Rep: McGillvra.  
 KCSJ-TV, Pueblo, Colo. (Ch. 5)—Star Bcstg. Co. Inc. (KCSJ). Rep: Avery-Knodel.  
 WATR-TV, Waterbury, Conn. (Ch. 53)—WATR Inc. (WATR). Rep: Rambeau.  
 WETV, Macon, Ga. (Ch. 47)—Macon Television Co. (WBML and WNEZ). Rep: Headley-Reed.  
 WROM-TV, Rome, Ga. (Ch. 9)—WROM-TV Inc. (WROM). Rep: Weed.  
 KIDO-TV, Boise, Ida. (Ch. 7)—KIDO Inc. (KIDO). Rep: Blair.  
 WTVI, Belleville (St. Louis, Mo.), Ill. (Ch. 54)—Signal Hill Telecasting Corp. Rep: Weed.

\* Note: All these have indicated imminent or early starts—but equipment, initial tests and commercial debuts are subject to unforeseen delays. All new-station starts are chronicled in the weekly *Television Digest* Newsletters as soon as officially reported.

WTVP, Decatur, Ill. (Ch. 17)—Prairie TV Co. Rep: Geo. W. Clark.  
 WTVH-TV, Peoria, Ill. (Ch. 19)—Hilltop Bcstg. Co. (WTVH). Rep: Petry.  
 KTVH, Hutchinson, Kan. (Ch. 12)—Hutchinson TV Inc. Rep: H-R Television Inc.  
 KFAZ-TV, Monroe, La. (Ch. 43)—Delta Television Inc. Rep: Headley-Reed.  
 WTAC-TV, Flint, Mich. (Ch. 16)—Trendle-Campbell Bcstg. Corp. (WTAC).  
 KMMT, Austin, Minn. (Ch. 6)—Minnesota-Iowa Television Co. (KAUS). Rep: Pearson.  
 KROC-TV, Rochester, Minn. (Ch. 10)—So. Minnesota Bcstg. Co. (KROC). Rep: Meeker.  
 KYTV, Springfield, Mo. (Ch. 3)—Springfield Television Inc. (KGBX).  
 KLAS-TV, Las Vegas, Nev. (Ch. 8)—Las Vegas Television Inc. (KLAS).  
 KZTV, Reno, Nev. (Ch. 8)—Nevada Radio-Television Inc. (KWRN).  
 KSWS-TV, Roswell, N. M. (Ch. 8)—John A. Barnett (KSWS). Rep: Meeker and Clyde Melville Co. (Southwest only).  
 WISE-TV, Asheville, N. C. (Ch. 62)—Radio Station WISE Inc. (WISE). Rep: Bolling.  
 WNAO-TV, Raleigh, N. C. (Ch. 28)—Sir Walter Television Co. (WNAO). Rep: Avery-Knodel.  
 KBES-TV, Medford, Ore. (Ch. 5)—Southern Oregon Bcstg. Co.

WGLV, Easton, Pa. (Ch. 57)—Easton Publishing Co. (WEEX-FM). Rep: Headley-Reed.  
 WTPA, Harrisburg, Pa. (Ch. 71)—Harrisburg Bcstrs. Inc. Rep: Headley-Reed.  
 WKJF-TV, Pittsburgh, Pa. (Ch. 53)—Agnes J. Reeves Greer (WKJF-FM).  
 WTVU, Scranton, Pa. (Ch. 73)—Appalachian Co. Rep: Bolling.  
 WILK-TV, Wilkes-Barre, Pa. (Ch. 34)—Wyoming Valley Bcstg. Co. (WILK). Rep: Avery-Knodel.  
 WCSC-TV, Charleston, S. C. (Ch. 5)—WCSC Inc. (WCSC). Rep: Free & Peters.  
 WJHL-TV, Johnson City, Tenn. (Ch. 11)—WJHL Inc. (WJHL). Rep: Pearson.  
 KTXL-TV, San Angelo, Tex. (Ch. 8)—Westex Television Co. (KTXL). Rep: Taylor.  
 KCMC-TV, Texarkana, Tex. (Ch. 6)—KCMC Inc. (KCMC). Rep: Taylor.  
 KIMA-TV, Yakima, Wash. (Ch. 29)—Cascade Bcstg. Co. Inc. (KIMA). Rep: Weed.  
 WKOW-TV, Madison, Wis. (Ch. 27)—Monona Bcstg. Co. (WKOW). Rep: Headley-Reed.  
 WMTV, Madison, Wis. (Ch. 33)—Bartell Television Corp. (WMFM). Rep: Bolling.  
 WCAN-TV, Milwaukee, Wis. (Ch. 25)—Midwest Bcstg. Co. (WCAN). Rep: Taylor.  
 WOSH-TV, Oshkosh, Wis. (Ch. 48)—Oshkosh Bcstg. Co. (WOSH). Rep: Headley-Reed.

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NOTES



**Electronics Reports:** GE this week asked Federal Court in Wilmington to declare RCA has no right to grant or continue any sublicense under any GE TV-radio patent after 1954. Seeking "construction and enforcement" of that court's 1932 consent decree involving patent licensing relations between GE, RCA & Westinghouse, GE electronics v.p. Dr. W. R. G. Baker stressed that the proceeding was not a suit against RCA, but simply a request for the court to declare that decree provides "the sublicensing rights of RCA expired in all respects on Dec. 31, 1954."

In affidavit to court, Dr. Baker stated that "RCA's assertions on this point depreciated the value to GE of its pre-1955 inventions," and that "the uncertainty over whether RCA had such rights was the cause of considerable confusion and misunderstanding throughout the industry." He added that GE's attempts to interest other companies in taking licenses under GE patents had been "met by the answer that there was no interest in purchasing such rights until it was determined whether RCA had the right to grant sublicenses to others under patents secured by GE on its pre-1955 inventions."

Commenting on GE's court action, RCA said in statement: "That agreement [on patent rights] was recommended by the Federal Court in a consent decree entered in 1932 and reaffirmed by the court in 1942. Under the agreement RCA retained a non-exclusive right to grant licenses to competitors on all radio & TV inventions made by GE prior to Dec. 31, 1954. GE has already received a substantial payment for this right in the form of RCA stock which it distributed to its stockholders about 20 years ago."

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Streamlined "business services agency" within Commerce Dept. will replace NPA, Commerce Secy. Sinclair Weeks told June 9 convention of National Sales Executives in Atlantic City. Specifically mentioning electronics, Secy. Weeks said that some 20 industry divisions will be established, each functioning under "an outstanding industrialist recommended by his industry and serving full-time without pay on a 6-month rotating basis." Functions of industry divisions, he stated, will be to: (1) Continue production directives and allocations of materials for defense. (2) Provide "specific information" to industry. (3) Get cooperation of industry in mobilization program. (4) "Act as the authoritative voice of industry so that the executive branch and Congress may hear the opinions of business." (5) Give business a voice in implementation of govt. policy "from the standpoint of [its] practical workability in everyday industrial operation."

Heralded as "consolidation," merger of Essex Wire Co.'s Chicago transformer div. with Standard Transformer Corp., Chicago, looks more like former company is taking over, judging from fact that Jerome J. Kahn, ex-president, is only Standard Transformer officer among executives of new company, known as Chicago Standard Transformer Corp. All other officers are from Essex: Addison Holton, president; Arni Helgason, v.p.; L. S. Racine, v.p.; W. F. Probst, secy.; A. M. Roseler, treas. Kahn is listed as v.p. of new corporation, which will supervise plants of both companies in Chicago and Zanesville, O.

RCA Victor buys ground in Findlay, O., 50 mi. southwest of Toledo, for new 150,000-sq. ft. plant to be built for manufacture of components for TV-radio receivers. It's scheduled for early 1954 completion.

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Rear Adm. Cyril A. Rumble (ret.), 55, regarded as one of Navy's top electronics engineers, and since his retirement in 1950 Washington representative of Erie Resistor Co., died June 9 at his home in Washington.

**Financial & Trade Notes:** Raytheon reports record sales of about \$179,000,000 for fiscal year ended May 31, compared with \$111,287,000 preceding year. Previous peak was \$173,017,934 in fiscal 1945. President Charles F. Adams Jr. estimated company's earnings before taxes, subject to year-end adjustments, would be about double last year's \$5,947,898. Last year's profits after taxes were \$2,047,898 (\$2.64 a share). Excess profits taxes for latest fiscal year were more than \$2,000,000, he said, compared with \$600,000 year ago. For 9 months ended Feb. 28, Raytheon had net profit of \$3,267,000 (\$1.48 a share) vs. \$1,250,000 (44¢) preceding year. Adams said govt. work accounts for about 70% of company's total business, and order backlog currently is about \$180,000,000, compared with peak of \$200,000,000 last November. He revealed management is considering raising additional capital through sale of stock, possibly in August, on basis of one new share for each 5 shares of the 2,174,942 outstanding common shares.

Indiana Steel Products Co. new pres. Robert F. Smith in report to stockholders June 10, with dividend checks raising quarterly rate from 25¢ to 37½¢, said company earned net profit of \$104,639 (74¢ per share) in quarter ended March 31 compared with \$60,652 (43¢) same period last year and that working capital increased by \$100,805, with \$224,000 (\$1.58 per share) set aside for Federal taxes. Second quarter results, he stated, will compare favorably with first with sales and production continuing "at high levels."

General Instrument Corp. reports record sales of more than \$10,000,000 for quarter ended May 31, compared with \$6,230,200 for last year's period. Earnings for quarter hit new high of \$450,000 (75¢ share), more than 4 times greater than the \$102,487 (17¢) in same 1952 period. Chairman Abraham Blumenkrantz attributed high sales to demand for GI's 82-channel tuning units.

IT&T, which plans to absorb its 5 domestic manufacturing subsidiaries to make it "the General Motors of the communications field" (Vol. 9:22), reports increase in earnings for first quarter to \$4,832,540 (67¢ a share) from \$4,735,255 (65¢) in last year's comparable period. Net sales for period rose to \$88,087,669 from \$72,681,742 in 1952 period.

Reeves-Ely Laboratories Inc. (electronic computers, military & aviation equipment, quartz crystals) reports 1952 consolidated net income of \$1,262,281 (\$1.18 on 711,486 shares) on sales of \$34,986,297 vs. \$873,361 (\$1.21 on 600,865 shares) on \$20,218,691 for 1951.

Standard Coil Products Co. expects sales for first half of 1953 to total \$50,000,000, and for all of 1953 about \$100,000,000, compared with last year's record \$65,990,000, exec. v.p. R. E. Peterson told stockholders June 10 in Chicago.

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Directory of about 4000 manufacturers in electronics fields, said to be most complete ever published, is contained in 400-p. June edition of Caldwell-Clements Inc.'s *Tele-Tech & Electronic Industries*. Caldwell-Clements this week announced that its *Television Retailing* in September will be succeeded by 2 new magazines, *Mart* and *Technician* — *Mart* to appear in 9x12-in. newspaper format edited for the TV-appliance retailer, and *Technician* as 7x10-in. magazine edited for servicemen and featuring schematics and circuit digests of TV sets.

International Resistance Co. has purchased Gorman Mfg. Corp., Los Angeles, maker of "Encapsulated" wire-wound resistors, which will continue present products under management of Henry C. Gordon.

**Telecasting Notes:** Acrimonious aftermath of June 2 Coronation found BBC ready to crown CBS & NBC, and vice versa, BBC charging its films were "marred" in U. S. by too many interruptions for commercials. CBS & NBC promptly retorted they had lived up to pre-Coronation agreement to use commercials on any part of 2-hour spectacle except Abbey ceremony . . . Many newspapers on both sides of ocean were sharp in their criticism of networks' policy, exemplified perhaps by June 10 *New York Herald Tribune* editorial, which commented: "One hopes that the British will make allowances, as most Americans do, for TV's youth, and share the hope that its manners will improve as it grows up" . . . Praise for BBC coverage, by contrast, was plentiful, June 15 *Time Magazine* calling it "a triumph of taste as well as technique" . . . Sequel to the Great Coronation Film Race: Kelly Maddox, program mgr. of Amarillo's KGNC-TV, and 2 deputy sheriffs, injured June 4 in auto accident as deputy's car sped coronation films from Amarillo airport to TV station; despite shock and chest injury, Maddox got films to station on time . . . Mountain climbing via TV: NBC-TV has signed contract with American group which will attempt to climb world's second highest mountain, "K-2" in Pakistan's Karakoran range (28,250 ft.); group will record expedition on film and tape, to be presented as series on NBC-TV next fall . . . Originator of NARTB's highly successful "register and vote" crusade of last autumn, pres. Joseph P. Wilkins, KFBB, Great Falls, Mont., this week was given "outstanding performance" award by the assn. . . . Unity Television Corp. reports acquiring new package of 80 name-star feature films never before available to TV . . . "Eins Zwei Drei" is title of new 6-week experimental course begun this week by Iowa State College's commercial WOI-TV, Ames, to teach German to children, primarily in 10-12 age group, by means of rhymes, jingles & demonstrations . . . Alan Young, the comedian, quitting CBS-TV, will reactivate his own Alan Young Productions with Alan Dinehart as film director.

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Baseball TV-radio restrictions may get Senate approval this session after Commerce Committee reported favorably June 10 on Sen. Johnson's bill (S. 1396) permitting major leagues to ban TV-radio coverage of their games in minor league territory. Only major opposition during hearings was letter from NARTB pres. Harold Fellows warning that bill would set dangerous precedent in exempting baseball from anti-trust laws (Vol. 9:19). But even if it gets by Senate, bill will have tough going in House where Rep. Celler (D-N. Y.), former Judiciary Committee chairman, has urged baseball in past to "clean its own house" if it expects legislative help from Congress.

Birmingham's WAFM-TV (Ch. 13) this week was approved by FCC for transfer, along with leasehold on 10-kw WAPI (CBS), from Edward L. Norton (75%) and Thad Holt (25%) to purchaser Birmingham News Co., conditional on newspaper's divestment of its WSGN (ABC). Comrs. Walker and Hennock dissented. Deal involved payment of \$2,400,000 (Vol. 9:15)—same price paid by Storer Broadcasting Co. for WBRC-TV (Ch. 4) with WBRC, Birmingham, for which FCC approval was also granted (Vol. 9:13, 21). Henry P. Johnston, exec. v.p. of publishing firm, will manage its new TV-radio operations.

"Up to now no greatly talented demagogue in the U. S. has had access to TV," said *Christian Science Monitor's* editor Erwin D. Canham to Congress of International Federation of Newspaper Publishers meeting in Paris. Referring to Senator McCarthy, Canham stated his "skills and tactics do not televise particularly well, but one can readily imagine that a person with a hypnotic voice and personality could play tricks with the whole nation."

Five applications for new TV stations were filed with FCC this week, bringing total pending to 619 (209 of them uhf) as 7 more were dismissed. Applications were for Modesto, Cal., Ch. 14, by KRTB; Lvanston, Ill., Ch. 32, by WNMP owner Angus Pfaff and scientific glassware manufacturer Howard S. Martin; Cincinnati, Ch. 74, by company headed by Sherwood R. Gordon, New York laundry and real estate man; Toledo, Ch. 11, by Willys-Overland unit of UAW-CIO with other union interests; Houston, Ch. 13, by company with 15 business men as stockholders headed by adman Lloyd J. Gregory. [For further details about these applications, see *TV Addenda 16-W* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

Three-way fight over allocation of Ch. 10 to Parma or Onondaga, Mich. or Logansport, Ind., requested in petitions filed last week (Vol. 9:23), is free of Canadian complications; Canadians have agreed to permit use of Ch. 10 in Parma or Onondaga even though they're less than 250 mi. from London, Ont., which has Ch. 10. Logansport, of course, is well beyond 250 mi. There are very few cross-the-border co-channel allocations under 250 mi., in deference to Canada's plans for much greater spacing than ours. Four additional petitions for channel changes were filed this week: (1) Add Ch. 5 to Weston, W. Va., shift Ch. 32 from Weston to Glenville, filed by WCYB, Bristol, Va. (2) Delete Ch. 36 from Harlan, Ky., to be replaced by Ch. 22, 73, 75, 76, 79, 81, 82 or 83, by WAYS-TV, Charlotte, N. C. (3) Delete Ch. 26 from Springfield, Ill., to be replaced by Ch. 66, 72 or 78, by WTVH-TV, Peoria. (4) Add Ch. 6 to Bluefield, substitute Ch. 4 for 6 in Beckley, include all of West Virginia in Zone I, by WHIS, Bluefield.

Ch. 13 grant to Eugene TV Inc., Eugene, Ore., was protested this week by KTVF, Eugene (Ch. 20). KTVF asserts that C. H. Fisher, 30% owner of Eugene TV Inc., failed to comply with terms of his grant, which required that he sell interest in KUGN, when he sold it to his son, C. O. Fisher. KTVF claims that the two are so closely associated in various businesses that the transfer of control is meaningless.

TV is no rival of reading for children's attention—and parents shouldn't try to keep youngsters away from TV receivers in hope they'll read more books. That opinion was expressed recently by Mrs. Frances Lander Spain, new supt. of children's activities, New York Public Library, who said her policy at home was to place 2 or 3 books alongside TV set. "Children will find there are many things in books they do not get from TV," she said. "It's a marvelous thing and it's here to stay—but so are books."

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 17* will be off the presses shortly after July 15, 1953—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly *Addenda*); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants; and many other reference features. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by July 3, cost \$1.50 each; single copies, \$3.



# Television Digest

with **ELECTRONICS** REPORTS

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June 20, 1953

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**TV FORCING CHANGES IN OLD RADIO ORDER:** Changes in the U.S. broadcasting structure being wrought by TV, oft predicted or otherwise remarked upon in these columns over last half dozen years, are epitomized not only by Norfolk developments (see below) but by 2 unusual deals revealed this week. Both involve acquisitions of AM stations by TV enterprisers -- somewhat unusual in light of fact that of the 189 TV stations now on air, all but 15 are owned by AM enterprisers, local or otherwise. This week:

(1) Storer Broadcasting Co., which in 1951 bought KEYL, San Antonio (Ch. 5) for \$1,050,000, concluded deal with Texas State Network to buy its KABC there (ABC) for \$700,000 -- so that it can have companion radio outlet to TV. Incidentally, TSN group headed by Gene Cagle and Charles Jordan, angeled by oilman Sid Richardson, now reports projected deal for acquisition of Wm. Pape's WALA-TV, Mobile, Ala. (Ch. 10), along with WALA, for \$2,000,000 (Vol. 9:23), has been called off.

(2) Holder of CP for KGBS-TV, Harlingen, Tex. (Ch. 4), which is destined to become Rio Grande Valley's first competition for Mexican-licensed border outlet XETV (Ch. 6), this week concluded deal with Roy Hofheinz, now mayor of Houston and one-time ardent tub-thumper for FM, whereby TV operator will purchase Hofheinz's KSOX, Harlingen (10-kw N, 50-kw D on 1530-kc) for \$225,000. KGBS's 250-w on 1240-kc would be abandoned, as would its application for 5-kw on 850-kc; one of KGBS-TV owners, who operates KURV in nearby Edinburg, Tex. (250-w D on 710-kc) would also turn in his license. The new TV owners simply want a more powerful AM counterpart.

These are only a few of the "parlays" in process, involving AMs along with TVs, which over the next few years will change the whole face of the broadcasting industry. Noteworthy, too, is the way national rep lineups are changing with advent of more TV -- to such extent that the Directory of National Sales Representatives of TV Stations being prepared for our July Factbook will reveal some new top runners.

**FULL HEAD OF STEAM FOR UHF IN NORFOLK:** Uhf enterprisers everywhere will watch, with undoubted relish, the terrific drive that NBC-TV intends to put behind its affiliation, as of next Sept. 1, with new uhf station WVEC-TV (Ch. 15), chosen this week as the basic outlet for Norfolk area to replace WTAR-TV (Ch. 4) when it "secedes" to join CBS (Vol. 9:20-21). Not since Portland's KPTV (Ch. 27) went on the air last autumn as the country's first uhf station -- first to prove the efficacy of the new channels, in fact -- has uhf won such strong support.

Fact that an obscure AM independent, holding CP for uhf in one-station vhf territory, is zoomed into big-league company lends flavor to the situation.

Resources of whole RCA family are behind drive to convert area's 170,000-odd vhf sets to uhf, promising accustomed NBC-TV programs as competitive bait. It's axiomatic in the trade that second and third stations in any market stimulate sales, and support of all manufacturers, distributors and dealers is foregone certainty.

No matter that it's making a virtue of necessity, fact is that NBC topside orders are that the heavily populated naval area, though already 70% "saturated"

with vhf, must be converted to uhf -- and quickly. Every possible promotion will be put behind forced draft to push uhf; there's even a project to bank conversions (costing \$25-\$75 per set) on basis of \$2 down and as little as 50¢ a week.

RCA and NBC advance men are already on the ground, holding dealer meetings, laying campaign plans with servicemen and with WVEC-TV pres. Tom Chisman. Terrain is ideal for uhf propagation and, with receiver manufacturers wholeheartedly behind uhf, it could be only matter of time before program service will rival vhf.

Chisman's avowed goal is 75,000 sets capable of tuning in Ch. 15 by Oct. 1. He has firm promise of July 15 delivery of 12-kw transmitter, has 500-ft. Stainless tower already on way up, will have new transmitter building ready by mid-July, plans first test patterns Aug. 1, commercial operation Sept. 1. Two GPL cameras already are on hand, being used for dealer displays ("see yourself on TV").

New station is licensed to Hampton, but will have offices and studios in Norfolk, will identify itself with Norfolk area as a whole, competing with WTAR-TV.

And unless sponsor Gillette dictates otherwise, WVEC-TV may be only station in area to get NBC exclusive of World Series, which would give station tremendous impetus in its inceptive stages. So bitter is network rivalry, that NBC-TV makes no secret that it would prefer to pipe baseball classic to own affiliate exclusively rather than to WTAR-TV, which CBS-TV weaned away in recent "raids" (Vol. 9:21). In fact, WTAR-TV mgr. Campbell Arnoux asserts he offered NBC-TV more time clearances than CBS-TV, pending transition, but has been told NBC proposes to make the break complete as of Sept. 1 -- this, he says, despite protests of some network sponsors.

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There are several little ironies in the Norfolk situation. For one thing, transmitter is GE, not RCA. For another, WVEC-TV promotion will lean heavily on all area newspapers, which includes Norfolk's Virginian-Pilot & Ledger-Dispatch, whose owners operate rival WTAR-TV. The uhf station itself, to say nothing of set makers and dealers, says its is already reserving splash space.

WVEC-TV's companion radio WVEC isn't going to get NBC radio affiliation because it's not powerful enough (250-w on 1310-kc). Radio network shift from WTAR, though not yet decided by NBC, will be either to WCAV, Norfolk (1-kw on 850-kc), an independent recently purchased by Larus & Bro., Richmond tobacco firm owning the 50-kw WRVA there (CBS); or WGH, Newport News (5-kw on 1310-kc), owned by local newspaper and now ABC; or WSAP, Portsmouth (5-kw on 1350-kc), also an independent, said to be optioned to one of 4 applicants for area's only other vhf, stymied Ch. 10.

**NEW MARKETS OPEN AS 3 MORE START:** Two brand new vhf markets are opened up, and a second uhf gets under way in Harrisburg, Pa., as result of this week's addition to log of stations now operating. At week's end, total on air was 189. Latest starters:

WCSC-TV, Charleston, S.C. (Ch. 5) began testing DuMont transmitter June 17, started commercial operation June 19 with kine service from all 4 networks pending interconnections due in fall. Station is owned and managed by veteran broadcaster John M. Rivers. National sales rep is Free & Peters.

KSWs-TV, Roswell, N.M. (Ch. 8) began tests of video with Federal transmitter and 8-bay antenna on June 18, starts programming June 24, joins ABC-TV, gets Federal's first 16-bay antenna later. Federal reports good picture over 100-mi. radius of state's southwest corner. Station is owned by oilman John Barnett, managed by J.C. Porter. Rep is Meeker, with Melville Co., Dallas, handling Southwest sales.

WTPA, Harrisburg, Pa. (Ch. 71) was driving dummy load on RCA transmitter on Friday, expected full patterns by that evening or morning of Sat., June 20, so we're counting it as on the air. It's city's second uhf, the first being WHP-TV (Ch. 55), which started April 5 (Vol. 9:14). It has no local AM affiliate, is owned by Donald Newhouse of newspaper family (Harrisburg Citizen-Patriot), managed by David Bennett. It starts with \$300 base rate, with 30,000 converted sets already claimed for area thanks to cluster of other nearby uhf stations. Headley-Reed is rep.

Note: Our Special Report listing all stations in operation as of June 13, accompanying last week's Newsletter, erroneously noted 148 vhf, 38 uhf. It should have read 146 vhf, 40 uhf. With this week's additions, count is 148 vhf, 41 uhf.



**9 CPs, FCC SOCKS 'STRIKE' APPLICANT:** FCC spewed out grants and decisions of all kinds this week, most of them made possible by dropouts and deals. Nine CPs and 4 initial decisions were produced.

Commission got tougher, too. It dismissed a "strike" application and granted its opponent, and it openly questioned one grantee's intentions to build (see below). Commission also got another CP returned to it -- KRIO-TV, McAllen, Tex. (Ch. 20), which is worried over vhf competition. Week's actions:

Vhf grants: Little Rock, Ark., KARK, Ch. 4; Pine Bluff, Ark., Central-South Sales Co., Ch. 7; Bakersfield, Cal., KERO, Ch. 10; Quincy, Ill., WGEM, Ch. 10; Albuquerque, N.M., Ch. 7.

Uhf CPs: San Jose, Cal., John A. Vietor Jr., Ch. 48; Worcester, Mass., Salisbury Bcstg. Corp., Ch. 65; Cleveland, WERE, Ch. 65; Houston, KXYZ, Ch. 29.

Little Rock grant became possible when Arkansas TV Co. amended to Ch. 11. Pine Bluff CP resulted from dismissal of strike application (see below). All other grants, except San Jose, came when opposition dismissed voluntarily. In Worcester case, it came via final decision made possible by dropout. Initial decisions:

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(1) One of week's initial decisions came "easy" way; KOIN, Portland, Ore., got Examiner Elizabeth Smith's nod for Ch. 6 after KGW agreed to drop its application and join KOIN. Other 3 initial decisions came the hard way, after examiners weighed qualifications of competitors.

(2) One of hottest cases was fight between KOA & KMYR for Denver's Ch. 7. Examiner Cunningham favored KOA, with condition that the station furnish "concrete proof of the removal of all presently existing conditions under which NBC has an ownership interest and a controlling status therein."

When actor Bob Hope and a Denver group (including Mayor Quigg Newton) bought KOA from NBC for \$2,250,000 last year, it paid \$1,000,000, gave NBC 5-year note for \$1,250,000 (Vol. 8:26). Cunningham said this gives NBC control. However, he said, KOA made it clear from the start it was ready to settle ownership problem to FCC's satisfaction if Commission finally decided NBC really controls station.

Ownership question aside, Cunningham said KOA looked as if it could do a better job of programming -- having record of greater community activity, assurance of NBC-TV affiliation, superior studio facilities, etc.

(3) In Portland-Vancouver fight for Ch. 21, Examiner Smith decided Vancouver needed a local station more than Portland needed another, therefore favored Vancouver's KVAN over KGON, Oregon City, which proposed Portland station. Examiner Smith rejected contention of KGON that KVAN is kidding Commission, really intends to put main studios in Portland.

(4) In Harrisburg case, Examiner Butts chose WCMB over WHGB for Ch. 27. Reasons were WCMB's 100% local ownership (vs. 50% ownership of WHGB by Philadelphia Inquirer), local management, diversified local interests, integration of ownership and management, "diversification of media of mass communications," etc.

[For details about grantees, see TV Factbook No. 16 with Addenda to date.]

**WEEDING OUT STRIKE FILINGS, LAGGARDS:** One unusually clumsy "strike" applicant got it in the neck from FCC this week -- Gaylord Shaw, tr/as Arkansas TV Co., applying for Ch. 7 in Pine Bluff, Ark. In another clampdown case, FCC pointblank asked KIRV, Denver (Ch. 20), whether it really intends to build.

In Pine Bluff case, first of its kind, Commission wrote Shaw long letter, telling him bluntly that it thought his application was phoney, got no response in 10 days, dismissed application, granted Ch. 7 to Central-South Sales. Following are the principal allegations of letter to Shaw:

(1) Central-South filed on Dec. 9, 1952. Dallas contractor Burnett Estes filed on Dec. 29, using engineering data obtained by Dallas attorney Ross Prescott via Ft. Smith broadcaster Donald Reynolds, whose associate R. C. Butz obtained site by "casual inspection" of area, didn't even talk to site owners.

(2) Pine Bluff Chamber of Commerce asked Estes to drop out, so as to give

city quick TV service. According to C-of-C representatives, Estes said he would -- for \$25,000. Later on, he did dismiss his application, "apparently because he had been told by his bankers to do so."

(3) Estes' partner Shaw filed for the channel same day Estes dismissed -- using "an exact duplicate" of Estes application as far as financial, engineering and programming information was concerned.

(4) Shaw application says he's worth \$1,000,000, has net income of more than \$100,000 annually after taxes. FCC investigators seriously doubt it.

FCC manifestly felt it had Shaw dead to rights, so didn't hesitate to throw out his application so summarily and to publicize the details when he failed to respond to its letter. It's regarded as first big object lesson.

Most "strike" applications -- and there are a lot of them, no doubt of it -- are far subtler. Commission doesn't have enough investigators to nail them. But as time nears for hearing, and strike application principals know they must face some fierce cross-examination, they begin to get cold feet.

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In Denver "laggard" case, KIRV got CP last Dec. 2, was supposed to complete construction by May 17. Commission wrote grantee June 17, pointing out: (1) No construction was started, no equipment ordered; (2) KIRV's application for more time to build says it will sell stock which would result in transfer of control; (3) Principals, who say they've had to attend to other business, comprise Mrs. Irving Jacobs, whose husband died shortly after CP was issued, Sam & Morris Sigman.

Whether KIRV has been dilatory or not, anyone would hesitate about building uhf station in Denver. City has 2 vhf on air, 2 more coming after hearing decisions, plus an educational vhf allocation (applied for), plus another uhf grant.

**STEPPED-UP PACE OF COLOR PREPARATIONS:** Next week is another important period in color -- what with Sen. Tobey's Commerce Committee due to see RCA's latest color pictures June 22 and NTSC's main committee holding meeting June 24. Also contributing to the quickening tempo was this week's action by FCC, waiving rules to permit NBC to feed compatible color to entire network during any sustaining program.

RCA expects almost all Senate committee members, with their wives, to attend demonstration in Washington's Sheraton Park Hotel, with program fed closed-circuit from New York. Senators will undoubtedly follow pattern of everyone else, including House Commerce Committee members (Vol. 9:16), and come out singing glories of color.

NTSC meeting will have draft of final standards before it, but members are likely to want week or two for study before taking final vote. As of today, we can find no one who dissents from the technical standards proposed; approval, when it comes, is expected to be unanimous or nearly so.

Question of when to petition FCC with set of compatible standards appears much less controversial than it once did (Vol. 9:22). Though RCA plans to file by July 1, and NTSC chairman Dr. W. R. G. Baker once thought NTSC would need 3-4 months more, it now looks as if only a few weeks separate the two. Dr. Baker says that he was deliberately conservative in his last estimate but that field tests have gone so beautifully that everything should be wrapped up by July or August.

Regardless how many corners FCC cuts in conducting color hearing, no one sees how it can come up with final decision short of 5-6 months. Thus, differences between RCA and NTSC are expected to become insignificant.

Whether whole affair will take more than 5-6 months depends on nature of opposition to new standards, if any. If opponents do appear, they'll have tough time persuading FCC to conduct long hearings.

NBC is stepping up color promotion on all fronts, its executives stressing color in virtually all speeches, statements, etc. Now that FCC has given it permission to route color through entire network, campaign will be intensified. In addition to the 26 affiliates who have signed "color clauses" (Vol. 9:22-23), 13 more were reported this week, bringing total to 42. With NBC's 5 owned-and-operated stations, they include virtually all major affiliates. For this week's, see p. 14.



**P**USHING HARD to make up for lost time in getting out transmitter shipments, the manufacturers nevertheless are confronted with further delays by reason of summer vacation shutdowns soon to begin. DuMont's starts soon—July 3-20; GE's runs July 6-20, RCA's July 17-Aug. 2.

DuMont this week reported order for 5-kw equipment from KFBB-TV, Great Falls, Mont. (Ch. 5) and newly granted WGEM-TV, Quincy, Ill. (Ch. 10) and said transmitter of KMMT, Austin, Minn. (Ch. 6) was due to arrive there June 22. Shipment to KIVA, Yuma, Ariz. (Ch. 11) has been delayed for 3 weeks, so it's not likely to be on air before latter July or early August. Shipment to WMAZ-TV, Macon, Ga. (Ch. 13) was also held up this week. Three more prototypes of DuMont's first uhf, which has been shipped (Vol. 9:24) to WGLV, Easton, Pa. (Ch. 57), are in final test stage but priority of deliveries hasn't yet been set.

Federal, now going after transmitter business more aggressively, this week reported 2 more vhf orders—from new WWTW, Cadillac, Mich. (Ch. 13) and XETC, Tijuana, Mexico (Ch. 12), projected by the O'Farrill interests. They're for fall delivery, the Cadillac station (owned by Sparton) destined to get 16-bay antenna. In uhf, Federal revealed these orders, in addition to the 3 reported last week: WACH, Newport News, Va. (Ch. 33); KHTV, Baton Rouge, La. (Ch. 40); KFAZ-TV, Monroe, La. (Ch. 43). Latter has antenna and studio equipment already on hand, transmitter to go out later.

RCA this week shipped 10-kw transmitter to KFEQ-TV, St. Joseph, Mo. (Ch. 2) and next week one goes to KYTV, Springfield, Mo. (Ch. 3)—latter previously called KGBX-TV. Uhf destined for WILS-TV, Lansing, Mich. (Ch. 54) was delayed for week, and one was shipped this week instead to KAFY-TV, Bakersfield, Cal. (Ch. 29). Going out week of June 22, in addition to WILS-TV, are WKNA-TV, Charleston, W. Va. (Ch. 49) and WICS, Springfield, Ill. (Ch. 20).

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In our continuing survey of upcoming new stations, these were the reports received this week:

KGBS-TV, Harlingen, Tex. (Ch. 4), building and tower ready, has ordered GE equipment and plans November debut, reports pres. McHenry Tichenor. Pearson will be rep.

KXLF-TV, Butte, Mont. (Ch. 6), has ordered RCA equipment, plans to begin test patterns Aug. 10 coinciding with big TV trade show in Civic Center. Commercial debut is scheduled Sept. 1, reports Ed Craney, who heads grantee Television Montana and is half owner (with Bing Crosby) of KXLY-TV, Spokane (Ch. 4). Rep will be Walker.

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial grant, plans Sept. 1 debut with NBC affiliation, according to joint announcement by the university's pres. Frederick A. Middlebush and NBC station relations v.p. Harry Bannister. Construction of GE transmitter house is now under way, and already on duty are university TV director Dr. Edward C. Lambert, station mgr. George J. Kapel, chief engineer Duane Weise, program director Wm. A. Vaughn, and promotion director Wm. D. Stiles. News director Philip E. Berk reports Aug. 15. Milton E. Gross, of school of journalism, continues as promotion consultant. H-R Television will be rep.

KAFY-TV, Bakersfield, Cal. (Ch. 29), last planning June debut (Vol. 9:20), now reports first test patterns due "early in July" with RCA equipment. Hour rate is \$250; Forjoe will be rep.

WEHT, Henderson, Ky. (Ch. 50), previously reporting construction delay (Vol. 9:14), now has RCA equipment promised for delivery before Aug. 1 and plans test patterns by Sept. 1, reports pres. Hecht S. Lackey. Meeker is rep.

WTRI, Schenectady, N. Y. (Ch. 35), just granted week ago, hasn't yet ordered equipment, thinks it may be on the air in "6-12 months," reports Harry C. Wilder. Grant came after 4-way deal was filed with FCC. Ch. 35 applicant WKKW, Albany, dismissed application and sold its physical assets for \$300,000 to Van Curler Bestg. Corp. (Fabian Theatres), WPTR (Schine theatres) and WTRY. WTRY then bought 50% of Van Curler and dropped its Ch. 23 application, permitting WPTR to get Ch. 23 grant. WKKW, which long had trouble with 6-element AM directional antenna, goes off air and owner Stephen Rintoul becomes mgr. of WPTR.

WATR-TV Waterbury, Conn. (Ch. 53), planning test patterns about July 15 and official debut Aug. 1 with RCA equipment. Rambeau will be rep.

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One more vhf grant in Canada has been recommended by CBC—Ch. 2 to Calgary Television Ltd., Calgary, Alta. That makes 10 privately owned stations now awaiting final approval of Ministry of Transport (Vol. 9:14, 24).

CFPL-TV, London, Ont. (Ch. 10), owned by *London Free Press*, has ordered various equipment from RCA, GE and DuMont for delivery by Sept. 1 when new building will be ready. Test patterns are scheduled for Oct. 15 and programming Dec. 1, reports pres. W. J. Blackburn. Weed will be rep for U. S.; All-Canada Radio Facilities for Canada.

George Storer's Havana station CMTV (Ch. 11), now aims for August start. CBS this week asked FCC for permission (under rules Sec. 1.327) to send programs to CMTV starting "on or about Aug. 11." Layman Cameron, ex-WICU, Erie, Pa., is working as consultant with Al Shropshire, Storer executive. Adam Young will be rep.

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Increase of power maximum, from 100 kw to 146 kw, was requested of FCC this week by KXLY-TV, Spokane (E. B. Craney & Bing Crosby). Station says that sparse population will get TV no other way and that allocation plan won't be affected, now or in future, because of great co-channel separations in area. With 146 kw, station says Grade A signal would reach 65 mi., Grade B 100 mi.

KMTV, Omaha, June 17 increased power from 16.7 kw to full 100 kw. RCA has scheduled for shipment next week 10-kw driver unit to WBAY-TV, Green Bay, Wis., in addition to transmitter and amplifier shipments previously announced (Vol. 9:23-24).

Canadian Broadcasting Corp. moving headquarters of top executives to Ottawa this summer, acquiring new office space and expanding present quarters in Victoria Bldg.

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 17* will be off the presses shortly after July 15, 1953—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants; and many other reference features. One copy goes to each *full-service* subscriber, including newly enlarged 43x31-in. map insert. Extra copies, if pre-print orders for 20 or more are placed by July 3, cost \$1.50 each; single copies, \$3.

**Personal Notes:** Earl Gammons, CBS Washington v.p., called at White House June 17 with Gene Autry, cowboy actor, who was reported merely to have "chatted" with President Eisenhower "about golf and mutual friends" . . . FCC Comr. Edward Webster returned June 19 from international telegraph conference in Arnhem, Holland . . . C. Nicholas Priaux, ABC v.p. & treas., resigns as of June 24, will vacation in Europe before going into business . . . Theodore C. Streibert, ex-pres. of WOR-TV & WOR and chairman of MBS, assigned by Dr. James B. Conant, U. S. high commissioner for Germany, to go to Germany for several months as consultant on public affairs program; he's onetime asst. dean of Harvard business school . . . Carl Haverlin, BMI pres. and a noted Lincoln scholar and collector of Lincolnia, elected to board of trustees of Lincoln Memorial U, Harrogate, Tenn. . . . Maurice B. Mitchell, v.p. of Muzak Inc. and gen. mgr. of its AMP transcription library service, named president of ex-Sen. William Benton's Encyclopedia Britannica Films, will move to Chicago . . . Mack Ward named mgr. of CBS-TV film sales office in Atlanta, Wm. Parkinson promoted to supervisor of Chicago office . . . Wade H. Alley promoted to business mgr., WHIO-TV & WHIO, Dayton . . . Everett Wren promoted to production mgr., KBTW, Denver . . . Bob Heiss promoted to sports director, WTMJ-TV, Milwaukee . . . Jean Desev retires July 15 as chief of Canadian Broadcasting Corp. international service . . . Reginald Clough, editor, promoted to publisher of *Tide Magazine* under new Billboard Publishing Co. ownership (Vol. 9:24) . . . Thomas D'Arcy Brophy, Kenyon & Eckhardt chairman, elected life member of Massachusetts Institute of Technology Corp. . . . Ben Alcock, in charge of TV commercial production dept., and Roy Winsor, director of creative programming for TV-radio, promoted to Biow v.p.'s . . . Carroll Newton, v.p. on U. S. Steel show, named by BBDO as exec. asst. to pres. Ben Duffy on TV-radio matters . . . Bernard H. Ober, ex-ABC, named media and sales research supervisor, Wm. Esty Co. . . . Donald R. Mayer appointed TV-radio director, Goold & Tierney Inc., New York . . . Gordon Williamson, ex-WTTG, named TV-radio director, of Ver Standig Adv., Washington . . . Fred Eames Jr., ex-WLWD, Dayton, joins new WENS, Pittsburgh (Ch. 15), due in August, as chief engineer.

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 "Television is the cocklebur under the saddle that will keep newspapers on their toes from here on out. They aren't sitting still in TV. They aren't satisfied with what they have. Let us, as newspapermen, be frank and a little ashamed. What revolutionary improvements have we made in our mechanical departments in 5 years, or 40 years, for that matter? I can think of no great or fundamental mechanical change since I broke into the business 43 years ago."—George C. Biggers, pres., American Newspapers Publishers Assn. and pres. of *Atlanta Journal* and *Constitution* (WSB-TV), addressing ANPA mechanical conference in Milwaukee, June 16.

Station Films Inc. is new TV film buying service set up by Katz Agency, biggest TV rep firm, to service its client stations with filmed programming. New corporation will be headed by Robert H. Salk, ex-TV program mgr. for Katz, and will begin operations Aug. 1 with offices at 30 Rockefeller Plaza, N. Y. Station Films will operate on non-profit basis, costs being borne by member stations.

Baltimore's WAAM is underwriting entire cost of African expedition to obtain animals for new Mammal House in Baltimore Zoo, says mgr. Kenneth Carter. Promotion-minded station, winner of numerous public service awards, will even pay for acquisition of animals. One of its popular programs is weekly *This Is Your Zoo*.

**Telecasting Notes:** Hollywood may be in production doldrums at moment, blamed on "The TV revolution" and "3-dementia"—but Republic Pictures is building 4 new sound stages at cost of about \$400,000 (making 18 in all) so as to provide "better service for TV movie production"; its Consolidated Film Industries Div., which develops and prints films for movie makers, has just completed \$2,000,000 expansion which added 775,000 ft. daily to 16mm capacity and is ready for color TV film. Republic will cut own movie production in half, eliminating all B pictures, making only 18-20 A pictures next year . . . Walt Disney plans expansion into TV film production, but denies plans to release any old films to TV . . . Film titled *Geisha Girl* played WPIX, New York, one night this week at same time it was being shown in Times Sq. Rialto Theatre; under title *Trouble in Tokyo* it also played Washington's WNBW while being shown at local Pix Theatre. Feature was filmed in Japan last year, is distributed by Broder Productions, Hollywood . . . "Completely invalid" and "basically wrong" were among the more polite reactions of network research men to the Alfred Politz study for *Life Magazine*, purporting to compare accumulative and repeat audiences of magazines to those of TV & radio; naturally, *Life* got best break, and network researchers claimed major flaw in survey was fact it compared entire issues of magazines with individual TV & radio programs . . . Stanford TV-Radio Institute, which begins 8-week summer session June 22, given \$400 by KPIX's Philip G. Lasky, who will be on faculty, for 4 scholarships of \$100 each; KPIX and KNBC cooperating with Prof. Stanley T. Donner's speech & drama dept. in staging 11th annual session . . . William Morris Agency, donating \$25,000, and \$7500 from Samuel A. Frommer, Miami, are enabling Columbia U's Graduate School of Journalism to expand its TV-radio writing and programming courses, including resumption of students' *News-O-Rama* program on WPIX . . . Arthur Godfrey will telecast from his farm home near Leesburg, Va. during convalescence there next month, via special 40-mi. microwave relay which AT&T is installing for feeding into CBS-TV lines out of Washington . . . Margaret Truman signs one-year renewal contract with NBC for 9 guest appearances, at terms said to be slight increase over the \$4000 per TV and \$2500 per radio shows paid under last contract . . . Tadeusz Danielewski, NBC studio supervisor in New York, wins \$6000 WAAM television fellowship for graduate study at Johns Hopkins U . . . CBS has sold 740-seat Avon Theatre on W. 54th St., N. Y. to hotelman Abraham Dreier . . . New KCTY, Kansas City (Ch. 25), owned by Empire Coil Co., has appointed Avery-Knodel as national rep . . . Katz reports these CP holders added to its rep list: KFSD-TV, San Diego; WTOC-TV, Savannah; KCMO-TV, Kansas City.

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 U. S. networks' coronation coverage was given clean bill of health this week by high British officials, who disputed last week's statement by BBC that commercials "marred" telecasts of the films (Vol. 9:24)—but opponents of commercial TV in Britain seized upon criticism of American TV as weapon to help kill proposal for private TV stations in England. Foreign Undersecretary Anthony Nutting told House of Commons June 17 that British Ambassador to U. S. Sir Roger Makins had reported the American telecasts "were marked by exceptional restraint and propriety [and] the treatment of the coronation was a most profound manifestation of sympathy and goodwill toward Britain." Nevertheless a rift was developing in Britain's ruling Conservative Party over proposal to introduce sponsored TV—to such extent that outcome of measure, once believed certain of passage, is now in doubt. Influential and conservative *London Times* came out this week against sponsored TV as "unthinkable."



**Station Accounts:** National Assn. of Retail Clothiers & Furnishers, 1006 Munsey Bldg., Washington, D. C., reporting on ad practices of 72 men's wear stores when TV entered their trading areas, states that 17 are now using TV, 38 radio; that the arrival of TV cut down use of radio by 21 stores; that in 27 communities without TV as yet, 20 stores use radio . . . Florida Citrus Commission allocates \$620,000 of new \$2,500,000 budget for TV, \$120,000 for radio, \$770,000 magazines, \$703,000 newspapers . . . F. C. Russell Co. (Rusco metal windows) using TV-radio along with newspapers in dealer cooperative campaign, featuring contest for letters starting "I like Rusco because . . ." and pegged to celebration of its 10,000,000th window, going to baseball Hall of Fame at Cooperstown, N. Y. . . . Arrow Utilities Stores, N. Y. chain, to promote Fedders air conditioners and GE appliances, sponsoring *Sunday Surprise Party* on WABD, Sun. 11-midnight, with Hal Block as m.c. of comedy, music, fashions, quiz show . . . Regal-Amber Brewing Co. sponsoring *Frosty Frolics*, ice show, on 8 western stations, thru Guild, Bascom & Bonfigli, San Francisco . . . Among other advertisers reported using or preparing to use TV: Barberette Co. (home hair trimmer), thru Smith, Hagel & Snyder, N. Y.; Skinner & Eddy Corp. (Icy Point salmon), thru Paris & Peart, N. Y.; Blueberry Cooperative Assn. (fresh blueberries), thru Charles W. Hoyt Co., N. Y.; F. O. Pierce Co. (Pierce paints), thru S. R. Leon Co., N. Y.; Pepperidge Farm Inc. (Pepperidge Farm bread), thru Kenyon & Eckhardt, N. Y.; International Latex Corp. (Playtex baby products), thru Foote, Cone & Belding, N. Y.; Casco Co. (Casco sun-tan oil), thru Ted Witter, Canton, O.; Hairguard Co. (Hairguard hair treatment), thru John Shrager Inc., N. Y.; Reddi-Spred Corp. (Reddi-Spred for bread), thru Abner J. Gelula & Assoc., Philadelphia; Vaporette Inc. (bug killer), thru H. G. Sample Adv., Atlanta.

**F**OOTBALL schedule on NBC-TV's *Game of the Week* next fall, as announced by sponsor General Motors, comprises 11 complete games and parts of 8 others, to be telecast over 12-week period starting Sept. 19. Schedule, arranged in cooperation with National Collegiate Athletic Assn., features "panoramic" telecasts Oct. 24 and Nov. 7, when portions of 4 games played in different sections of country will be seen. In addition to full nationwide schedule, GM also announced it's prepared to sponsor one-station telecasts of important sell-out games as they come up during season. Full schedule:

Sept. 19, Nebraska vs. Oregon at Lincoln, Neb.; Sept. 26, Dartmouth vs. Holy Cross at Lynn, Mass.; Oct. 3, California vs. Ohio State at Berkeley, Cal.; Oct. 10, Texas vs. Oklahoma at Dallas; Oct. 17, Alabama vs. Tennessee at Birmingham; Oct. 24 (panoramic), Princeton vs. Cornell at Princeton, Mississippi vs. Arkansas at Memphis, Illinois vs. Syracuse at Champaign, Ill., Iowa vs. Indiana at Iowa City, Ia.; Oct. 31, Minnesota vs. Pitt at Minneapolis.

Nov. 7 (panoramic), Florida vs. Georgia at Jacksonville, South Carolina vs. North Carolina at Columbia, S. C., Northwestern vs. Wisconsin at Evanston, Ill., Kansas vs. Kansas State at Lawrence; Nov. 14, Michigan State vs. Michigan at East Lansing; Nov. 21, Southern California vs. UCLA at Los Angeles; Nov. 26 (Thanksgiving), Utah vs. Brigham Young at Salt Lake City; Nov. 28, Army vs. Navy at Philadelphia; Dec. 5, Notre Dame vs. Southern Methodist at South Bend, Ind.

**More blame on TV:** Bus company owner complains TV is forcing him out of business in Cumberland, Md. by keeping patrons home at night, adds he's lost money last 4 years. TV's impact on evening transit revenues is common lament in many larger cities, London transportation officials recently asking fare boost because of it.

**Network Accounts:** Ford Motor Co.'s spectacular 2-hr. anniversary *American Road* show June 15 was one of TV's milestones—*Variety's* George Rosen calling it "a dream show," typical of many rave notices—which automatically evokes question why networks don't repeat such patently outstanding programs for benefit of millions who weren't able to catch it first time around. Networks traditionally shy away from kine repeats, citing costs of talent, difficulties of clearing time, doubts about size of audience on re-runs, etc. but fact remains that cost problems have been overcome before, labor contracts have been amended, and millions of viewers would be eternally grateful for opportunity to enjoy one of TV's treats. (Consider, for example, how often old films are unreel.) June 15 show cost Ford \$500,000, of which \$210,000 went into time costs on NBC-TV & CBS-TV (114 stations combined) and Trendex came up with preliminary rating of 57.7 (38.2 on CBS-TV, 19.5 on NBC-TV), estimating 92.5% of sets-in-use were tuned to show . . . General Foods (Post Cereals) to sponsor *Rod Brown of the Rocket Rangers* beginning Sept. 12 on CBS-TV, Sat. 11:30 a.m.-12, thru Young & Rubicam . . . Ozite (rug underlay) reported buying 5 participations per week for 13 weeks on *Today*, starting in October, on NBC-TV, Mon.-Fri. 7-9 a.m., thru Krupnick & Assoc. . . . Pressed Steel Car Co., after testing ex-Sen. Blair Moody's filmed *Meet Your Congress* for 7 weeks in 4 markets, to start DuMont schedule July 7, Tue. 8:30-9 p.m., thru Albert Frank-Guenther Law, N. Y. . . . Lucky Strike replaces *Your Hit Parade* in summer with *Private Secretary* film series, starting June 27 on NBC-TV, Sat. 10:30-11 p.m., thru BBDO . . . Bristol-Myers Co. replaces *Ken Murray Show* during summer with *Arthur Murray Party*, starting June 28 on CBS-TV, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Shenfield . . . General Foods (Swans Down flour) sponsors *Footlights Theatre* as summer replacement for *Our Miss Brooks*, beginning July 3 on CBS-TV, Fri. 9:30-10 p.m. thru Young & Rubicam.

ABC-TV has closed deal with Motion Picture Assn. of America (Eric Johnston office) to carry *Hollywood Parade*, weekly half-hour excerpts from new movies with appearances of screen stars provided by 10 major producers—Allied Artists, Columbia, MGM, Paramount, RKO, Republic, 20th Century, United Artists, Universal, Warner Bros. Pilot production is already planned for fall or winter start, with ABC western div. program director Cecil Barker having overall supervision. Arrangements permit series to be carried either commercial or sustaining. The big movie firms, some heretofore holding back on TV, aim to take advantage of exploitation value of TV.

Colorado Sen. Ed Johnson's bill (S. 1396) to allow major league baseball teams to bar telecasts and broadcasts of games within 50 miles of their cities (Vol. 9:24), ran aground temporarily in Senate this week when Sen. Dirksen (R-Ill.) objected to its passage by unanimous consent. It now will have to take its chances along with other legislation in summer rush for adjournment. NARTB renewed its opposition (Vol. 9:19) when board adopted resolution saying "it would be tragic" if bill passed. On other side of Capitol, Rep. Herlong (D-Fla.), who like Johnson is minor league official, introduced companion bill in House.

TV's "sound track" is becoming important part of Mutual's business. In addition to carrying the audio of Bishop Fulton Sheen's DuMont telecasts, it now also has *Eddie Fisher Show*, which originates on NBC-TV and is rebroadcast on NBC-Radio and then on MBS; beginning Aug. 31, Mutual will also carry CBS-TV's 3-times-weekly *Perry Como Show* on simulcast basis.

REPORTS from new uhf areas are always interesting, usually glowing—but of course the first weeks of uhf in any area are too early for any definitive appraisal of receptivity or receiver circulation. In this week's batch of uhf reports are several noteworthy items:

Case of Kansas City's KCTY (Ch. 25), owned by uhf pioneer Herbert Mayer (KPTV, Portland), should provide fascinating study of what happens when uhf comes into a vhf city whose TV has suddenly been cut off. Kansas City's WDAF-TV was closed down from May 22 to June 19 by AFTRA strike. KCTY was rushed to completion, went on air June 6 with network, film and live shows from transmitter building, pending completion of studios in Pickwick Hotel next month (Vol. 9:23). Response to new station reportedly has been very good, and a phenomenon reminiscent of TV's early days sprung up in Kansas City—group viewing. People with uhf receivers found that plenty of neighbors and friends, whose vhf screens were temporarily blank, "dropped in to watch TV."

Akron's WAKR-TV (Ch. 49), which took the air June 7, reports preliminary spot check shows extremely good coverage of entire area "without difficulty". Interesting angle of Akron situation is that antenna is located atop Tower bldg., in geographic center of city. All of Akron is within 5-mi. radius, and 2 main suburbs, Barberton and Cuyahoga Falls, are within 8 mi. of building. It's first station to use special uhf antenna designed by Dr. Frank Kear and RCA to eliminate nulls in close-in area. Station also claims to be first uhf with transmitter off the ground, keeping transmission line to 135 ft., although antenna is nearly 500-ft. above ground.

From Duluth, where WFTV (Ch. 38) began operation May 31 (Vol. 9:23), come continued reports of exceptional reception—both from station and independent sources. Tower is said to be in especially good location, atop hill 600 ft. above downtown section. Duluth—150 mi. from nearest vhf stations in Minneapolis-St. Paul—already has its "fringe area", with reports of reception 50-60 mi. in several directions. City coverage is said to be good, with very few nulls, despite hilly terrain.

Week's petitions for channel changes included 4 oppositions to proposal of WSAL, Logansport, Ind., to put Ch. 10 in Logansport (Vol. 9:23). Objectors: WTHI and John R. Figg, Terre Haute; WVJS, Owensboro, Ky.; Evansville TV Inc., Evansville. Other petitions filed: (1) Add. Ch. 30 to Washington, D. C., submitted by Lawrence A. Harvey, Los Angeles. (2) Shift Ch. 40 from Elizabethton, Tenn. to Anderson, S. C., add Ch. 22 to Elizabethton, by WAIM, Anderson. (3) Add Ch. 24 to St. Louis, filed by Metropolitan Telecasting Co., through one of 3 methods—(a) substitute Ch. 65 for Ch. 24 in Cairo, Ill. and Ch. 51 for Ch. 24 in Fulton, Mo.; (b) substitute Ch. 15 for Ch. 24 in Cairo, Ch. 51 for Ch. 24 in Fulton, Ch. 17 for Ch. 15 in Poplar Bluff, Mo.; (c) substitute Ch. 15 for Ch. 24 in Cairo, Ch. 35 for Ch. 24 in Fulton, Ch. 17 for Ch. 15 in Poplar Bluff, Ch. 51 for Ch. 35 in Moberley, Mo. Triad TV Assn., seeking Ch. 10 for Onondaga, Mich., amended petition to ask the channel for Onondaga, Parma or Onondaga-Parma combined.

Debut of uhf station will bring big boom in Buffalo TV business, Motorola dealers there were told at recent sales rally. With WBUF-TV (Ch. 17) planning on debut next month and WBES-TV (Ch. 59) slated for fall, Motorola gen. merchandising mgr. E. A. Holsten predicted area will do approximately \$36,500,000 in retail TV business during 1953. He forecast sale of 60,000 replacement sets plus 3000 sets to new owners at total retail value of \$23,000,000. Added to that will be sale of some 150,000 uhf converters at \$7,500,000, and nearly \$6,000,000 worth of antennas and accessories, he said.

FUTURE OF TV—vhf, uhf and color—was sketched out for Advertising Federation of America convention June 17 in Cleveland by NBC research & planning director Hugh M. Beville Jr., and capped with "conservative forecast" that some 38,000,000 homes will be equipped with TV by end of 1955. Pointing out that TV has penetrated 54% of all U. S. homes in 6 years "with one hand tied behind its back" by the freeze, Beville said: "It took 12 years for radio to reach this figure and 30 years for electrical refrigeration." With 78% of nation's homes now within reach of TV, he predicted this figure would rise to 85% by year's end.

Expressing NBC-RCA's confidence in uhf (see story, p. 1), Beville said: "On the basis of performance to date, there's no question about the quality of picture rendered by uhf." Pattern of uhf's growth he said—citing Portland's 100,000 sets-in-use—is "comparable to that of any other post-freeze single station market."

In Wilkes-Barre and Peoria, where there is some vhf service in addition to uhf, he pointed out that 85% of the TV sets could receive uhf within 3 months after local stations went on air. With improvement in physical coverage and development of strong local programming, "we can expect the distinction of U vs. V to disappear."

"By end of 1953 the number of uhf stations will nearly equal the number of vhf stations."

Dwelling extensively on color, he promised advertisers an opportunity to "experiment in the presentation of color commercials" (Vol. 9:22) before there is any substantial audience equipped with color receivers. Latest count of NBC stations signed up for RCA network color gear is 42, and "before the year is out, your local NBC station may be telecasting some regular network shows in color each week."

TV's impact and low-cost-per-thousand make unbeatable combination, according to appliance sales promotion mgr. J. Gilbert Baird of Westinghouse, long-time sponsor of *Studio One* drama series on CBS-TV, Mon. 10-11 p.m. Addressing Advertising Federation of America convention in Cleveland June 18, he revealed the one-hour show costs \$70,000 per week, everything included, and he cited these results of recent survey conducted for Westinghouse by Daniel Starch research: Westinghouse ad in national magazine was seen by 3,246,940 readers; cost \$6.10 per thousand. *Studio One* reaches 19,704,000 people in 8,215,000 homes; cost \$1.15 per thousand. Figuring on basis of number of families reached (2.4 viewers per set), "the total cost is only \$2.76 per thousand, so we have a very favorable cost comparison with our magazine ad." Pointing out that each show contains 6 minutes of Westinghouse identification and product demonstration by Betty Furness, Baird said: "If we were to replace her with 100 salesmen to make the same number of calls and do the same demonstrations that Betty does each week, it would take these 100 men 90 years, 11 months, 22 days, 2 hours, 39 minutes and 11 seconds."

The uhf DX sweepstakes: President Charles W. Pittman of WCOS-TV, Columbia, S. C. (Ch. 25) sends us copy of letter from viewer R. J. Walker, Daytona Beach, Fla., —330 air mi. away—reporting reception of Ch. 25 picture 2 nights in row. Walker used Mallory converter "souped up" for Ch. 25, rhombic antenna cut for Ch. 2, Radio Craftsmen receiver, no booster. On May 26, he says, he held Columbia station's picture for about an hour, "but the audio was terrific, not fading once all night." Comments Pittman: "Let's see if there is another uhf that can beat this."

Licensed TV receivers in Britain totaled 2,142,452 at end of March, up 69,472 for month.



**PRICE CONSCIOUS TRADE GOES TO MARKET:** Threat of new round of price increases hovers over TV industry as nation's manufacturers, distributors and dealers gather at the Chicago marts next week to see and order new merchandise. Steel price increase this week forced GE to announce boost in prices of appliances, though TV wasn't specified, and Raytheon v.p. William Dunn flatly predicted TV prices would go up in August.

What effect steel hike would have on TV prices was anybody's guess. It's a basic commodity whose price fluctuations affect almost the entire American economy. With TV manufacturers walking a price tightrope as parts and labor costs rise, steel price increase might well touch off another general price rise such as followed OPS removal of price controls last year (Vol. 8:39-42).

GE action was revealed by Roy W. Johnson, v.p. in charge of appliances and electronics, in response to newsmen's queries. He didn't spell out increase by commodities or when it would go into effect, but it's expected heavy equipment and to some extent white goods will be affected. Johnson was closeted with GE president Ralph Cordiner day his comments appeared in press, wasn't available for elucidation. Subordinates said they hadn't been notified of any anticipated TV price increases.

Dunn's prediction of price increases was based on recent hikes in component prices and ever-rising labor costs. Capacitors were recently boosted 10% and picture tubes have also gone up, he pointed out.

GE has never been a bellwether in TV, of course, and Raytheon isn't one of the bigger producers, but other major manufacturers have repeatedly told us they're running on "tight price schedules" but "will try to hold the price line." Whether they will be able to do so, in light of ever-increasing costs, was something they preferred not to comment on publicly at this juncture.

\* \* \* \*

Mere mention of price increases is likely to send jittery dealers fleeing to aspirin bottles. As one dealer was quoted in June 19 New York Times: "I can say that any substantial increases will chase the few customers I have out of my store." You can couple that with statement attributed this week to Irving Sarnoff, exec. v.p. of Bruno-New York, that TV-appliance dealers are going out of business at the rate of a dozen a week in the New York area.

It all adds up to fact that dealers will be going to Chicago in skeptical mood. Though they're not all from Missouri, they'll all want to be shown that TV business is as good as manufacturers say it is. They're the toughest guys in the world to convince, these TV dealers, but if optimistic statements will help, this week should have been quite an asset. Consider:

(1) J. B. Elliott, RCA Victor consumer products v.p., predicted in talk to RTMA convention in Chicago that TV output in first 6 months would exceed previous record for any first half year -- the 3,457,519 in first 6 months of 1951. [For news of RTMA convention, new officers, reorganization, etc., see pp. 10, 12.]

(2) M. Frank Darling, IBEW president, said in statement that employment in TV plants in vital Chicago area was comparable to last year and that seasonal drop-off from first quarter was not nearly as bad as in 1951.

(3) E. F. Peterson, GE TV-radio marketing mgr., said on eve of unveiling new line that "our factory inventory of TV receivers is at an absolute minimum. Orders for TV are at such a level that it has become necessary to continue full operation of our assembly lines through the normal vacation shutdown period." (GE's 8-week strike has just ended.) And CBS-Columbia pres. David Cogan, in unveiling new line, said budget for year beginning July 1 anticipates 50% sales increase.

[For full lines of CBS-Columbia, Crosley & DuMont, see p. 11.]

(4) Henry G. Baker, RCA Victor home instrument v.p., said following intro-

duction of RCA's new line that strengthening of distributor-dealer merchandising relations will keep sales at equally high level in second half.

Mr. Baker later elaborated on his remarks in special article written for June 18 Retailing Daily. Deprecating fear of saturation in TV markets, he said more than 2,250,000 sets will be sold this year for first time in pre-freeze markets. Fringe areas offer still greater opportunities for increased sales, he said adding that 30-40 stations will increase powers this year.

As for color talk hurting business, Baker called it nonsense. He said retailer was in best position to dispel unwarranted fears of consumers, adding it'll take from 9 to 12 months to tool up for color production once it's authorized by FCC. After that, production will be very slow, he added.

More playing down of color came from Crosley v.p. Leonard F. Cramer, who said first color sets will sell for at least \$750-to-\$800 for open-face console with picture of approximately 14-in. Today, he said, an average 17-in. black-&-white console sells for about \$250.

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TV production totaled 115,469 (8828 private label) week ended June 12, up from 97,920 preceding week and 99,580 week ended May 29. It was year's 23rd week, and compared with production of 77,381 in corresponding week last year.

Radio production totaled 261,609 (133,560 private), down from 270,398 week ended June 5 and 267,744 week before. Week's radios: 56,209 home sets, 53,561 portables, 29,473 clock, 122,366 auto.

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**Trade Personals:** E. Finley Carter appointed Sylvania v.p. & technical director, Howard L. Richardson taking over as v.p. in charge of engineering . . . Harry McCullough promoted to Crosley gen. sales mgr. for TV-radio, succeeding E. W. Gaughan, transferred to staff of W. A. Bles, Avco v.p. in charge of Crosley div. sales . . . A. B. Hunt, mgr. of Northern Electric Co.'s communications div., re-elected pres. of RTMA of Canada at annual meeting at Bigwin Inn, Ont., June 19 . . . Dr. Allen B. DuMont receives annual achievement award of N. Y. chapter, New York State Society of Professional Engineers . . . Frank Folsom, RCA pres., recovering from abdominal operation in Roosevelt Hospital, N. Y. . . Gen. David Sarnoff, RCA chairman, awarded honorary degree of Doctor of Engineering by Drexel Institute . . . James McMurphy, recently Philco TV district mgr. for South and Texas, heads new Capital div. in charge of TV-radio distribution, with offices at 744 Jackson Pl., Washington . . . Frank A. Creaser promoted to asst. sales mgr. of Philco Tech-Rep div., succeeded as mgr. of Washington office by George A. Swaney . . . Lane D. Stoudt, Miami branch mgr., named by Muntz TV to asst. national sales mgr. for west coast, succeeded at Miami by Clifford Kelley, from Jacksonville branch, where David Ickes is now in charge . . . Berkeley L. Fuller now Hoffman Radio district mgr. for northern California; Charles Clarke, ex-TV sales mgr. for area, resigns to join Ray Thomas Co., L.A. distributor . . . George E. Dittman, ex-New York renewal field sales rep, appointed mgr. of RCA Victor tube dept.'s east central district, Cleveland, replacing J. J. Kearney, now product sales mgr. for radio batteries . . . Dale Radar, ex-United TV Labs, named asst. to R. Edwin Gray, Stromberg-Carlson's Dallas sales engineering mgr. . . John W. Barren named Raytheon Providence district sales mgr., James L. Thompson Cincinnati mgr., Ralph Bloom to Minneapolis . . . Hamilton Corey, ex-Charlotte mgr., named Atlanta district sales mgr., Graybar . . . Jack Frohlich resigns as western regional mgr., Hallicrafters.

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**G**LEN McDANIEL, 41-year-old first paid president of RTMA, who resigned last October to return to private law practice in New York (Vol. 8:26), was elected temporary RTMA president this week pending selection of paid successor, at undetermined salary. He'll also continue as RTMA gen. counsel. McDaniel succeeds A. D. Plamondon, who continues as a director.

Succeeding Plamondon as chairman is Robert C. Sprague, Sprague Electric Co., whose election came after board approved plan for reorganization of RTMA to give greater voice to electronics manufacturers (Vol. 9:6, 17, 22). A plan to change RTMA's name to the Radio-Electronics-Television Manufacturers Assn. will be submitted to membership for ratification at proxy meeting in Washington July 27. Its approval is considered a near-certainty.

Other officers reelected: James D. Secrest, exec. v.p. & secy.; Leslie F. Muter, Muter Co., treas.; Dr. W. R. G. Baker, GE, engineering director; John W. Van Allen, Buffalo, general counsel emeritus.

New directors elected: Leonard F. Cramer, Crosley; Gen. Harold George, Hughes Aircraft; Floyd W. Bell, Bell Sound Systems.

New division chairmen are Robert S. Alexander, Wells-Gardner, set div., succeeding John W. Craig, Crosley; John Q. Adams, Hytron, tube div., replacing R. E. Carlson, Tung-Sol; Floyd W. Bell, Bell Sound Systems, amplifier & sound equipment div., succeeding A. K. Ward, RCA. Reelected were Matt Little, Quam-Nichols, parts div.; Carlyle W. Miller, Westinghouse, technical products.

McDaniel plans to continue residence in New York and retain his partnership in law firm of Ludgren, Lincoln, Peterson & McDaniel, 63 Wall St., commuting to Washington as business requires. Other convention gleanings:

GE's Dr. W. R. G. Baker was presented Medal of Honor by retiring president A. D. Plamondon, who praised him as "an outstanding example of an executive of 'big business' who has given freely of his time and talents for the benefits of all, especially the small manufacturer."

Board accepted invitation from RTMA of Canada to hold joint conference at General Brock Hotel, Niagara Falls, Ont., April 29-30, 1954.

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Percy L. Schoenen, 61, who retired in April as president of Olympic Radio, died June 14 at his home in New York City.



**Topics & Trends of TV Trade:** Pitch for summer sales, already evidenced by introduction of summer-only TV models by Admiral (Vol. 9:23) and Raytheon (Vol. 9:19), was intensified this week when RCA Victor relaxed credit requirements for its distributors, who in turn are expected to pass on benefits to dealers.

RCA's liberalized plan gives distributors 90 days to pay for TV sets ordered from factory during summer, instead of customary 30 days. Though each distributor is authorized to prescribe his own "dating plan" with dealers, arrangement revealed this week by Irving Sarnoff, exec. v.p. of Bruno-New York, biggest RCA distributor, is expected to set nationwide pattern. It gives dealers either or both of 2 credit plans:

(1) For merchandise purchased in summer, dealers will get 90 days to pay, instead of customary 45, with distributor assuming all bank finance charges. If dealer wishes an open account, merchandise is payable one-third each in August, September and October; if merchandise is shipped in August, half will be due in September, balance in October.

(2) For TV sets purchased for display purposes, dealer will have until Sept. 10 to pay, provided he displays minimum of 10 models on showroom floor. Dealers heretofore were required to pay for all sample merchandise within 45 days of shipment, partial payment within 30 days.

At week's end, DuMont New York factory branch also came up with relaxed credit requirement plan for New York area dealers. On low-end models, dealers may defer payment until Sept. 15; for payment within 10 days, 2% cash discount is offered.

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Crosley unveiled 30-model line featuring optional all-channel tuning, anti-interference "picture sentry" circuit using improved "noise-gate," and local-distant switch permitting adjustment for signal strength. Most sets have aluminized tubes, custom models have "fade eliminator" and illuminated tuning dials.

Prices range from 17-in. mahogany plastic table model at \$190 to 27-in. remote-control mahogany combination at about \$1000, exact price to be fixed later. Full line:

*De Luxe:* 17-in. mahogany veneer table model \$190, limed oak \$200; 21-in. mahogany veneer table \$250, limed oak \$260; 21-in. mahogany veneer console \$300, limed oak \$320; 21-in. full-door mahogany console \$390, limed oak \$410; 24-in. open-face mahogany console \$400, limed oak \$420.

*Custom:* 17-in. mahogany veneer table model \$250, limed oak \$260; 17-in. open-face mahogany veneer console \$270, limed oak \$290; 21-in. mahogany table \$320, limed oak \$330; 21-in. open-face mahogany console \$370, limed oak \$390; 21-in. full-door Chippendale mahogany console \$450, limed oak \$460; 21-in. AM-FM 3-speed phono mahogany combination \$595, limed oak \$625; 24-in. full-door mahogany console \$575, limed oak \$600; 24-in. AM-FM 3-speed phono mahogany combination \$695, limed oak \$725; 27-in. open-face mahogany console \$595, limed oak \$625; 27-in. remote-control AM-FM 3-speed phono mahogany combination, about \$1000.

IUE has accepted GE's offer of one-year contract calling for 5¢ hourly wage increase, bringing average hourly pay of GE production workers to \$1.90. Action formally ended months-long negotiations interrupted by costly 8-week strike at GE's 2 electronics plants in Syracuse (Vol. 9:22-24). On another labor front, Sparton TV-radio employes returned to their jobs under union authority, as end of strike at 3 Sparks-Withington plants in Jackson, Mich. appeared imminent.

CBS-Columbia's new line, introduced at New York's Waldorf-Astoria June 15-16, features "Columbia 360" high-fidelity sound at top of line. All sets have 2 speakers at sides of cabinet rather than in front. Line includes first 24-in. sets. Prices range from 17-in. metal table model at \$180 to 27-in. mahogany full-door console at \$700. Price differential for optional all-channel tuner is \$40 on low-end sets, \$50 on all others. Full line:

*Table Models:* 17-in. metal \$180, ebony metal \$200, mahogany metal \$210, mahogany wood \$230; 21-in. ebony metal \$240, mahogany metal \$250, mahogany wood \$270, blonde wood \$280, mahogany \$340.

*Consoles:* 21-in. mahogany open-face \$250, \$280, \$300, \$340 & \$400, blonde \$320, \$360 & \$420; 21-in. mahogany 2/3-door \$370 & \$400; 21-in. mahogany full-door \$430, \$450, \$470, blonde \$450, \$460, \$480; 24-in. mahogany open-face \$500, blonde \$520; 27-in. mahogany open-face \$600, blonde \$620, mahogany full-door \$700.

*Combinations:* 21-in. mahogany full-door AM-phono \$470; 21-in. mahogany full-door AM & FM-phono \$680.

Also introduced were 3 radios ranging from 5-tube portable at \$35 to clock at \$40, and combination in mahogany at \$300, blonde \$320.

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DuMont added 6 new sets, carried over 10 more, in line unveiled to dealers at New York's Park Sheraton Hotel June 17. Line was all 17-in. and 21-in., except for 30-in. promotional console at \$1795. All sets have all-channel tuners, optional at \$50 extra. Other features: automatic Selfocus picture tube, improved circuitry and illuminated dials.

*Additions:* Sutton, 17-in. table model, walnut or mahogany finish \$200 & \$210; Walton, 21-in. table, mahogany or limed oak finish \$280 & \$290; Warwick, 21-in. table, mahogany or limed oak \$300 & \$310; Bradford, 21-in. open-face mahogany console \$380; Windsor, 21-in. half-door mahogany console \$400; Hartford, 21-in. full-door mahogany or limed oak console \$420 & \$440.

*Carried over:* Chatham, 17-in. table, mahogany or limed oak finish \$250 & \$260; Beverly, 21-in. open-face mahogany console \$350, limed oak \$360; Lynwood, 21-in. open-face mahogany console \$370, limed oak \$380; Ridgewood, 21-in. half-door mahogany console \$400, limed oak \$410; Wakefield, 21-in. full-door mahogany console \$410, limed oak \$430; Essex, 21-in. full-door mahogany console \$425; Somerset II, 21-in. full-door mahogany console \$485, blonde \$515; Newbury II, 21-in. full-door mahogany console \$495, limed oak \$525; Hanover II, 21-in. full-door mahogany console \$525, blonde \$545; Royal Sovereign II, 30-in. full-door mahogany console \$1795.

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TV will take spotlight of NARDA June 28-30 convention's final day, with Magnavox pres. Frank Freimann addressing luncheon meeting on "The Manufacturer's Responsibility to the Dealer." Afternoon audience-participation sessions include speeches by past NARDA pres. Mort Farr on "Advice to the New TV Dealer"; Allan B. Mills, merchandise mgr., RCA Victor home instrument dept., on "Our Prospects in TV"; NARDA director Don Gabbert, on "Educational TV Today"; Harry Alter, pres. of Harry Alter Co., Chicago, on "Dealer-Distributor Relations."

Stewart-Warner unveiled 34 new TVs, 17 of them equipped with all-channel tuner, at distributors meeting in Chicago's Drake Hotel, June 20. Prices range from 21-in. mahogany plastic table model at \$230 to 27-in. open-face console at \$565.

New GE line will be shown at Chicago Furniture Mart June 22, instead of NAMM convention at Chicago's Palmer House July 13-16, as originally announced.

**Electronics Reports:** Future of electronics industry "was never more promising despite a seasonal lull in sets sales and an approaching decline in military procurement." So RTMA president A. D. Plamondon Jr. told members June 18 at annual meeting in Chicago's Palmer House. His annual report pointed out that more than \$5.5 billion worth of electronic products have been delivered to armed forces since start of Korean war—more than two-thirds as much as industry delivered throughout World War II, when there was no civilian production at all.

"While reductions in military procurement are both inevitable and desirable from the national economic point of view, it seems unlikely that our country will turn to the disastrous disarmament policy which followed World War II," said Plamondon. "Moreover, the growing importance of electronics in all aspects of military operations indicates that our industry, like the aircraft industry, will be heavily engaged in military production so long as there is any threat to our national security." Deliveries of electronic equipment and components to the military in 1953 are expected to total \$3 billion, he added.

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Session on color TV, featuring NTSC chairman Dr. W. R. G. Baker (GE) and Panel 12 chairman Donald G. Fink (Philco), will be one of highlights of Western Electronic Show & Convention in San Francisco, Aug. 19-21. Sponsored by IRE & West Coast Electronic Mfrs. Assn. (WCEMA), convention will also hear papers on beam-shaping to extend uhf coverage with better power utilization, uhf-vhf propagation, high-power klystrons and transistors. More than 325 manufacturers are slated to display wares.

Annual audio-visual convention & trade show will be held at Chicago's Hotel Sherman Aug. 1-5, with 5 national organizations participating: National Audio-Visual Assn., Educational Film Library Assn., Catholic Audio-Visual Educators, Film Council of America, Industrial Audio-Visual Assn. In addition, more than 25 audio-visual equipment suppliers will hold their national sales meetings during convention.

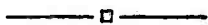
New edition of *Radiotron Designer's Handbook*—12 years in preparation by F. Langford-Smith (Amalgamated Wireless Valve Co., Sydney, Australia) and 33 engineer-authors—will be printed and distributed in U. S. by RCA tube dept. Containing more than 1500 pages and 1000 illustrations, it lists at \$7.

"A Study of Transistor Circuits for Television" titles paper in June issue of *Proceedings of the IRE* by RCA Labs' G. C. Sziklai, R. D. Loman & G. B. Herzog, describing transistorized TV set displayed last year by RCA (Vol. 8:47).

Sylvania purchases 50-acre site in Warsaw, N. Y. (near Buffalo) for new plant, with construction tentatively set to begin in 1955.

Sprague Electric Co. plans 50,000-sq. ft. plant at West Jefferson, N. C. (near Elizabethton, Tenn.) for manufacture of capacitors for TVs, radios, air conditioners, etc.

Magnavox acquires 22-acre tract at Urbana, Ill. as site for new plant.



GE tube dept. has created 3 new subdepartments under gen. mgr. J. Milton Lang, each headed by a gen. mgr. as follows: Robert E. Lee, cathode ray, Syracuse; L. Berkley Davis, receiving tube, Owensboro, Ky.; Robert O. Bullard, industrial & transmitting tube, Schenectady.

Glenn D. Montgomery, Bell Labs air defense systems engineer, succeeds Herbert J. Schroll, retiring, as military communications mgr., AT&T Long Lines Dept.,

Distributor Notes: Morley Bros., Saginaw, Mich. (R. C. Morley Jr., pres.) drops RCA Victor franchise for Michigan "by mutual agreement," will distribute DuMont line throughout state, except in Wayne (Detroit), Lenawee, Macomb, Monroe, Oakland, St. Clair & Washington counties, where Specialties Distributing Co., Detroit, will continue to function. Letter from Morley to its dealers said it was relinquishing RCA franchise in protest against latter's policy of "package-type" merchandising, in which distributor is required to sell all products of single manufacturer, and that split-up stemmed from RCA purchase of Estate ranges. Morley will continue with Magic Chef ranges, letter added . . . DuMont appoints Eastern Co., Providence (Alan Steinert, pres.); names Philip Manetti district sales mgr. of New Jersey factory branch . . . Southwestern Television & Appliance Distributors, Little Rock (Raytheon) appoints James W. Sprague gen. mgr. . . . Nash-Kelvinator Sales Corp., Oakland, Cal. (Stromberg-Carlson) appoints Earle Fittinger San Francisco TV sales mgr. . . . GE Supply Co., Los Angeles, opens San Bernardino branch (V. S. Cooper, mgr.) . . . CBS-Columbia Distributors Inc., New York, appoints Harry Schecter, ex-Motorola-New York, as gen. mgr. . . . Emerson appoints Keefe Auto Supply Co., Billings, Mont. (J. A. Keefe, pres.) . . . Emerson of Washington Inc. now 100% owned by Herman Goodman, pres.

\* \* \* \*

Business failures were reported by 16 TV-radio-electronics manufacturers and 8 parts distributors during year ended May 30, according to annual report of RTMA credit committee. Of failures, 4 made TV-radios, 5 parts, 3 military equipment, 2 sound equipment and phonographs, one test equipment, one hearing aids. Improper accounting methods were blamed by committee chairman H. A. Pope, National Union Radio Corp., for many of the failures. "Others had accepted defense contracts at too low a price, or the contract called for work too difficult in terms of their production or engineering experience," report added. As for distributors, Pope said because of higher unit costs of TV items and necessity to carry large inventories, "an investment of less than \$20,000 for a new distributing company jeopardizes the possibility of a successful operation."

RTMA service committee disclosed this week that more than 500,000 copies of its booklet *Things You Should Know About the Purchase and Servicing of Television Sets* have been ordered by set manufacturers, local Better Business Bureaus, dealers and civic organizations. Committee chairman Ray Yeranko, Magnavox, said in annual report that subcommittee headed by H. J. Schulman, DuMont Labs, is working on revision of booklet as well as on 15-min. film for use by civic and commercial organizations, explaining necessity for periodic servicing of TV-radio sets and why certain charges must be made.

Predictions for 1954 are beginning to come in, although 1953 isn't quite 6 months old. GE's tube dept. marketing mgr. Grady Roark, at ceremonies dedicating big new Chicago tube warehouse, forecast TV-radio sales will be down somewhat next year—between 6-7,000,000 TVs, about 11,500,000 radios. At same ceremonies, GE tube dept. mgr. J. Milton Lang did a little predicting, too. He gave 1961 as the year when total volume of tube industry will pass \$1 billion. He estimated 1953 volume at \$600,000,000.

Sylvania CR tube production passed 2,000,000 mark this week, according to W. C. Tone, mgr. of plant at Seneca Falls, N. Y.

Corning Glass announces price cut of about 25¢ on 17 & 21-in. tube blanks.



**Financial & Trade Notes:** RTMA added its voice this week to clamor to let excess profits tax expire June 30, with letter from retiring pres. A. D. Plamondon to House Ways & Means Committee Chairman Reed (R-N. Y.) declaring "the experience of our industry under the present excess profits tax shows it to be greatly discriminatory."

Supporting and amplifying earlier testimony of Walter E. Ditmars, president of Gray Mfg. Co. as to its effect on small postwar-born companies (Vol. 9:23), Plamondon's letter pointed out that about 72% of TV-radio-electronics manufacturers have fewer than 500 employees; that as result of its recent development, industry was forced to bear overall tax rate of 60.7% last year, compared to 54.5% for all manufacturing concerns.

TV's normal growth pattern was "throttled" by FCC freeze, Plamondon wrote, and "on top of this artificial restriction of the scope of the market for sets, the ban on color TV curtailed the replacement market in established reception areas."

RTMA letter said TV manufacturers haven't benefited much from "growth formula" under excess profits tax because: (1) Many companies could not meet the rigid qualification provisions since their growth did not occur specifically as required in formula. (2) Use of any past period as base for measuring excess profits tax liability particularly penalizes youthful industries.

Fate of Administration's bill to extend tax for 6 months appeared to hinge on its ability to heal growing rift in its ranks, with House Speaker Martin (R-Mass.) predicting bill will pass, as opposed to Reed's contention it will expire. Time was crucial, with only little more than week to go before expiration date.

\* \* \* \*

TV-radio-phono makers showed average profit of 60% more in first quarter than corresponding period year ago, well above average national industrial earnings gain of 9%, according to *New York Times* survey of 585 manufacturing concerns. The unidentified 14 companies in TV-radio-records category showed profit of \$29,609,000, up from \$18,522,000 year ago—all but one company showing gain. Thirteen manufacturers of electrical supplies and equipment showed increase of 37% (\$66,790,000 vs. \$48,866,000) which survey attributed largely to GE's 59% gain. Home appliances (12 companies) gained 40% (\$10,580,000 vs. \$7,583,000).

Muntz TV reports net profit of \$691,658 (62¢ a share) on sales of \$50,606,082 in fiscal year ended March 31 compared to \$898,004 (80½¢) on \$33,276,351 in preceding fiscal year—pres. Earl W. Muntz attributing lower earnings to non-recurring expenditures in connection with acquisition of new plant facilities and opening of new branch stores. He said, in annual report, that 25 branch stores were opened during year, bringing total outlets to 61. A total of 175,140 TV sets was produced, compared to 118,653 manufactured in preceding year.

**Dividends:** American Broadcasting-Paramount Theatres, 25¢ payable July 20 to stockholders of record June 26; General Instrument Co., 25¢ July 15 to holders July 2; Davega Stores, 15¢ July 1 to holders June 22; Motorola, 37½¢ July 15 to holders June 30; Aircraft Radio, 10¢ Aug. 15 to holders July 24; Audio Devices, 3¢ June 30 to holders June 22.

Oak Mfg. Co. sales for first quarter totaled \$5,384,243, net income \$397,578 (76¢ a share), vs. \$3,905,525 and \$286,770 (55¢) same quarter last year.

Sightmaster Corp. reports net profit of \$71,393 on sales of \$682,875 for 7 months to April 30 vs. net loss of \$6000 on \$251,000 in same period year ago.

Most TV owners would willingly pay to see top sports events on subscription TV, but not on theatre TV. That was one conclusion drawn from ninth "Tele-Census" conducted by Woodbury College, Los Angeles. Cities used for survey—Los Angeles, San Francisco, Salt Lake City, Ames, Ia.—showed very few significant differences in answers to survey questions. In Los Angeles, 54.8% said they would pay \$1 per game to see World Series on TV if not otherwise available, but only 10% said they'd pay to see game at theatre if not available on home TV. Only 8.8% would pay \$1 to see championship fights on theatre TV, while 60.7% said they'd pay \$1 to see first quality movie on home TV. Some 60.7% said they'd rather pay \$1 for home subscription TV than for theatre TV, while 4.5% preferred theatre TV. Other survey questions showed: (1) 15.5% are attending more movies today than year ago. Of these, 50% gave "better pictures" as reason, 15.2% "poor TV programs," 2.6% "lower prices." (2) 39.7% found TV commercials "irritating," 25.4% "dull," 11.6% "interesting," 15.8% "entertaining." (3) More than 85% favored educational courses via TV, their favorite subjects being history, psychology, and music, in that order. More than half said they'd pay 25¢ a week via subscription TV to learn such subjects.

How much does a theatre-TV hookup cost? Some interesting examples are given in new booklet, *Closed Circuit Television*, just issued by Closed Circuit Television Co. 20 E. 53rd St., New York (Harold Azine, pres.), which specializes in arranging theatre-TV hookups for business meetings, sales conventions, etc. Booklet gives these cost estimates for circuit of theatres in 23 big cities with total seating capacity of 63,350—including theatre and long lines rental, studio & production, technical coordination and 2-way communication (so that members of audience may ask questions): one hour program, \$48,240 (76¢ per seat); 2 hours, \$56,580 (89¢); 3 hours, \$64,740 (\$1.02). Note: Our upcoming *TV Factbook No. 17*, due off the presses next month, will list all theatre-TV installations together with pertinent information about theatre-TV producers and syndicators.

**Roundup on community antennas**, lead story in June 13 *Editor & Publisher*, concludes newspapers have everything to gain when community systems come to town. Key paragraph: "System promoters don't stress one point in newspaper relationships, but they count on publishers seeing the obvious: to wit, if local reception of TV programs from afar is good at a reasonable cost, there is not such pressure of public demand for local station service. Hence, local advertising dollars which would be tapped to support the community outlet remains available for newspaper space." Article also points out that community systems have sold about \$30,000,000 worth of TV sets and that newspaper advertising got healthy cut. June 17 *New York Journal of Commerce* also devoted considerable space to subject.

**Musing over pay-as-you-look TV** in June 14 *New York Times*, TV-radio editor Jack Gould concludes: "Despite all its immediate headaches and problems, subscription TV seems well worth a try. The FCC should not wait too long before looking into the whole matter because box-office TV conceivably could solve many economic and qualitative problems in programming." But, he says to Commission: "Please, fellas, don't say we've got to pay and still listen to the commercials." This week, Skiatron finally got permission of 3 film producers—MGM, RKO, Disney—to use some of their old features during last few days of 9-day demonstration of its Subscriber-Vision ending June 17 (Vol. 9:24).

**Kemtron Laboratories Inc.**, Salem, Mass., electronics parts, buys new plant at Newburyport, Mass.

Who will fill FCC vacancy being created by retirement of Comr. Paul A. Walker, was subject of usual "guessing game" this week as the venerable Mr. Walker, who served for 19 years, was honored by NARTB board, newsmen and others at luncheon June 19. Political sources aren't saying anything definite but here's the current speculative crop of candidates for the Republican vacancy: Charles Garland, gen. mgr. of Gene Autry's KOOL, Phoenix, who came to Washington again this week to confer with GOP bigwigs; Robert J. Dean, pres., KOTA, Rapid City, S. D., said to be backed by S. D. Sen. Case; Glenn D. Gillett, retired consulting engineer, who lives in Virginia, and is an avowed candidate; Julius N. Cahn, youthful aide to Wisconsin Sen. Wiley and a 1942 graduate of N. Y. City College; Ralph A. Winter, of the Ohio Public Utilities Commission, ex-state senator; Lt. Col. Wm. B. Campbell, a communications officer in the Defense Dept. More names are sure to be "mentioned" until President Eisenhower makes choice. Meanwhile, there's speculation also about FCC gen. counselship recently vacated by Ben Cottone. Mentioned, in addition to FCC staffers, are Ray Donaldson, ex-RTMA counsel and now staff director of Sen. Capehart's Banking & Currency Committee; Robert L'Heureux, chief counsel of Sen. Tobey's Commerce Committee and longtime Tobey aide; Stephen McMahan, ex-ECA asst. gen. counsel, now practicing in Washington and said to have strong Pennsylvania backing.

A reliable sets-in-use formula, backed by preponderance of industry (Vol. 9:6-7), was pursued further by NARTB board during meeting in Washington this week. It decided to enlarge 3-man TV Circulation Study Committee to gather more information from networks, research organizations, advertisers, agencies; also voted to form a committee to study organizational setup needed to provide set circulation figures on regular basis. Committee studying project comprises: Campbell Arnoux, WTAR-TV, Norfolk, chairman; Clair McCollough, WGAL-TV, Lancaster; Kenneth Carter, WAAM, Baltimore. Other board actions: (1) Objected to S. 1396 which would restrict baseball coverage. (2) Authorized formation of Public Events Committee to combat discrimination against coverage of news events. (3) Adopted uniform tower insurance plan, details going to members in 2 weeks. (4) Started study of uniform policy on libel, slander and liability. (5) Picked Chicago and week of May 23, 1954 for next annual convention and tentatively decided on Washington for 1955, Chicago for 1956 & 1957.

Mock TV hearing conference, to be conducted June 29 by FCC and Federal Communications Bar Assn. (Vol. 9:23), will feature cute switch—FCC lawyers acting as counsel for hypothetical applicants, FCBA members performing as FCC examiner and Broadcast Bureau counsel. Dramatis personae: examiner, Henry G. Fischer; counsel for applicants, Frederick W. Ford, Benito Gaguine, Max Paglin; counsel for Broadcast Bureau, Wm. J. Dempsey. Mythical applicants are Alpha TV Co., Bravo Bestg. Co., Coca TV Co., competing for Ch. 4 in Metropolis. Session is set for 7:30 in Hearing Room A, ICC Bldg. A repeat is scheduled for convention of the American Bar Association in Boston Aug. 24. E. Blythe Stason, dean of U of Michigan law school, handling arrangements for ABA, is so enthusiastic about idea that he's thinking of filming conference for showings at law schools, etc.

Injunction against TV hater Arthur Anderson, to prevent his wrecking TV set, was obtained this week from Chicago circuit court Judge Charles I. Fleming by Anderson's wife Ruby. She told court he dislikes TV so much that he has already ruined 2 sets bought with her own money. She's suing for separate maintenance.

Jurisdictional war in Hollywood between talent unions threatens to spread east. American Federation of TV-Radio Artists (AFTRA) has decreed that all members of American Federation of Musicians (AFM) who perform on TV as m.c.'s, singers or dancers must join AFTRA—but AFM boss James Petrillo has banned all AFM members from joining AFTRA. Already AFTRA has pulled its members out of at least one local show on which AFM members perform m.c. and singing chores. Meanwhile, newly formed Television Writers of America won NLRB election, 165-140, from combined Authors League of America & Screen Writers Guild for bargaining rights for writers employed on live TV network shows by ABC, CBS & NBC.

Three applications filed with FCC this week, together with 7 dismissals, bring total pending to 606. New applications were for Boston, Ch. 5, by 3 stockholders in WWLP (TV), Springfield, Mass., headed by WWLP pres. James F. Fitzgerald; Tulsa, Ch. 2, 50% by John C. Mullins, who once held controlling interest in Phoenix's KPHO-TV & KPHO, and 50% by oilman John E. Mabee; Hot Springs, Ark., Ch. 9, by local *Sentinel Record* and *New Era*. [For further details about these applications, see *TV Addenda 16-X* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with Addenda to date.]

NBC affiliates signing "color clause" now total 42 with addition of following 13 to previous 29 (Vol. 9:22-23): KFEL-TV, Denver; WFAA-TV, Dallas; KTSM-TV, El Paso; WOOD-TV, Grand Rapids; WEEU-TV, Reading; WSB-TV, Atlanta; KSD-TV, St. Louis; KOTV, Tulsa; WDAF-TV, Kansas City; WALA-TV, Mobile; KTBC-TV, Austin; WBTV, Charlotte; WBRC-TV, Birmingham. An NBC spokesman this week also stated: "All of our affiliates are remaining with us and we are now in the process of writing contracts, including one with WHAM-TV, Rochester, which is definitely staying with us despite rumors to the contrary."

Strike against WDAF-TV & WDAF, Kansas City, ended June 19 with signing of 18-month contract with AFTRA, though terms haven't been disclosed. Effects of 28-day walkout and blackout over fee plan for announcers (Vol. 9:22) were widespread, according to press reports—radio stations, night clubs and theatres experiencing increases in patronage, and hastening conversion of sets to receive city's new uhf KCTY. It was difficult to attribute it all to strike, however, since nearly all businessmen quoted admitted unusually hot weather forced a great number to seek entertainment outdoors or in air-conditioned establishments.

Lewis Allen Weiss, 60, ex-president of Don Lee and chairman of MBS board, a veteran of 25 years in radio, shot and killed himself June 16 at his home in Beverly Hills, Cal. He had been suffering from high blood pressure and progressive muscular atrophy. He headed Don Lee until the Thomas Lee estate sold it in 1949, and at one time his \$140,000 salary was said to be the highest of any executive in broadcasting. In 1951 he served as NPA chief of office of civilian requirements and last year he was a candidate for the FCC. He is survived by his widow and a daughter, Mrs. Patricia Armitage, wife of a State Dept. official.

Orrin E. Dunlap, 92, father of the RCA adv. & publicity v.p. and for 70 years *New York Times* correspondent in Niagara Falls, N. Y., died June 14 at his home there. He was the "grand old man" of journalism in the Niagara Falls area, covered some of its greatest stories, was once editor of the *Niagara Falls Gazette* and *News*. His avocation was TV and radio, of which he was a keen student.



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

L. S. C.

# Television Digest

with ELECTRONICS REPORTS

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**RCA-NBC FILE FOR COLOR, NTSC DUE IN MONTH:** Salient fact to bear in mind about color TV situation, now that RCA-NBC have filed with FCC (on June 25) their petition for approval of compatible system, is that all responsible elements of industry agree on same system. Or, to put it another way, no one claims to have something better.

Since NTSC expects to file its petition in about a month, specifying same system, the matter will be entirely up to FCC. Then, regardless what flaws, if any, Commission finds in system, it can scarcely withhold approval because: (1) Compatible system offers sole prospect for color. (2) Set-owning public has everything to gain, nothing to lose, because of system's compatibility.

Some companies aren't particularly pleased that RCA chose to file alone, asking approval of "The RCA Color Television System" without waiting for rest of NTSC -- but it's not because of any disagreement on technical standards. Patents, pride, prestige, commercial advantage -- all are involved.

But these are of little or no concern to FCC in choosing a system -- as it said in its color decision of 1950 (for full text, see Special Color Report, Oct. 2, 1950). Therefore, these matters aren't likely to confuse or delay the hearing.

\* \* \* \*

RCA really threw the book at Commission -- 697 pages, carefully printed on heavy, glossy paper, weight 3¼ lbs. Every conceivable document is included, down to verbatim reprint of color program scripts.

Nothing startling is stated, as far as we've been able to discern in the limited time for study. Basically, RCA says system is right and ripe, has approval of whole industry, RCA & NBC have specific plans for bringing it to public, CBS's incompatible system is "sterile" -- so let's go.

FCC's famous 7 criteria for a satisfactory color system, stated in its 1951 decision, are taken up point-by-point by v.p.-technical director Dr. C. B. Jolliffe. System meets all of them, he says. He states that current receiving and transmitting apparatus sometimes produces such things as minor misregistration, but he emphasizes that these are temporary, not inherent in system. Color is slightly more susceptible to some types of interference, but not significantly so, he says.

\* \* \* \*

Commissioners were busy with other matters for balance of week after petition arrived Thursday a.m., therefore hadn't studied it. Some of staff had leafed through it, and all had questions about one factor -- Washington demonstrations.

Petition asks waiver of requirement that system be demonstrated in Washington as part of hearing. FCC had stated on July 11, 1951, when it held door open to compatible color, that system must be shown in Washington. As recently as a few weeks ago, this requirement was reiterated by some at Commission (Vol. 9:21).

RCA gives 3 reasons to justify waiver: (1) No Washington studios are now equipped for color; moving would entail delay and expense. (2) Vagaries of network facilities, over which RCA has no control, may affect quality of picture; furthermore, regular network transmissions would be expensive and disrupt commercial schedules. (4) NBC is now in throes of modifying equipment of WNBW, Washington, making power-height increases, and color can't be shown at best under those conditions.

Further explanation is needed, some at Commission feel. They concede that RCA has some good arguments, but they ask: If there are vagaries in networking, shouldn't FCC know about them? If it's difficult to equip a station for color, isn't that important? As for expense, wouldn't the cost of Washington demonstrations be insignificant compared to the millions RCA has already spent on color?

\* \* \* \*

Coincident with filing petition, RCA chairman David Sarnoff stated company will have spent \$25,000,000 on color development by year's end, and stands ready to spend up to \$15,000,000 more in first commercial year. Beside the hundreds of RCA engineers on project, NBC has 100 programming personnel on color, he said.

Production of all necessary receiving and transmitting equipment will get under way immediately after FCC approval, petition says. Some 2000 tri-color tubes could be produced monthly 6-9 months after decision. If decision comes by end of summer, color receivers will begin to come off the line next spring (see story on p. 3). Transmitting equipment for more stations would become available early next year, RCA promises (see story on p. 10).

Petition is replete with technical detail, including reprints of papers written by RCA engineers for technical journals. Many surveys of public reaction to color and compatible black-&-white rendition of color signals are included, conducted by George Gallup's Opinion Research Corp., Princeton. Surveys show, of course, overwhelming approval of picture quality.

\* \* \* \*

Reaction of RCA's NTSC colleagues was limited, publicly. Chairman Dr. W.R.G. Baker said that June 24 meeting of full committee cleared up last two problems -- gamma standards and amateur interference. He expects final approval at July 21 meeting, filing of petition with FCC a few days thereafter. He said it will then take 30-45 days to file voluminous panel reports.

If there are any dissents from NTSC's final report, Dr. Baker believes they will be very minor. As for signal specifications themselves, he expects only very slight changes in figures, though wording and arrangement may differ considerably from last document (text of which we published Feb. 14 as Supplement No. 75-A). RCA officials say they expect to endorse NTSC's final report without difficulty.

There's plenty of controversy over who contributed what to the system. RCA feels system is almost entirely its own development, giving credit only to Hazeltine for "constant-luminance" contribution. Some NTSC members feel that RCA is deliberately ignoring major contributions by others.

This may well presage long and bitter court fight over patents, the opening gun of which was fired recently by GE (Vol. 9:24), of which Dr. Baker is a v.p. At this stage of game, however, all major principals vow patents won't be brought into FCC hearing -- which will be conducted "on paper" if majority of industry and of the Commission itself get their way.

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As far as Congress is concerned, way is completely clear for adoption of the new system. RCA's careful plans for showing color to Senate Commerce Committee June 22 were disrupted by urgent vote on Senate floor. Only one Senator -- but the main prize, Chairman Tobey -- showed up with his wife and with wives of several other Senators, plus Senatorial assistants. Big contingent of RCA-NBC brass attended.

Sen. Tobey, deeply impressed, declared he'd witnessed "a marvelous development -- I'm very much enthused over it." Mrs. Tobey remarked: "It's perfect now. It doesn't need perfecting." Sen. Tobey was in mellow mood, congratulated Gen. Sarnoff on his contributions through the years "after rising from humble beginnings."



Tobey's long-time assistant Robert L'Heureux, now committee chief counsel, couldn't repress himself, saying: "It's marvelous. It's ready for the public right now. They say it will improve, but even without a single improvement it's ready."

Prime Senatorial color booster, Colorado's Sen. Johnson, who once seemed to consider RCA arch villain delaying color, had this to say about petition:

"I'm pleased as a little boy with a red wagon on Christmas morning. I'm sure it's the forerunner of compatible color at an early date. I don't think the FCC ought to wait very long for anyone now. There may be some professional jealousies, but I don't foresee any fights out in the open. I'm no expert on patents, but as I read the petition, everyone can use the system. I don't think a battle over patents should delay things."

**COLOR TV RECEIVER PLANS—RCA ESTIMATES:** RCA's plans for color receiver production were reiterated and amplified in its petition (see story above). Included was history of color receiver development from first 3-kinescope set with 108 receiving tubes to today's 35-tube set employing tri-color tube.

First sets will sell for \$800-\$1000, employ 16-in. envelope, tune vhf-uhf, according to RCA document. Picture size will be equivalent of that produced by 14-in. tube because of space occupied by mask assembly. Included was full description of color Model No. 4, prototype of first commercial sets to be produced.

Dr. C. B. Jolliffe, v.p.-technical director, said that though initial price appears high, it compares favorably with price of black-&-white sets when introduced in 1939. He pointed out that 12-in. set then sold for \$650. When adjusted to BLS Index jump from 99.4 then to 188.8 now, price would be \$1050.

Though tri-color tubes will cost manufacturers \$175-\$200 initially, Dr. Jolliffe stated prices can be expected to drop just as they did for black-&-white (see p. 10). He said it's too early to estimate cost of tri-color tubes larger than 16-in. Like RCA Labs v.p. Dr. Elmer Engstrom, Dr. Jolliffe is more optimistic than some other manufacturers about eventual prices. He cited Dr. Engstrom's Congressional testimony that color sets may cost 50% more than black-&-white when mass production starts, then eventually come down to 25% more (Vol. 9:13).

[For estimates of other manufacturers, see Vol. 9:19,22,24.]

Dr. Jolliffe reported sales of 477 sample tri-color tubes to 177 companies. Initial pilot production will be about 2000 monthly, 6-9 months after FCC decision, but production could expand to use black-&-white facilities at Lancaster plant.

**8 CPs INCLUDE KANSAS CITY SHARED-TIME:** Eight CPs, 3 of them via final decisions, and an initial decision comprised FCC's output this week. Included were shared-time grants on Ch. 9 in Kansas City to KMBC & WHB. The two decided to call off vigorous fight for channel, settle for half each. FCC also moved fast in proposing the first changes to allocation plan since one-year moratorium on changes ran out on June 2. Proposals are based on requests which have been uncontested. For list, see p. 9 and Addenda 16-Y herewith. This week's CPs:

Via routine grants: New Haven, Conn., WELI, Ch. 59; Kansas City, KMBC & WHB, Ch. 9 (shared); Marshall, Tex., Marshall TV Corp., Ch. 16; Beckley, W. Va., Appalachian Television Corp., Ch. 21.

Via final decisions, after contestants dropped out: Sacramento, Cal., John Poole, Ch. 46; Savannah, Ga., WTOC, Ch. 11; Lebanon, Pa., WLBR, Ch. 15.

Non-AM grantees in Marshall and Beckley are both owned by same New York group, with broker Albin J. May as president and attorney George Becker as largest single stockholder (22%). Pioneer uhf enthusiast John Poole also holds CP for uhf KPIK (Ch. 22) due on air in Los Angeles soon, is uhf applicant for Fresno.

Favored in initial decision was WTTM, Trenton, N.J., for Ch. 41, after competing WBUD, Morrisville, N. J., dropped out (Vol. 9:24).

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Kansas City grants, second vhf there within month, signals race between rival new enterprisers to get on air. KCMO-TV (Ch. 5), granted June 3, has set Oct. 1 target date, deliberately conservative because of current local building

trades strike. WHB & KMBC are aiming for "Sept. 1 or earlier" -- with DuMont 5-kw transmitter and RCA 6-bay turnstile already available for interim installation atop 499-ft. Power & Light Bldg. downtown. Joint \$500,000 enterprise plans 1079-ft. tower next spring at 23rd & Topping Sts. KMBC-TV pres. Arthur Church and WHB-TV pres. Don Davis were in New York day of grant to sign on basic CBS-TV.

Empire Coil's new uhf KCTY (Ch. 25) in Kansas City is working feverishly, meanwhile, to build up sizeable uhf audience (Vol. 9:25) before new vhf stations come on to supplement city's sole pre-freeze station WDAF-TV.

[For details about grantees, see TV Factbook No. 16 with Addenda to date.]

**5 MORE STATIONS UNDER WAY, TOTAL NOW 194:** This week's crop of new starters, all vhf, added some brand new coverage areas to TV's "circulation" and brought log of operating stations to 194 -- of which 153 are vhf, 41 uhf. Latest to begin testing:

KTXL-TV, San Angelo, Tex. (Ch. 8) turned on first patterns June 26-27, plans to go commercial from July 6. Transmitter is DuMont, network CBS-TV, rep is Taylor. Armistead Rust, a rancher, mayor of town, is station president, Walton Foster mgr. Ch. 3 grantee KGKL-TV in same town recently relinquished its CP (Vol. 9:14).

KTVH, Hutchinson, Kan. (Ch. 12) began testing RCA transmitter June 22. It's located halfway between Hutchinson and Wichita, 41 mi. apart, reports good results over 75 mi. Ownership is interlocking with KFBI, Wichita (AM). Station starts with CBS-TV affiliation, \$400 base rate. Howard O. Peterson is mgr., H-R Television is rep.

KFXD-TV, Nampa, Ida. (Ch. 6), with transmitter only 8 mi. north of Boise, this week was continuing about 5 hours of test patterns daily that began June 18, is to go commercial between July 1-15. It's Boise area's first, having beaten KIDO-TV (Ch. 7) to the start; KIDO-TV is promised first week in July, KTVI (Ch. 9) not until spring of 1954. KFXD-TV is using first transmitter made by Gates Radio, 500 watts. Manager is Edward Hurt, rep is Hollingbery.

KCSJ-TV, Pueblo, Colo. (Ch. 5) has been testing on dummy load, awaiting some parts, was all set for on-air tests at week's end with RCA equipment. It will get NBC-TV service, is owned-&-managed by Douglas Kahle, represented by Avery-Knodel. It is city's second, KDZA-TV (Ch. 3) having started last March (Vol. 9:12); area also has had service from nearby KKTU, Colorado Springs (Ch. 11) since last December.

WROM-TV, Rome, Ga. (Ch. 9), located 55 mi. northwest of Atlanta, got going on irregular schedule of DuMont equipment tests June 15, plans regular programming by July 1, reports "service area in excess of predictions" and signals as far away as Montgomery, Ala., 185 mi. It has no network. Ed McKay is mgr., Weed is rep.

Note: Honolulu's KONA (Ch. 11), silent since March 12 pending FCC approval of transfer (Vol. 9:11,23) on June 24 resumed schedule under new ownership, with NBC affiliation and NBC Spot Sales as national rep. Chairman of new company taking over is Lorrin Thurston, publisher, Honolulu Advertiser (KGU); president is John Keating, v.p. J. Elroy McCaw. Thurston owns 50%, Keating-McCaw 50%; latter must sell KPOA.

**ROANOKE UHF STATION TO THROW IN SPONGE:** Word that Roanoke's WROV-TV (Ch. 27) is in financial trouble reached FCC ears this week, causing deep concern--not because "uhf can't do the job," as station suggests, but because of the serious effect the news itself may have on the position of uhf.

There's considerable fear that this first failure may dampen the enthusiasm of uhf grantees and applicants, and increase reluctance of advertisers and networks to accept uhf stations -- especially in cities also served by vhf.

Actually, lack of network commercial programming and national spot probably were biggest contributing factors in WROV-TV's decision that it couldn't continue in uhf. Roanoke's other station, vhf WSLS-TV (Ch. 10), preceding it on air by about 2 months (Vol. 9:12), is affiliated with CBS, NBC & DuMont. WROV-TV is ABC affiliate, went on the air last February as first uhf station in a city which already had vhf.

WROV-TV this week applied for Roanoke's vhf Ch. 7, at same time petitioned Commission to waive rules and permit it to continue uhf operations "as long as the resources of the corporation will permit or until a CP is issued to any applicant for Ch. 7." If FCC denies request, the station said it "will surrender its CP for Ch. 27 in order that its application for Ch. 7 may be considered."



WROV was applicant for Ch. 7 once before. But after freeze, when conflict arose for 7, it switched to Ch. 27, received early grant. Now it once again seeks to get in running for Ch. 7, contested by local newspaper-owned WDBJ and by Polan Industries (holding CPs for WUTV, Youngstown; WPTV, Ashland, Ky.; WLTV, Wheeling).

Petition tells bitter story of complete lack of network revenue, virtually no national spot and rapidly dwindling local accounts. Station's loss for first 3 months totaled \$11,476. .

This doesn't compare with the tremendous losses incurred by vhf pioneers in 1947 & 1948, TV old-timers are quick to point out. And some other uhf stations are operating right now with greater losses -- but their financial structure and outlook are such that they feel they can hold out until accepted by public and advertisers.

\* \* \* \*

There are now 41 uhf stations on the air -- many operating quite successfully, one of them (first and only outlet yet in Portland, Ore.) well up in earning brackets. And another uhf in a city without vhf, showed \$16,900 net profit for its first full month of operation, including provision for depreciation, payments on its equipment, etc. Even in tight Harrisburg, mgr. A. K. Redmond of WHP-TV, on air only since April, reports that Ch. 55 station will achieve break-even by Sept. 1.

And electronics industry is fast surmounting the technical obstacles of uhf -- much faster than it conquered early barriers to vhf transmission and reception. The big problem for most uhf operators in vhf-served communities is "sticking it out" until most existing sets are converted and uhf becomes a regular viewing habit. But it's not unreasonable to expect distress among a few more uhf operators in vhf-served communities before uhf gets "over the hump."

It's evident that "upstairs TV" is here to stay if nationwide competitive service is to be had (see FCC Comr. Sterling's letter on p. 11).

Wherever uhf cannot supply new and needed program service, there's no incentive to convert sets -- and there's where you can look for trouble.

\* \* \* \*

In WROV-TV's case, city was flooded with vhf-only receivers just 2 scant months before uhf station went on air. With vhf station providing top network programs, there was no incentive to convert. Roanoke station's petition dwells at some length on uhf's transmission problems; nevertheless, other uhf stations are providing good coverage in terrain just as rugged.

WROV-TV's balance sheet shows this 3-month picture: March -- income \$6629, expenses \$9068, loss \$2239. April -- income \$4771, expenses \$8731, loss \$3560. May -- income \$3970, expenses \$9247, loss \$5278. Total loss -- \$11,476. Of the income received by station in 3 months, pres. Leo F. Henebry said in petition: "None was from a network and approximately 5% from national spot advertisers. Approximately 95% of the revenue came from approximately 70 local advertisers, only 10 of which remain as WROV-TV sponsors."

Accounts receivable were listed as \$33,957, liabilities \$188,614, fixed assets \$260,000 (including AM). Company had earned surplus of \$89,893 to Jan. 1. Net income for 1951 was \$24,091; for 1952 it was \$18,502. RCA 1-kw uhf transmitter and associated equipment cost \$92,336; it proposes to sell it for "\$75,000 or more" to help finance vhf equipment -- if it gets grant.

WROV-TV's tribulations are told in letter to FCC from Henebry, in which he said station's efforts to obtain public acceptance resulted in some 50% conversion in the immediate Roanoke area. And he added:

"Although income was nearly adequate when the station went on the air to balance expenses, in a matter of a few weeks income began to drop and since has dropped consistently due to the limited and poor reception of uhf Ch. 27 in the mountainous Roanoke area compared with the competitive vhf Ch. 10."

"Published figures show over 80,000 vhf sets in a wide area covered by Ch. 10 in Roanoke [from much higher transmitter site] against less than 20,000 uhf sets in a limited area. Indifference of some set manufacturers, distributors, dealers, service people and the general public toward a uhf station with relatively poor pic-

tures in a city and area served by a vhf station with excellent pictures from 3 national networks along with a substantial list of national, regional and local advertisers who are attracted by the large audience sustained by the vhf station's superior coverage and pictures, indicates that uhf is not acceptable nor financially feasible in a city where vhf service is available.

"The fact that a station operates on uhf appears to preclude its obtaining the best network programs where vhf facilities are or will become available. In purchasing film programs for a uhf station, the same rates are charged as for vhf, disadvantages notwithstanding."

**FCC RIDS ITSELF OF THEATRE-TV PROBLEM:** Everybody is now nicely off the hook on the once-thorny question of theatre TV.

This week's FCC decision relieves commissioners of having to go through more weeks of lengthy hearings -- at least, for some time. And it lets theatre folk say "we got what we wanted", although it was a far cry from what they originally asked.

Not long ago theatre TV was movie industry's prize baby -- "the answer to home TV". Now filmdom's attention, funds and hopes are being lavished on the new-born twins, 3-D and wide-screen, and theatre TV is off in the corner sucking its thumb and all but forgotten, for the moment anyway.

There may some day be revival of interest in theatre-TV -- but in the last 6 months the number of TV-equipped theatres has increased by exactly 2. Apparently the theatres are now spending their money on adapting screens and projectors to the new-type films. (We'll carry complete and up-to-date list of all theatre-TV installations in our forthcoming TV Factbook No. 17.)

\* \* \* \*

Commission ruled that theatre-TV transmission qualifies as a common carrier service, and any theatre-TV licensee would be a "specialized common carrier" (FCC Notice 53-767, Mimeo 89717). As to other questions involved, it said in effect, "we'll wait till somebody applies." Commission felt there was no need to pass on merits of theatre TV in general. "We recognize it as an existing service which will continue to expand or not depending upon public acceptance and support," it said.

Theatre-TV people were forced to revamp their proposals in midstream. From late 1949 through early 1953 they were asking for a special band of frequencies all their own. After several weeks of hearings, FCC suspended proceedings Feb. 9 until it could determine "whether further hearings would serve any useful purpose". Faced with almost certain rejection of their proposals for exclusive frequencies, theatre proponents then petitioned Commission to declare theatre TV eligible as a "limited or restricted common carrier" (Vol. 9:9).

They also asked Commission: (1) To direct existing common carriers to cooperate in eliminating frequency conflicts. (2) To order interconnection with existing common carriers where frequency conflicts can't be eliminated. (3) To direct common carriers to provide proper wide-band equipment (for high-definition, color or 3-D TV, if desired) in interconnection cases.

In this week's ruling, FCC said it "expects there will be cooperation among common carriers in resolving frequency conflicts," but added that interconnection problems will be tackled "if and when they might arise, upon specific petitions". Although AT&T opposed theatre attorneys' request to classify the service as common carrier, there are clear indications AT&T won't object to Commission decision.

\* \* \* \*

Comr. Hennock dissented, charging majority tacitly agreed that theatre TV is in public interest, urged completion of hearing to make proponents justify service.

Thus gauntlet has been thrown down to the theatre folk. If they actually "got what they wanted", someone should apply in next few months to set up a theatre-TV common carrier -- 3-D and wide-screen notwithstanding. At week's end, we could learn of no one preparing to make application, though it is too soon after decision to find out if any plans are in the works. If someone does apply, he can expect a battle royal from AT&T.



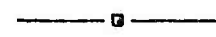
**Personal Notes:** John K. West, NBC western div. v.p., returns to Hollywood immediately after July 10 NBC board meeting; he has been on duty in New York during absence of pres. Frank White, who returned June 16 from Europe . . . Geraldine B. Zorbaugh, acting ABC gen. attorney, promoted to general counsel June 24 . . . Walter Compton has resigned as mgr. of DuMont's WTTG, Washington, succeeded this week by Leslie G. Arries Jr., asst. program director of the network in N. Y. . . . E. P. H. (Jimmy) James, ex-Mutual v.p. and onetime NBC promotion director, appointed coordinator of TV planning for KVOA-TV, Tucson, Ariz. (Ch. 4), originally planned for February start but now slated for Sept.; he has been residing in Tucson for last few years due to children's health . . . Guy Cunningham, gen. mgr. of WNBC-TV & WNBC, Binghamton, has been taken seriously ill, isn't expected to return, and v.p. Cecil D. Mastin has assumed his duties; Stanley Heslop now sales mgr. . . . Thomas E. Martin elected exec. v.p., WEEU-TV & WEEU, Reading, succeeding James E. Keller, resigned . . . R. Hill Carruth, ex-WBKB, Chicago, and KTTV, Los Angeles, named regional sales mgr. of new KEYT, Santa Barbara, Cal., due on air in July . . . Herbert Rice appointed Mutual v.p. in charge of programs, Julius Seebach continuing in charge of program operations and production; Bertram Houser named MBS v.p. in charge of co-op programming . . . Dave Murray, ex-WDTV, named program mgr. of new WENS, Pittsburgh (Ch. 16), due in August . . . Morton E. Grossman, ex-Washington Post, joins WOAI-TV & WOAI, San Antonio, as promotion mgr. . . . Ken McClure, ex-WAYS, Charlotte, named promotion mgr., KROD-TV, El Paso . . . Edwin H. Ezzes, sales mgr. of Motion Pictures for TV Inc., elected v.p. . . . John L. Moore, adv. mgr. of Longines-Wittnauer Watch Co., onetime v.p. of WAAT, Newark, joins BAB under Wm. B. Ryan . . . Harold B. Day, WABC, New York, reelected president of Colgate Alumni Corp. . . . Harry L. Smith, ex-Alfred Politz, new chief of research, TV-radio dept., N.W. Ayer, N. Y.; Ira Rothbaum, ex-RCA, joins copy dept. . . . Charles Lewin, ex-David D. Polon Co., named TV-radio v.p., Rockmore Co. . . . Diane Fairbrother, ex-KSTP, named TV-radio director, David Inc. Adv., St. Paul . . . William Lauten resigns as NBC-TV business publicity mgr. . . . Wm. A. Gildersleeve, ex-WNAC-TV, July 1 joins new WPMT, Portland, Me. (Ch. 53), due on air in August, as program director . . . Leavitt J. Pope named operations mgr., WPIX, N. Y. . . . Martin L. Henry, ex-Free & Peters controller, opens own firm at 444 Madison Ave., N. Y., specializing in tax & accounting problems of TV-radio stations.

A. Prose Walker, FCC engineer for 13 years, most recently eastern supervisor of Conelrad, becomes NARTB engineering mgr. July 20, succeeding Neal McNaughten, who joined RCA (Vol. 9:23). He has extensive background in TV, AM, FM, Conelrad and international conferences, speaks Spanish and French. He's 43, native Ohioan, graduate of Denison U, took graduate work at Ohio State, taught physics and mathematics at upstate New York high schools 1932-40. He's a widower, with daughter who is a sophomore at Denison.

Two of Chicago radio's noted old-timers passed away this week—Norman Ross, 57, WMAQ disc jockey known as "Uncle Normie," who was an Olympic swimming champion of the '20s; and Harry Geise, 53, first announcer for *Amos 'n' Andy*, known as the "Golden Voice of the Midwest" on WMAQ in the '20s and later on KSTP, who died in Burbank, Cal. June 22.

Uhf clinics for TV servicemen will be held June 29-30 and July 1-2 at Ames, Ia. by Iowa State College, which operates commercial vhf station WOI-TV.

**Network Accounts:** Overwhelming majority of network TV advertisers—all but 23 out of 139 major sponsors—are remaining on air in some form during summer, according to summary in *Factuary*, published this week by Executives Radio-TV Service, 2 East Ave., Larchmont, N. Y. Sponsored network programs remaining on air during summer total 121, with 16 replacements bringing overall total to 137. Of these, dramas lead with 44, and food & food products (26) make up largest single category of sponsors . . . Gillette sponsors annual All-Star baseball game at Cincinnati July 14 on NBC-TV for 4th straight year, thru Maxon Inc. . . . Avco (Crosley div.) will be alt. sponsor with Lucky Strike of *Your Hit Parade*, beginning in fall, on NBC-TV, Fri. 10:30-11 p.m., thru Benton & Bowles . . . Shwayder Bros. (Samsonite luggage) buys 10-min. segment of *Show of Shows*, beginning in fall, on NBC-TV, 9-10:30 p.m., thru Grey Adv. . . . James Lees & Sons (rugs) renews weekly 3:30-3:45 p.m. segment of *Kate Smith Hour*, beginning in fall, on NBC-TV, Mon-thru-Fri. 3-4 p.m., thru D'Arcy Adv. . . . Masland Co. (rugs) buys 1:30-1:45 p.m. segment of *Garry Moore Show* beginning Sept. 14 on CBS-TV, 1:30-2 p.m., thru Anderson & Cairns . . . Speidel (watch bands) reported buying co-sponsorship with Philip Morris of *Pentagon Confidential*, beginning Aug. 6 on CBS-TV, Thu. 10-10:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Schick Co. (electric razors) reported buying *This Is Show Business*, on CBS-TV, Tue. 9-9:30 p.m., thru Kudner . . . Carter Products (liver pills) replaces *City Hospital* with *Anyone Can Win*, audience participation quiz, beginning July 14 alt. weeks on CBS-TV, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . American Tobacco Co. buys upcoming Danny Thomas 30-min. filmed show from Hollywood, starting in fall on ABC-TV.



Companies contemplating use of theatre TV for business meetings, according to director Victor M. Ratner of Theatre Network TV's Tele-Sessions div., writing in May-June issue of *Harvard Business Review*: (1) An automobile manufacturer, planning to use theatre TV to bring "top management" to distributors and dealers simultaneously with special advance showing of new models. (2) A major appliance company, contemplating 4-hour meeting to introduce new models and advertising plans and to conduct "training session" for salesmen. (3) "A major company, with many thousands of stockholders, is considering telecasting part of its regular annual stockholders' meeting to theatres in a number of key cities." TNT's most recent project was special closed-circuit telecast in which President Eisenhower, from White House, addressed 700 guests at dedication ceremonies of Ford Research & Engineering Center in Dearborn, Mich. Telecast drew kudos from Henry Ford Jr. as "a superb technical accomplishment."

Playwright at FCC is examiner H. Gifford Irion, whose pageant *A Free People* will be presented July 4 at Gunston Hall, 13 mi. from Alexandria, Va. Pageant is built around life of George Mason, who wrote Virginia Bill of Rights, predecessor of Declaration of Independence and Bill of Rights. Gunston Hall was Mason's home, is now maintained as shrine by Virginia. Top producer is Armistead Boothe, delegate to Virginia Assembly from Alexandria. Irion has written several plays for Alexandria Little Theatre group.

Mock TV hearing conference, to be conducted Monday, June 29 by FCC and Federal Communications Bar Assn. (Vol. 9:25), has sparked so much interest—since it's pioneer example of all-Govt. efforts to speed administrative proceedings—that it's being moved to larger room, Dept. of Commerce Auditorium; it starts 7:30 p.m.

**T**O CATCH UP on delayed deliveries, caused by 8-week strike at Syracuse plant, GE transmitter production will continue through usual vacation shutdown July 6-20—though broadcast sales mgr. Frank Barnes is taking 3-week vacation to visit mother in Wrangell, Alaska. Besides its vhf orders and shipments reported last week (Vol. 9:24), GE this week reports July delivery planned for new Ch. 7 station in Pine Bluff, Ark. (no call letters yet) and early August for WSVN-TV, Harrisonburg, Va. (Ch. 3), as well as early July delivery of antenna for KCMC-TV, Texarkana, Tex. (Ch. 6) which already has transmitter.

Calendar of upcoming uhf shipments by GE has been up-dated to include 12-kw in June to WENS, Pittsburgh (Ch. 16); 12-kw in July to WVEC-TV, Hampton-Norfolk (Ch. 15) and WILK-TV, Wilkes-Barre (Ch. 34); also, a 100-watter to KETX, Tyler, Tex. (Ch. 19), with 12-kw to go there in August. In August, also, GE will ship 12-kw to WKLO-TV, Louisville (Ch. 21); WIFE, Dayton (Ch. 22); and 1-kw to WPFA-TV, Pensacola (Ch. 15) and KTAG-TV, Lake Charles, La. (Ch. 25).

GE's September delivery calendar includes these 12-kw: WUTV, Youngstown (Ch. 21); WKJG-TV, Ft. Wayne (Ch. 33); KTVQ, Oklahoma City (Ch. 25); KLPR-TV, Oklahoma City (Ch. 19); KACY, Festus, Mo.-St. Louis (Ch. 14); WCOC-TV, Meridian, Miss. (Ch. 30), and possibly WBES-TV, Buffalo (Ch. 59). September 1-kw deliveries include KTVE, Longview, Tex. (Ch. 22); WCOK-TV, Tulare, Cal. (Ch. 27); WMAC-TV, Massillon, O. (Ch. 23); KQTV, Ft. Dodge, Ia. (Ch. 21).

RCA this week completed deliveries of 2-kw transmitter to KRDO-TV, Colorado Springs (Ch. 13) and 10-kw to KIDO-TV, Boise, Ida. (Ch. 7), and during week of June 29 has scheduled 10-kw shipment to WIS-TV, Columbia, S. C. (Ch. 10) and 2-kw to KHSL-TV, Chico, Cal. (Ch. 12). This week, it got uhf jobs off to WTAC-TV, Flint, Mich. (Ch. 16); WTOB-TV, Winston-Salem, N. C. (Ch. 26); KAFY-TV, Bakersfield, Cal. (Ch. 29); WILS-TV, Lansing, Mich. (Ch. 54); WKNA-TV, Charleston, W. Va. (Ch. 49). Week of June 29, it ships uhf to WICS, Springfield, Ill. (Ch. 20); WGVL, Greenville, S. C. (Ch. 23); KEDD, Wichita, Kan. (Ch. 16); WCHA-TV, Chambersburg, Pa. (Ch. 46).

From Federal this week, there was no word of new orders or shipments; its only news was that transmitter div. mgr. Martin Silver has resigned, to be succeeded by Gordon Knight (see Trade Personals).

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In our continuing survey of upcoming new stations, these were the reports received this week:

WFEQ-TV, St. Joseph, Mo. (Ch. 2), last reporting July start (Vol. 9:17), won't be on the air until August, has ordered RCA equipment, reports promotion mgr. J. Ted Branson. Hour rate is \$400; Headley-Reed will be rep.

WKAQ-TV, San Juan, P. R. (Ch. 2) has ordered GE equipment for November delivery and begins test patterns next January, programming in February, reports owner Angel Ramos, publisher of *El Mundo*. Inter-American Publications Inc. (New York City) will function as rep.

KEYT, Santa Barbara, Cal. (Ch. 3), previously reporting mid-July start (Vol. 9:22), got its RCA transmitter week of June 8, antenna and tower June 18, now plans July 25 target, reports president & gen. mgr. Colin M. Selph. Hollingbery will be rep.

KARK-TV, Little Rock, Ark. (Ch. 4) has contingent order for RCA equipment and plans to start next January or February, according to v.p. & gen. mgr. T. K. Barton. Rep not yet chosen.

KBES-TV, Medford, Ore. (Ch. 5) has GE transmitter on way, aims at July 15 target, reports v.p. Everett A. Faber. Blair will be rep.

New Ch. 7 grantee for Pine Bluff, Ark., Central-South Sales Co., has GE equipment due in July, plans to start "latter part of September," reports John Esau, administrative v.p. for principals who control KTUL, Tulsa; KOMA, Oklahoma City; KFPW, Ft. Smith, Ark. Rep will be Avery-Knodel.

KZTV, Reno, Nev. (Ch. 8) has not reported on type of equipment, now is rescheduling announced debut to mid-September from first reported June date (Vol. 9:4), according to gen. mgr. Harry Huey. Rep not chosen yet.

KLAS-TV, Las Vegas, Nev. (Ch. 8), with GE transmitter on the way, plans to begin test patterns "during the first few days of July," goes commercial July 20, reports mgr. Alex Struthers. Eddie O'Dwyer has been named commercial mgr.; John Ryken, program director; Gregg Gelhart, chief engineer. Weed will be rep.

KERO-TV, Bakersfield, Cal. (Ch. 10) has ordered RCA equipment, will build atop the 7600-ft. Breckenridge Mountain, 22 mi. east of city and plans Sept. 26 debut, reports gen. mgr. Albert E. DeYoung, partner in the project with Paul R. Bartlett. Station will probably start later than uhf grantee KAFY-TV (Ch. 29) due on air in early July. Avery-Knodel will be rep.

KROC-TV, Rochester, Minn. (Ch. 10) has RCA equipment on hand and plans July 2 tests, July 5 commercial start, according to v.p. G. David Gentling. Rep will be Meeker.

WJHL-TV, Johnson City, Tenn. (Ch. 11) plans July 20 test pattern with GE equipment, programming "around Aug. 1," reports gen. mgr. W. H. Lancaster Jr. Rep will be Pearson.

WREX-TV call letters assigned Greater Rockford Television Inc., Rockford, Ill. (Ch. 13), were requested by grantee in memory of Rex Caster, son of pres. L. E. Caster, killed in action in France during World War II. WREX-TV recently ordered DuMont's first 50-kw transmitter (Vol. 9:23), now plans to change site to intersection of Auburn & Winnebago Rds., west of city, to permit erection of higher tower, reports gen. mgr. Soren Munkhof, ex-WOW-TV program director. Starting date not set as yet; H-R Television will be rep.

KMO-TV, Tacoma, Wash. (Ch. 13) has RCA transmitter due first week in July, began erecting RCA 12-bay antenna June 22, plans July 15 test patterns and programming Aug. 1, according to owner Carl E. Haymond. It will be second vhf in Tacoma, KTNT-TV (Ch. 11) having begun last Feb. 22. Other Haymond grant, KIT-TV, Yakima (Ch. 23), is scheduled to begin tests Oct. 1, also with RCA equipment. Branham will be rep for both stations.

KRDO-TV, Colorado Springs (Ch. 13), with RCA equipment on hand, will debut Aug. 1, reports mgr. Joe Rohrer. Hour rate will be \$125; McGillvra will be rep.

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WACA-TV, Camden, S. C. (Ch. 14) has placed contingent order for DuMont equipment, plans test patterns next January and programming in February, reports v.p. & gen. mgr. Tom Richards. Former schoolhouse is to be converted for TV operations by Sept. 1. Rep not yet chosen.

WENS, Pittsburgh (Ch. 16) still plans debut in latter August (Vol. 9:8) with GE equipment, reports Larry Israel. Dave Murray, ex-WDTV and WLW-D, has been named program manager. Petry will be rep.

KUSC-TV, Los Angeles (Ch. 28) looks like next educational TV station to take the air (first having been KUHT, Houston) but it's meeting difficulties with county authorities regarding Mt. Wilson tower structure and height restrictions and will be delayed to July 15, new test target date, reports operations mgr. Ivan M. Campbell. Financed by oil-rich Allen Hancock Foundation, it's go-



ing to change call letters so as to be less identified with U of So. California and more with all educational institutions in area, which will participate in its operation.

KPIK, Los Angeles (Ch. 22), with GE equipment delivered, now plans September start instead of previously announced July (Vol. 9:11), reports owner-chief engineer John H. Poole. Rep not yet chosen. It will be first uhf commercial station for Los Angeles, should follow educational KUSC-TV by about a month.

WBUF-TV, Buffalo (Ch. 17) last reported for July 15 debut (Vol. 9:21) now plans August start with DuMont equipment, reports exec. v.p. Gary L. Cohen. However, DuMont isn't sure of having transmitter ready by then—so delay until Sept. 1-15 is probable. Hour rate will be \$200; H-R Television will be rep.

KETX, Tyler, Tex. (Ch. 19), previously reporting July 15 date (9:24), has been delayed by weather and now plans test patterns with GE equipment between July 20-28, reports owner Jacob A. Newborn. Hour rate is \$200; rep not yet chosen.

WIFE, Dayton, O. (Ch. 22) has ordered GE equipment and begun construction of \$150,000 building to house two large studios at 380 W. First St., and has rescheduled target to Sept. 15 from last-reported August (Vol. 9:8), according to pres. Ronald B. Woodyard. Headley-Reed will be rep.

WGVL, Greenville, S. C. (Ch. 23) with RCA transmitter shipped June 25, has moved up target date to July 15 from Aug. 1 (Vol. 9:15). WGVL has signed with ABC & DuMont nets, on Aug. 1 expects to be interconnected by AT&T. Hour rate will be \$200. H-R Television will be rep.

WMGT, North Adams, Mass. (Ch. 74) plans to order GE transmitter and RCA antenna for fall delivery, will begin construction soon, plans test pattern this fall, writes gen. mgr. John T. Parsons. Grantee Greylock Bcstg. Co., controlled by Leon Podolsky, of Sprague Electric Co., is also applicant for Pittsfield, Mass., where it operates radio WBRK. Walker will be rep.

WTOB-TV, Winston-Salem, N. C. (Ch. 26), first reporting July 15 or Aug. 1 target (Vol. 9:19), now sets date "sometime in September," according to gen. mgr. John G. Johnson. RCA shipped transmitter June 22. H-R Television will be rep.

WKNA-TV, Charleston, W. Va. (Ch. 49), with RCA equipment on order, has set Aug. 1 target in lieu of previous "early summer" date (Vol. 9:11), according to gen. mgr. George J. Gray. Weed will be rep.

WNAO-TV, Raleigh, N. C. (Ch. 28), last reported as "indefinite" (Vol. 9:19), now plans test patterns July 8 with Federal equipment, according to gen. mgr. Charles W. Stone. It expects AT&T interconnection for all 4 networks by Oct. 1. Avery-Knodel will be rep.

KIMA-TV, Yakima, Wash. (Ch. 29), has GE transmitter on way and plans test patterns "sometime the last week in June," reports v.p. Tom C. Bostic. Commercial debut is set for July 19. Weed will be rep.

WCHA-TV, Chambersburg, Pa. (Ch. 46), last reporting July date (Vol. 9:12), now plans Sept. 15 debut with RCA equipment scheduled for early July delivery, reports gen. mgr. John S. Booth. He and pres. C. M. Cassel also operate WTVE, Elmira, N. Y., which began June 1. Forjoe is rep for both stations.

KJEO, Fresno, Cal. (Ch. 47) has ordered RCA equipment for late July delivery, will begin test patterns in September, go commercial Oct. 1, writes sales director Edgar L. Deatherage. It's second uhf for Fresno; KMJ-TV (Ch. 24) began operation last May 26. Hollingbery will be rep.

WOSH-TV, Oshkosh, Wis. (Ch. 48) plans debut week of July 21, with GE equipment all in hand, reports program director Clark Hogan. Hour rate is \$150; Headley-Reed will be rep.

WKJF-TV, Pittsburgh (Ch. 53), last reported for latter June (Vol. 9:21), has changed to RCA antenna, expects to be on the air by July 10, according to mgr. F. G. Raese. Rep has not been announced.

WFIE, Evansville, Ind. (Ch. 62) has ordered RCA equipment, expects to debut in December, reports pres. Jesse D. Fine. Rep not yet chosen.

WCAN-TV, Milwaukee (Ch. 25) is scheduled to begin July 20 with RCA equipment, reports pres. Lou Poller. Hour rate will be \$300; Taylor will be rep. It will be Milwaukee's first uhf.

WILK-TV, Wilkes-Barre (Ch. 34), after several changes in on-air date (Vol. 9:21), has GE equipment due for June shipment and plans to begin "latter part of August," writes managing director Thomas P. Shelburne. Hour rate will be \$250; Avery-Knodel will be rep. City's other station WBRE-TV (Ch. 28) began last Dec. 30.

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Quebec City Ch. 4 grantee Television de Quebec Ltee. has ordered transmitter from DuMont, is reported readying for tests by November, programming by Christmas, at which time it expects to link via microwave with CBC U. S. networks. It's jointly owned by Famous Players Canadian Corp. with AM stations CHRC, CJOC, CKCV.

Channel shifts and power increases: Shift of WBBM-TV, Chicago, from Ch. 4 to Ch. 2 was authorized by FCC this week, and station expects to make it by July 5. Move of WTMJ-TV, Milwaukee, from Ch. 3 to Ch. 4, interdependent with Chicago shift, is expected by mid-July, along with hike from 16 to 100 kw; it's now on equipment tests. WLWC, Columbus, is slated to shift from Ch. 3 to Ch. 4 next week, and Huntington's WSAZ-TV now has authorization to radiate circular pattern—100 kw in all directions—on Ch. 3. It previously had been "protecting" Columbus with low power to north and south. RCA this week shipped 25-kw amplifier to WKY-TV, Oklahoma City; it's scheduled to ship 10-kw driver next week to WBAY-TV, Green Bay, Wis. GE reports: June 29 week—35-kw unit to KPIX, San Francisco; 20-kw to WBKB, Chicago. July—12-kw uhf amplifier to WEEU-TV, Reading; 35-kw units to WMBR-TV, Jacksonville, and KEYL, San Antonio; 20-kw to WCPO-TV, Cincinnati. August—1-kw uhf units to WLOK-TV, Lima, O. & KRTV, Little Rock; 35-kw to WJBK-TV, Detroit, and KING-TV, Seattle; 20-kw to KGO-TV, San Francisco.

Changes to allocation plan—the first proposed by FCC since June 2 (see p. 3): (1) Add Ch. 5 to Lake Placid, N. Y. (2) Substitute Ch. 73 for Ch. 36 in Harlan, Ky. (3) Substitute educational Ch. 66 for educational Ch. 26 in Springfield, Ill. (4) Move Ch. 4 from North Platte to Holdrege, Neb. (5) Move Ch. 4 from Medford to Roseburg, Ore. (6) Add Ch. 12 to Ada, Okla., substituting Ch. 26 for Ch. 12 in Elk City, Okla. (7) Add Ch. 40 to Anderson, S. C., substituting Ch. 22 for Ch. 40 in Elizabethton, Tenn. (8) Add Ch. 37 to Melbourne, Fla. Comments on proposals must be filed by July 20. Three more proposals for channel changes were filed this week: (1) Add Ch. 10 to Parma, Mich., requested by WKHM, Jackson. (2) Add Ch. 6 to High Point, N. C.; substitute Ch. 4 for Ch. 6 in Beckley, W. Va.; substitute Ch. 3 for Ch. 6 in Wilmington, N. C.; include all West Virginia in Zone I—all by WHPE, High Point.

New Orleans-Baton Rouge microwave, comprising 3 towers, will be completed by next February, reports AT&T.

**Telecasting Notes:** Trend to live shows late evenings, and away from feature films, is discerned in New York area by *Billboard*, noting that m.c. Steve Allen is starting 11:20-midnight show on WNBT; that WOR-TV already has all-Negro variety show 11:30-midnight on top of live musical *Inside Times Square*, 11-11:30; WABC-TV has *Talk of the Town* variety, 11-midnight; WABD has live *Mono-Drama Theatre*, 11:10-11:30, and *Bill Silbert Show*, 11:30-midnight . . . Ruppert Beer, which has been sponsoring *Talk of the Town*, is taking 3 nights of Steve Allen, which is being tried out for possible networking to NBC-owned stations, while Chockful-o-Nuts will sponsor *Morey Amsterdam's* live variety show on WNBT, Sat. 11:20-midnight . . . NBC-TV Stations Planning & Advisory Committee (SPAC) has virtually been disbanded in favor of affiliates' independent group (Walter Damm, WTMJ-TV, chairman)—and network expects radio affiliates to form own group, too; they're organizing under Robt. Swezey (WDSU-TV, New Orleans) with view to meeting in Chicago in latter July, then meeting with NBC hierarchy in N. Y. in October . . . "De-integration" of at least TV and radio sales into entirely separate units, functioning as do the TV and radio divisions of CBS, each of which has own president, is being urged by many NBC radio affiliates, backed by some TV . . . New camera technique, in which one camera does the work of 3, makes debut next fall on WOR-TV; program dir. Larry Menkin says single camera will handle pan shots, dissolves, fades, etc., cutting production costs by one-third or more and improving quality . . . Edward Lamb Enterprises, operating WICU, Erie, and radio WIKK there, and publishing *Erie Dispatch*, hires J. Lacey Reynolds, Washington correspondent for *Toledo Blade* and *Pittsburgh Post-Gazette* (Block Newspapers) as Washington representative; Lamb also operates radio WTOD, Toledo; WHOO, Orlando, Fla., holds CP for WMAC-TV, Massillon, O. . . . Crosley stations were hosts to 35 NBC executives—headed by v.p.'s Wm. Fineshriber, George Frey, Harry Bannister—at 2-day meeting in Cincinnati this week . . . U of Detroit's Summer TV Institute runs July 13-31 coordinated by Wm. J. Murphy, assisted by Patrick H. Murphy; both are ex-NBC . . . KSD-TV & KSD, *St. Louis Post-Dispatch* stations, to be represented by NBC Spot Sales (in lieu of Free & Peters) after Oct. 1 . . . WHBF, Rock Island, Ill., whose TV counterpart carries ABC, CBS & DuMont shows, July 1 switches AM affiliation from ABC to CBS.

Third TV station to use German-originated Styroflex transmission line now made by Phelps Dodge (Vol. 8:3, 25) will be WPTZ, Philadelphia, planning power increase. Others are KPIX, San Francisco, and WFBG-TV, Altoona. Company now makes all sizes from ½-in. to 3 ½-in., is soliciting orders for 6 ½-in. which it will produce if demand warrants. Phelps Dodge is also making pitch for community antenna systems, reports sales to International Telemeter, Palm Springs, Cal., and Service Electric Co., Mahanoy City, Pa. Advantages claimed for Styroflex for community service are low loss (about half that of RG series) and no deterioration with age.

Ft. Worth's WBAP-TV has built own completely equipped weather station right in studios; it's handiwork of Bob Denny, American Airlines meteorologist, who helped originate program *Weather Telefacts* in 1949—sponsored by Fair Dept. Store & Frontier Pontiac. Bendix-Frieze, instrument manufacturer, made equipment which may be prototype for other stations.

WHAM-TV, Rochester, announced it was remaining with NBC-TV by formally stating June 25 that it has signed color TV supplement to its affiliation contract and hailing color as "the next major advance in the art [yet] involving no obsolescence for all current sets."

**PRICES** and delivery dates of color transmitting equipment, disclosed by RCA for first time in petition filed with FCC (see p. 1), contemplate 4 stages of development: rebroadcast of network pickups only; network and local slide originations; network, slides and film originations; network, slides, film and live local originations. Following are equipment specified for each stage, plus estimated prices and start of deliveries:

(1) Network only: Two color stabilizing amplifiers, tri-color monitor, low frequency phase equalizer, high frequency phase equalizer, transmitter conversion kit, demodulator kit—\$11,500. Additional standard stock items, such as power supplies, racks, hardware—\$3000. Recommended test equipment—up to \$10,000. Thus, total for color via network only is \$14,500-\$24,500. Deliveries—first quarter 1954.

(2) Slides: Slide camera, frequency standard, burst flag generator, modification for RCA sync generator, colorplexer, tri-color monitor, master monitor with auxiliary unit, color bar generator—\$29,750. Standard stock items—\$13,500. Total for slides—\$43,250. Total for network and slides—\$57,750-\$67,750. Deliveries of slide equipment—first quarter 1954.

(3) Film: 16mm film chain, colorplexer, tri-color monitor, master monitor with auxiliary unit—\$43,000. Standard stock items—\$7600. Total for film—\$50,600. Total for network, slides & film—\$108,350-\$118,350. Deliveries of film equipment—second quarter 1954.

(4) Live: 3-tube color camera, view-finder and hood, camera control equipment, master monitor with auxiliary equipment, colorplexer, tri-color monitor—\$56,500. Standard stock items—\$13,000. Total for live—\$69,500. Total for network, slides, film, live—\$177,850-\$187,850. Deliveries of live equipment—first quarter 1954.

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These appear to be minimum figures. For example, stations aren't likely to try programming regularly with one live camera chain. Matter of fact, RCA reports it has one order for \$317,000 worth of equipment.

RCA emphasizes orders will be filled on first-come-first-served basis. Since many NBC affiliates jumped gun years ago, frequently giving RCA almost carte blanche on color equipment, chances are NBC affiliates will get lion's share of first deliveries. Network "color clauses" have already been signed by 41 (Vol. 9:25). NBC itself has ordered 20 color chains to equip 5 studios. CBS has already placed an order—exactly how large isn't indicated.

RCA's 16-in. picture tube history, in price and number of units produced, was cited by Dr. C. B. Jolliffe, v.p.-technical director, in color petition (see p. 3) to illustrate expected trend in tri-color tubes. RCA introduced 16-in. tube in mid-1948, made 250,000 in 1949. At end of 1949, a new, shorter 16-in. tube was introduced, selling for about two-thirds price of previous tube. In 1950, 1,250,000 units were built, and price came down to half original price. By end of 1951, rectangular 17-in. had almost supplanted 16-in.; nearly 900,000 of these were made in 1951, and by end of year its price was down to one-third that of original 16-in. These price drops, Dr. Jolliffe said, don't take into account changes in BLS Price Index or 10% excise tax added in 1950.

TV takes down the SRO sign: In New York, Building Service Employees International Union Local 32 bought half-hour on WPIX June 28 to show kinescopes of annual award dinner, held preceding night at Commodore Hotel, which can accommodate only 1200 of union's 38,000 members. In Washington, WMAL-TV set up closed-circuit TV equipment from Constitution Hall to Interior Dept. auditorium so that overflow crowds at Red Cross convention June 24 could see and hear principal address by President Eisenhower.



COMR. GEORGE E. STERLING, an engineer and one of uhf's staunchest protagonists, writes us this week not only to commend our reporting of the developments in that field but also to predict 1000-kw ERP on the uhf in the near future. His June 25 letter tells its own story:

"I have followed with considerable interest your investigations and reports on the establishment and operation of uhf TV stations as they have appeared in *Television Digest*. I commend you for the diligent and thorough analysis and factual reporting you have made of this very important subject. I find myself in substantial agreement with your findings and conclusions. There is no doubt, as you say, 'The program's the thing.' It can be expected that at times as new stations commence operation, there will be difficulties, but I am confident that they will be overcome by the contributions of industry and the elements of competition.

"I am certain too that the day will come in the not too distant future when the Commission will be licensing uhf TV stations for the maximum power of 1-megawatt ERP on the uhf channels in accordance with the Standards. It is gratifying to note the progress that has been made in uhf TV service. As we all know it is the only way many communities can ever have a TV service and further it is the only way additional channels can be added to cities allocated vhf channels.

"I hope you will continue with the same vigor in the future as you have in the past investigating and reporting on the progress of uhf TV service."

**B**OLSTERING CLAIM that radio is better value than ever, networks this week jointly released "conservative estimate" of 110,000,000 radio sets-in-use as of Jan. 1, 1953. That's increase of 5,000,000 over the 105,000,000 estimated year ago by committee representing research departments of ABC, CBS, MBS & NBC (Vol. 8:5). Increase during 1951 was 9,300,000. During 1952, RTMA figures showed radio sales of about 11,000,000, so that 5,000,000 added to radio count allows reasonable factor of obsolescence.

This year's figures aren't quite compatible with those released in previous years, since some categories have been changed. "Personal portables used outside the home," for instance, have been taken out of "extra sets in the home" category, and sets in taxicabs and trucks have been removed from "radio-equipped cars" and placed in "sets in other places." Latter category includes sets in barracks, dormitories, eating places, hotels, offices, business & service establishments, taxis, trucks and personal portables used outside the home. Here's the tabulation for last 3 years:

	No. of Radio Sets as of Jan. 1		
	1953	1952	1951
Total Radio Homes.....	44,800,000	42,800,000	41,900,000
Extra Sets in Homes.....	30,000,000	34,000,000	30,000,000
Sets in Cars.....	26,200,000	23,500,000	19,100,000
Sets in Other Places.....	9,000,000	5,000,000	5,000,000
Total Sets in Working Order	110,000,000	105,300,000	96,000,000

Westinghouse's KYW-FM, Philadelphia, is going off the air, will turn over its FM transmitter and 576-ft. tower suitable for TV to Delaware Valley Educational TV Corp., applicant for non-commercial Ch. 35. On approval by FCC, new call letters will be assigned to educational applicant for operation of FM station. Equipment is valued at \$90,000. Westinghouse will discontinue operations of its international short-wave station WBOS, Hull, Mass., for International Information Administration, which terminates contract for Voice of America programs June 30. Company announced it expects to transfer much of its WBOS technical force "to positions in the company's expanding TV operations."

**Financial & Trade Notes:** Optimism about movie industry's future is keynote of annual report of Motion Picture Assn. Hollywood can look forward to rosy future, says pres. Eric Johnston, because: (1) Studios are making better pictures, and good films have never suffered box-office doldrums. (2) More children will reach their teens in next 10 years than ever before, and teen-agers have always been most consistent movie patrons. (3) Drive-in theatres continue to increase, now accounting for 20% of total film boxoffice. (4) Technological advances—3-D & wide-screen—will give industry big lift.

Meanwhile, however, lowered earnings reports of the big film producers, most of them currently curtailing Hollywood production, are epitomized by this week's report from Warner Bros. on operations for 6 months ended Feb. 28: Net profit, \$1,875,000 (37¢ a share) vs. \$3,750,000 (66¢) for corresponding period last year. And film-dom's all-industry Council of Motion Picture Organizations (COMPO) continued campaign for elimination of 20% Federal admission tax (Vol. 9:17) by announcing that movie theatres closed their doors at a rate of 10-a-day during week ended June 13, and that 5452 have gone out of business since 1946, with closing rate constantly accelerating.

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Stromberg-Carlson's own TV-radio stations, WHAM-TV & WHAM, representing an investment of \$2,000,000, have proved "very profitable," said pres. Robert C. Tait in June 22 talk before N. Y. Society of Security Analysts—so much so that: "We have looked at other radio stations because our broadcasting personnel is sufficiently well organized at least to consider the possibility of setting up further operations. But to date we have found none that we felt were reasonably priced. I think most existing stations are selling at too fancy prices when you consider the ultimate competition they will encounter. But whether this [broadcasting] division expands into additional operations elsewhere or not, it appears to have sound future earning power."

Tung-Sol Electric reports sales for year ended May 3 totaled \$39,865,652, net earnings \$2,066,016 after \$3,774,606 Federal taxes, in special financial statement required under terms of underwriting agreement in connection with recent offering of cumulative convertible preferred stock. No comparable figures for preceding year are available.

Davega Stores Corp., for fiscal year ended last March 31, reports sales of \$26,381,686 vs. \$26,309,801 for preceding year. Net income after taxes was \$118,998 (24¢ a share) vs. \$63,228 (2¢). Davega chain comprises 28 stores.

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Microwave to serve community antenna systems, proposed by J. E. Belknap & Associates, Poplar Bluff, Mo., for systems in area, still doesn't satisfy FCC. Commission this week wrote group, asking it to go into all legal and economic ramifications to justify proposal. FCC said it can't tell whether Belknap would be "a vendor of program material rather than a common carrier of communications." It asked for legal discussion of who has property rights in TV station signals, whether permission of originating station is required, whether pickups would violate any state or federal law. It also questioned proposed rates, under which Belknap planned to amortize cost in one year, plus 6% interest. Sounds unreasonable, FCC said. It also said it can't understand how Belknap can justify charging community antenna operators on basis of number of subscribers—since it would cost Belknap same to bring signal to a community "whether your customer has 1 subscriber or 500 subscribers." It asked for reply in 30 days.

**PRICE HIKES BY FALL SEEM NEAR-CERTAIN:** When retailers gather next week at NARDA's convention in Chicago's Conrad Hilton Hotel, they'll have new problem to wrestle with -- the apparently near-certain prospect of new TV price increases by fall.

Our canvass of major manufacturers this week at Chicago summer marts points clearly to some TV price increases, as result of mounting pressure of parts & labor costs and triggered by recent \$4 a ton steel price hike, which June 26 U.S. News & World Report estimated will add 5¢ to cost of producing each TV set. Here are the results of our queries to major manufacturers on subject:

Admiral: Has already informed distributors and dealers of plans to raise prices this fall. Official said company will hold off as long as possible, but did not see how increase could be deferred beyond September.

Motorola: Price policy will be disclosed July 1 when it introduces new line at Chicago's Palmer House. Until then, officials won't comment.

Philco: Price increases by summer or fall a near-certainty, as result of rise in basic materials. Commented spokesman: "Dealers can buy sets now at lower prices than they will be able to get in the future."

RCA Victor: No price rises now anticipated, but spokesman hastily added: "That should not be taken as a commitment that we will not raise prices, however."

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Amid all the talk about price hikes, dealers were caught betwixt & between. They were afraid to order too much on basis of their present volume, which isn't too high, but were afraid not to order because of prospective price increase. Most took former course, keeping traffic and buying at Chicago very light as result.

There were other reasons for light traffic, which is usually characteristic of summer marts. Major manufacturers -- all except Motorola -- had previously shown their new lines (Vol. 9:23,24) and were busy holding distributor-dealer meetings in various parts of the country this week.

Several other manufacturers, led by GE and Magnavox, did introduce new lines at market -- but they dcn't set pace. (Details of latest new lines are on p. 14.)

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Marts were characterized by 4 main trends: (1) Resurgence of high-fidelity. (2) Increasing reliance on 21-in. set as "volume" item. (3) Simpler, more classic lines in receiver styles. (4) More extensive use of plastic cabinets.

Of "hi-fi," there was plenty of interest. All majors are now in the field feet first, were eager at Chicago to demonstrate the sonic quality of their models to anyone within earshot. So intense has the competition become that Magnavox, an undisputed leader in sound field for years, called press conference to announce plans to concentrate anew on high-fidelity receivers (see Topics & Trends, p. 14).

No doubt about it -- this is the year of the 21-in. set, as we reported at conclusion of winter markets (Vol. 9:2). Every manufacturer is training his big production guns on 21-in. table models and consoles as reports from old and new markets alike continue to reflect its growing popularity. That doesn't mean no attention was paid to 24-in. models, which many dealers were seeing for first time. But their interest was largely curiosity; few expect 24-in. to be big seller this year.

Frills in cabinet styling appeared to be on way out in favor of simpler and more functional lines, reflecting fact that public is more interested in better pictures than fancy cabinetry at fancy prices. Motorola exec. v.p. Bob Galvin commented that TV cabinets are growing larger each year, whereas radios were getting smaller in trend toward miniaturization, added:

"TV is the busiest piece of equipment in the house. Surveys indicate that the average set is in use 5 hours a day. Future TV styling requires the imagination of architect, decorator and stylist, and a continued program of consumer education."



There was considerable talk of the state of the market, of course. And while many manufacturers were cognizant of growing number of dealers going out of business, not all were wearing worried looks about it. As one of them told us:

"There's a mortality rate in every business. Many of the dealers who are going out of business had no right being in the TV business in the first place. They weren't good businessmen, they knew absolutely nothing about TV and, frankly, we're glad to get rid of them."

We shall undoubtedly hear more on the subject of retail business failures at NARDA convention, from a different vantage point. As an indication of how some dealers feel about it, a special article in June 22 Retailing Daily by H.E. Callaway, pres. of National Assn. of Music Merchants, places blame on manufacturer. He wrote:

"[A] serious problem is the manufacturers' disinterest in price maintenance. Although they may be violently opposed to the publicizing of cut prices, gimmicks, discounts, fictitious trade-ins, give-away aeriels and such, they are not in the least concerned over what takes place under the counter or openly on the sales floor. As a result, price-cutting is more rampant now than at any time in the history of TV. With new TV areas opening daily, thereby granting set makers new outlets, I do not see any of them concerned with conditions mentioned above."

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TV production continued its upward swing, totaling 122,279 (13,313 private label) week ended June 19, up from 115,469 preceding week and 97,920 week ended June 5. It was year's 24th week and compared with 80,731 corresponding 1952 week.

Radio production also picked up, totaling 271,274 (137,999 private), increase from 261,609 week ended June 12 and 270,398 week before. Week's radios: 66,481 home sets, 60,004 portable, 22,457 clock, 122,331 auto.

**Trade Personals:** Martin Silver has resigned as mgr. of transmitter div., Federal Telephone & Radio Corp., to become v.p. & managing director of new WTVU, Scranton, Pa. (Ch. 73), due to begin in July; he's succeeded by Gordon Knight, ex-RCA, recently asst. to IT&T pres. Wm. Harrison . . . Gordon G. Hoit, v.p. in charge of finance, elected Stromberg-Carlson exec. v.p.; Charles Pritchard promoted to treas., succeeding Wm. W. Heitzel, retired . . . Dr. Thomas T. Goldsmith, DuMont research director, left June 22 to participate in International Cruiser Race, a predicted log race, from Poulsbo, Wash. to Vancouver, B.C., as crewman aboard 35-ft. *Alida* . . . Philip J. Herbst, technical administrator for standard products engineering at Camden, promoted to head of communications engineering section, RCA Victor engineering products dept. under chief engineer M. C. Batsel . . . G. Harold Metz, ex-personnel mgr., RCA Service Co., named personnel director, RCA Victor, replacing John M. Clifford, now NBC personnel v.p.; Metz is succeeded by Joseph F. Murray, ex-mgr., RCA Service Co. wage & salary administration and services . . . Inwood Smith has resigned as asst. to Crosley gen. mgr. to become a manufacturers' representative . . . Stanley L. Abrams, Emerson director of purchases, promoted to director of material div. . . Donald M. Crawford, ex-treas., Duplan of Canada Ltd., appointed coordinator for RCA International Div. associated companies . . . Roger Somerville, ex-Fairchild Recording, Reeves Instrument and Emerson, joins CBS-Columbia Inc. as mechanical project engineer on govt. assignments . . . Dr. Waldo H. Kliever elected v.p. & director of instrument development, Clevite-Brush Development Co. . . S. M. Fassler, ex-adv. mgr., GE TV-radio dept., Syracuse, transferred to Bridgeport as adv. mgr. of small appliance div., succeeding Paul A. Wassmansdorf, who becomes adv. mgr. of major appliance div., Louisville, replacing John Porter . . . Edward K. Curry, ex-Oregon sales mgr., named Hoffman Radio Denver field rep . . . Charles A. Dickinson appointed Sylvania TV-radio sales mgr. for northwestern states . . . John McGranaghan, from Schenectady, ap-

pointed St. Louis area sales mgr., GE replacement tube sales; Donald G. Reik, from Cleveland office, named Washington, D. C. area sales mgr. . . C. D. (Jim) Pitts named asst. to David Bain on RCA broadcast equipment sales in Washington . . . Maury R. Jungman appointed distributor sales mgr., Brach div., General Bronze Corp., handling expanded jobber program on antennas; he succeeds Jerome Berger, now national TV accounts sales mgr. . . Abraham G. Kalstein promoted to asst. chief engineer, Aerovox; J. Harvey Pickett named chief engineer of capacitor div. . . Jacob J. Repetto promoted to asst. sales mgr., Clorostat . . . Gordon D. Ferrell named Erie Resistor Corp. personnel director, succeeded as employment mgr. by Richard F. Paulsen . . . Ralph Stubbe, ex-Hoffman Radio, Westinghouse & Hazeltine, named asst. chief engineer, General Instrument Corp., in line with plans to expand uhf tuner & converter production . . . C. R. Hammond and O. P. Susmeyan appointed asst. v.p.'s of Raytheon receiving tube div.; W. M. Thompson asst. v.p. power tube div.

Strike against DuMont Labs whenever union finds it "necessary, appropriate and unavoidable" was authorized this week by members of Local 420, IUE, after rejecting offer of 4¢ hourly wage increase, retroactive to March 4, or non-retroactive increase of 6¢. Union had asked for 18¢ boost. On another labor front, 4400 employes of Stromberg-Carlson got 5¢ hourly wage increase, plus 3 weeks paid vacation after 10 years of service, under new 2-year contract, which also continues "escalator" clause tying pay hikes or cuts to cost-of-living index.

Vacancy on RCA board of directors occurs with President Eisenhower's appointment of Lewis L. Strauss, New York banker and rear admiral in USN reserve, as chairman of Atomic Energy Commission on which he served as member until 1950. Next RCA board meeting is July 10.

William E. O'Connor, 66, founder and pres. of Southern Wholesalers, Inc., RCA Victor's distributor in Washington, D. C., died June 25 at Georgetown U Hospital.

**Topics & Trends of TV Trade:** Magnavox hit back hard this week at growing competition in high-fidelity field—pres. Frank Freimann calling press conference during Chicago marts June 22 to unveil and demonstrate its new high-fidelity TVs and radio-phonograph and to announce that Magnavox will make determined effort to regain its pre-eminent position in sound, even if necessary at expense of placing less emphasis on TV.

Noting recent tremendous upsurge in “hi-fi” among TV-radio manufacturers—nearly all makers having introduced some form of it in lines so far—Freimann asserted Magnavox had earned its reputation in high-fidelity and wasn’t going to abdicate it, even in face of challenging competition from the Big 3 TV-radio manufacturers. He hinted, too, that many rival claims for hi-fi were strictly synthetic—though he named no names.

As one who master-minded installation of the sound system at New York World Fair in 1933, Freimann spoke with obvious pride as he introduced new “Magnasonic” console, a 4-speaker mahogany phonograph listing at \$198, which he described as “the culmination of more than 40 years of research and development in the field of sound dating from the invention of the electrodynamic loud-speaker by our concern in 1915.” Then he added:

“This will faithfully reproduce sound comparable to the range of the human ear, or 12,000 sound waves per second. This makes it possible for the average consumer to receive the full recording range of high-fidelity records and compares with the range of 5000 cycles per second reproduced by mass-market commercial sets.”

Magnavox also introduced 3 new TV sets which incorporate high-fidelity sound, with 10-watt power and 2 large speakers mounted coaxially in cabinet. In addition, its 27-in. set uses a 5-in. speaker with high-frequency sound diffuser.

New models were 24-in. open-face mahogany console \$475, blonde \$495; 24-in. open-face antique fruitwood console \$495, blonde or mahogany \$495; 27-in. full-door mahogany console \$695. Carried over were 21-in. mahogany table model \$290, oak \$300; 21-in. open-face mahogany console \$340, oak \$360; 21-in. full-door mahogany console \$435, French provincial \$445; half-door mahogany, oak & walnut \$495 & \$575; 27-in. full-door blonde \$595.

Magnavox was only one of several manufacturers which showed new lines or additions at Chicago this week. For others, see below.

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Olympic Radio unwrapped 17 TVs, ranging from 17-in. plastic table model at \$180 to 21-in. limed oak combination at \$480. Line is confined to 17 & 21-in. models, all sets being available with 82-channel “Twin Rocket” continuous tuner, optional at \$50 extra. In addition, Olympic introduced mahogany-top AM-phono combination at \$100.

Pacific Mercury showed 11 models, ranging from 17-in. walnut table model at \$170 to 21-in. blonde combination at \$530. Being prepared for production in August is 27-in. combination, said pres. Joseph Benaron. He also disclosed plans to expand distribution to east coast through appointment of exclusive franchised dealers.

Bendix Radio made big pitch at Chicago markets with four 17 & 21-in. coin-operated sets, unpriced as yet, but which will probably sell for \$35 or \$40 more than same-size standard sets. Bendix officials say they foresee a large market for this item, based on pre-production surveys and high interest at Chicago.

Arvin’s 40-model line ranges from 17-in. mahogany marlite table model at \$200 to 27-in. full-door mahogany console, with aluminized tube, at \$700. Line encompasses screen sizes from 17-in. to 27-in., including first 24-in. sets. Optional all-channel tuners are available at \$50 extra.

**G**ENERAL ELECTRIC’S new 24-model line features new “EE” chassis, which it contends is twice as powerful as any used in previous GE lines, plus improved picture detail. Other talking points include aluminized tubes on top-end models, built-in uhf antennas, special blanking circuit to suppress trace lines, darkened safety glass and all-channel tuner featuring click tuning to 3 most frequently used uhf channels in any given area. Full line:

*Black Daylite Series:* 17-in. mahogany plastic table model \$180, leatherette \$200, mahogany wood finish \$270; 21-in. ebony plastic table model \$240, mahogany plastic \$260, blonde wood finish \$290, mahogany finish \$300.

*Black Daylite De Luxe:* 21-in. mahogany plastic table \$290; 21-in. open-face mahogany wood console \$350 & \$375, blonde \$365; 21-in. half-door mahogany wood console \$400, blonde \$420.

*Ultra-Vision:* 21-in. mahogany wood table model \$330, blonde \$350; 21-in. open-face mahogany wood console \$400 & \$420, cherry or blonde \$420; 21-in. half-door mahogany wood console \$460, cherry \$470; 21-in. full-door mahogany wood console \$490, cherry or blonde \$490.

Also introduced were 10 new clock radios ranging from \$27 to \$50, eight new table models from \$18 to \$70.

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**Distributor Notes:** RCA Victor Distributing Corp., Detroit, will temporarily service dealers in Michigan territory formerly served by Morley Bros., Saginaw, which dropped line last week (Vol. 8:25) . . . David Kaufman’s Sons Inc., Baltimore, drops Zenith franchise “because of differences in merchandising policies,” according to pres. Edgar Kaufman . . . Peninsular Distributing Co., Detroit, gives up Crosley line, replaced by George L. Johnston Co. (Jack M. Barager, gen. mgr.); Seattle factory branch appoints J. Ralph Slonaker sales mgr. . . Billings Wholesale Co., Fresno, Cal. (Admiral) appoints Allan B. Pontius, ex-Leo J. Meyberg Co. (RCA), as gen. mgr. . . DuMont appoints Emery Waterhouse Co., Portland, Me. (C. Hildreth, pres.); Specialties Distributing Co., Detroit (DuMont) promotes Louis E. Winn to gen. sales mgr. . . Sylvania appoints Taylor’s Inc., Dallas (L. M. Taylor, pres.) . . . Hoffman Radio appoints newly-formed Carter-McIlroy-Johnson Inc., 3900 50th St. NE, Seattle (E. S. Carter, pres.) . . . CBS-Columbia Distributors Inc., New York, appoints Ben Z. Kaplan, ex-IT&T Distributing Corp., as adv. mgr., and Gilbert Hoffman, ex-Motorola New York, as controller . . . Bendix Radio names J. H. S. Distributing Co., Atlanta (James Simpson, pres.) . . . John G. Gaines & Co., Kansas City (Hallicrafters) moves to 3006 Holmes St. . . Raytheon appoints Graybar, San Diego . . . Gross Distributing Corp., Newark (Stromberg-Carlson) opens East Orange, N. J. branch . . . CBS-Columbia appoints Crenshaw-Baine Co., Little Rock.



Capehart-Farnsworth unveiled 12 new TV sets ranging from 17-in. blonde plastic table model at \$240 to 21-in. blonde table at \$330. Optional all-channel tuning is \$50 extra. Pres. Fred D. Wilson said Capehart plans to increase TV-radio production in last half of year by 10-12% over last 6 months of 1952, added that about 40% of third-quarter production will be devoted to sets incorporating uhf tuning.

Sonora unveiled 4 TVs, 5 radios. All TVs were table models, in 17 & 21-in.—from mahogany pyroxylin at \$170 to blonde pyroxylin at \$210, with optional all-channel tuner available at \$40 extra. Radios, all 6-tube, ranged from \$40 to \$85.

Gotham Television Corp., 123 W. 64th St., New York, small private-label manufacturer, has filed Chapter XI bankruptcy petition, showing liabilities of \$161,170 (\$136,143 taxes) and assets of \$30,616. It’s proposed to pay unsecured creditors 15% over 24 months.



**Merchandising Notes:** TV in the kitchen is feature of new "coronation" home exhibited at National Home Show in Hollywood, in which remote-control set is built cater-cornered into wall, with aim of making kitchen the gathering place of family . . . Output of blonde TV cabinets is up nearly 100% over last year, said Motorola exec. v.p. Robert W. Galvin in address before Home Fashions League and Society of Industrial Designers June 23 . . . Westinghouse introduces new line to distributors July 8 on 33-city closed circuit telecast originating from WNBT, New York; program will feature NBC's Ben Grauer and sportscaster Herman Hickman, latter in connection with Westinghouse's pro football sponsorship on DuMont this fall . . . Raytheon shows its new 1954 line July 30 at Chicago's Edgewater Beach Hotel, having already introduced supplementary summer line (Vol. 9:19) . . . Majestic Radio introduces 3 new 24-in. consoles and 21-in. combination at NAMM show in Chicago July 13-16 . . . CBS-Columbia increased discounts by 3% on its four 21-in. table models (Vol. 9:25), with markup to be divided equally between distributors and dealers . . . Muntz TV Inc. enters air conditioner field, ships first units July 1—half-ton unit listing at \$230, three-quarter ton at \$270 . . . Phillip's, big 4-store Washington TV-appliance chain, went out of business June 20 after insurance company covering large creditors rejected Chapter XI plan to pay unsecured creditors 20% . . . Los Angeles area TV sales totaled 16,502 in May, lowest monthly figure in 2 years, bringing total sets-in-use to 1,595,877 as of May 31, according to Los Angeles Electrical League . . . American Furniture Mart votes to establish new annual mid-season market, to be held Oct. 19-26 this year; dates of subsequent markets will be determined each year.

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National Electronic Distributors Assn. was given until July 15 to answer complaint of Federal Trade Commission charging it with conspiracy to create monopoly in sale of TV-radio-electronics parts (Vol. 9:16)—trial examiner Frank Hier setting hearing date of Aug. 3 after granting half of 6-point motion for bill of particulars filed by NEDA earlier this month (Vol. 9:24). Hier ordered FTC to specify what "arbitrary rules and standards" NEDA used to restrict membership and what "other preferences" its members gave to manufacturers who refused to sell to non-members. He denied NEDA's request for further information on which members were aided by NEDA in allegedly violating FTC rules or the instances or dates of the alleged violations.

Though it has all-channel tuner in new line (Vol. 9:24), Zenith still hasn't forsaken strips, defends latter as most economical method of uhf conversion in one or 2-channel markets. That defense came from sales official who told us at Chicago mart that decision to incorporate all-channel tuning was "simply a result of trying to satisfy the greatest number of people." Zenith also belatedly added 2 sets to line: 17-in. table model in maroon pyroxylin at \$180; 21-in. mahogany table model at \$300, blonde \$310. It also reduced price of its 17-in. "Gladstone" mahogany table model from \$230 to \$220, 17-in. "Bancroft" blonde table model from \$240 to \$230.

TV and radio were credited with stimulating interest in classical music to such an extent that phonograph record sales this year will be well above the \$200,000,000 annual volume last year. This was word from Emanuel Sacks, RCA Victor record dept. v.p., addressing meeting of company's overseas distributors this week in Camden. Other factors in boom cited by Sacks include availability of holiday, industrial and special occasion music, plus jump in number of players in use since 1946 from 8,000,000 to 24,000,000.

**Electronics Reports:** In event of a sneak attack, would electronics industry be able to maintain vital production and deliveries? That question is getting considerable study by mobilization officials. Govt. plans to form task group from electronics industry to map out coordinated post-attack program. Similar groups are being organized in other industries. Among measures which can be taken by individual plants, according to director Donald S. Parris of NPA Electronics Div., are such preventive actions as dispersal of key plants and departments; deconcentration of production so that a single vital item may be made in any of several plants; plans for storage of "reserve stocks" of important raw materials and items; pre-planning for reconstruction and procurement of key items after attack. Information on electronics industry post-attack program may be obtained from Parris.

Haraden Pratt, one of communications industry's top engineers, stepped down this week after nearly 2 years as Telecommunications Advisor to the President (Vol. 7:31). The former v.p. of American Cable & Radio Co. and director of IT&T's Federal manufacturing and lab subsidiaries, says he has no plans until fall. President Eisenhower, accepting Pratt's resignation, hailed his "signal contribution" in dealing with nation's complex telecommunications problems, as he turned functions of Pratt's office—along with staff of 35—over to ODM, where director Arthur C. Flemming is expected to name new chief with duties somewhat similar to those of Pratt, but on a more limited basis.

New electron gun providing greater concentration of electrons and smaller spot is now being used in National Union's 24-in. picture tubes. Said to improve contrast, small-area detail and brilliance, it will eventually be incorporated in all of NU's picture tubes. New gun is said to produce "over-all apparent brightness which is comparable to that of tubes having an aluminized screen."

NPA dies next Tuesday, June 30. Much of Electronics Div. staff, under Donald S. Parris, is expected to be incorporated into a new Commerce Dept. electronics div.—but Congress hasn't yet appropriated funds for Commerce Dept. reorganization.

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RTMA started preparations this week on 3 expansion moves authorized by annual convention last week (Vol. 9:25): (1) Establishment of regional office in Los Angeles. (2) Enlargement of engineering office in New York. (3) Appointment of mgr. of new export dept. (4) Creation of govt. relations dept., which will report directly to electronics industry committee.

**Next TV Factbook—Pre-Print Orders**

Our semi-annual *TV Factbook No. 17* will be off the presses shortly after July 15, 1953—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants; and many other reference features. One copy goes to each *full-service* subscriber, including newly enlarged 43x31-in. map insert. Extra copies, if pre-print orders for 20 or more are placed by July 3, cost \$1.50 each; single copies, \$3.

Eight applications for new TV stations were filed with FCC this week. With 6 applications dismissed this week, total pending comes to exactly 600. Week's applications included 2 for Irwin, Pa., Ch. 4, one by group headed by Edward J. Hirshberg, gen. mgr. of AM stations in McKeesport & Kittanning, Pa. and Weirton, W. Va.; the other by group led by theatre owner Scott Fink. Other applications were for Brockton, Mass., Ch. 62, by clothing manufacturer Harry E. Franks; Grand Rapids, Mich., Ch. 23, by theatre operators John D. Loeks & Howard W. Freck, et al.; High Point, N. C., Ch. 6, by *High Point Enterprise*; Valley City, N. D., Ch. 4, by KSJB-TV & KSJB, Minot, N. D. (John Boler); Toledo, Ch. 11, by group including Hulbert & David Taft (WKRC-TV, Cincinnati, & WTVN, Columbus); Orangeburg, S. C., Ch. 44, by local WTND. [For further details about these applications, see *TV Addenda 16-Y* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with *Addenda* to date.]

Purchase of KDYL-TV & KDYL by Time Inc. (Vol. 9:14) was approved by FCC June 25, Comr. Henneck not participating. Sidney Fox group will be paid \$2,100,000 for the Salt Lake City properties, including assets totaling about \$720,000. G. Bennett Larson, ex-WPIX mgr., native of Salt Lake, will assume management of the stations, will become 25% stockholder in operating company. Staff will remain virtually same, with Mr. Fox continuing in consulting capacity for 2 years at \$40,000 salary and \$10,000 expenses per year. It's *Time-Life* group's second purchase; early in 1952, they bought KOB-TV with KOB, Albuquerque, N. M., for \$900,000, then sold half interest in operating company to resigned FCC chairman Wayne Coy, who became mgr. FCC this week also approved sales of WSGN, Birmingham, along with CP for WSGN-TV (Ch. 42), to Jemison Bestg. Co. for \$375,000; this sale results from Birmingham News Co.'s acquisition of WAFM-TV (Ch. 13) with WAPI (Vol. 9:15, 24).

Novelist Erskine Caldwell acquires control of Catalina Broadcasting Co., operating KCNA, Tucson, Ariz., holder of CP for KCNA-TV (Ch. 9), with FCC approval this week of his purchase for \$39,148 of the stock held by Wm. H. Johnson, 13.66%; Wm. A. Small, 16.1%; Clare Ellinwood 14.04%. Mr. Caldwell, president of company, already held 32.8%. Although Tucson already has one TV station in operation, KOPO-TV (Ch. 13), and another promised for next September, KVOA-TV (Ch. 4), KCNA mgr. Wayne Sanders has reported that KCNA-TV expects to get on air next Dec. 18 (Vol. 9:17).

Way was cleared for Storer acquisition of San Antonio's KABC (AM) for \$700,000 as adjunct to KEYL-TV by sale this week, through Howard Stark brokerage office, of Storer-owned WMMN, Fairmount, W. Va. That means Storer group now comprises allowable limit of 5 TV stations, each with AM adjunct, plus 50-kw AMs WWVA, Wheeling, W. Va. and WGBS, Miami, making allowable limit of 7 AM stations. Buyer of WMMN, CBS outlet with 5-kw on 920 kc, paying \$350,000 cash, was Peoples Broadcasting Co., subsidiary of Farm Bureau Automobile Insurance Co., of Columbus, also operator of AMs WOL, Washington; WTTM, Trenton; WRFD, Columbus.

Involuntary bankruptcy petition was filed this week against Preview Television Corp., 80 E. Jackson Blvd., Chicago, distributor of "Previewer" device which gives prospective customer free 4-minute peek at programs on coin-operated TV sets (Vol. 8:40). Petition charges liabilities of more than \$150,000, assets of \$50,000 or less. "Previewer" is intended for use in motels, hotels, etc., and has been manufactured by Transvision Inc., New Rochelle, N. Y., under contract with Preview Corp.

**Network TV-Radio Billings**  
 May 1953 and January-May 1953  
 (For April report see *Television Digest*, Vol. 9:22)

NBC-TV REGAINED lead over CBS-TV in May network billings, after losing it for first time in April, according to Publishers Information Bureau's monthly report released this week. NBC-TV's May billings (network only) attained record high of \$8,026,635, while CBS-TV stood at \$7,622,432, ABC-TV \$1,813,985, DuMont \$864,870. Aggregate May billings of \$18,327,922 compared with \$14,704,722 in May 1952; cumulative Jan.-thru-May billings were \$87,530,742 vs. \$75,406,278 for same 1952 period.

Radio continued to hold up well, May network billings aggregating \$14,013,531 vs. \$13,970,339 in May 1952. Aggregate Jan.-thru-May billings ran \$69,352,063, down only slightly from \$70,519,200 for same 1952 months. CBS continued easy leader, with \$5,304,211 as against NBC's \$4,141,070, ABC's \$2,593,923, MBS's \$1,974,327. The detailed PIB figures:

NETWORK TELEVISION				
	May 1953	May 1952	Jan.-May 1953	Jan.-May 1952
NBC	\$ 8,026,635	\$ 6,822,982	\$37,871,123	\$35,162,947
CBS	7,622,432	5,602,634	36,806,449	27,065,274
ABC	1,813,985	1,504,043	8,268,952	9,437,783
DuMont	864,870	775,063	4,584,218	3,740,274
<b>Total</b>	<b>\$18,327,922</b>	<b>\$14,704,722</b>	<b>\$87,530,742</b>	<b>\$75,406,278</b>

NETWORK RADIO				
	May 1953	May 1952	Jan.-May 1953	Jan.-May 1952
CBS	\$ 5,304,211	\$ 4,963,794	\$26,009,035	\$25,011,175
NBC	4,141,070	3,861,882	20,753,318	20,475,920
ABC	2,593,923	3,323,092	13,242,116	16,402,403
MBS	1,974,327	1,821,571	9,347,594	8,629,703
<b>Total</b>	<b>\$14,013,531</b>	<b>\$13,970,339</b>	<b>\$69,352,063</b>	<b>\$70,519,200</b>

NETWORK TELEVISION—January-May 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,052,395	\$ 982,794	\$ 7,558,448	\$17,198,529
Feb.	1,481,032	6,621,629	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,526,760	17,756,936
May	1,813,985	7,622,432	864,870	8,026,635	18,327,922
<b>Total</b>	<b>\$ 8,268,952</b>	<b>\$36,806,449</b>	<b>\$ 4,584,218</b>	<b>\$37,871,123</b>	<b>\$87,530,742</b>

NETWORK RADIO—January-May 1953					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,156,404	\$ 1,786,134	\$ 4,260,555	\$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360*	1,974,699	4,342,082	14,640,685*
Apr.	2,637,364	5,351,971*	1,974,359	4,196,009	14,159,703*
May	2,593,923	5,304,211	1,974,327	4,141,070	14,013,531
<b>Total</b>	<b>\$13,242,116</b>	<b>\$26,009,035</b>	<b>\$ 9,347,594</b>	<b>\$20,753,318</b>	<b>\$69,352,063</b>

\* Revised as of June 23, 1953.

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 for comparisons & trends.

Patent on method of making video tape recordings has been applied for by McIvor Parker, engineer with FCC's TV div. Unlike other proposed TV recorders, says Parker, his device requires no fast-moving parts, makes possible compact, easily-stored recordings. It uses tape 10-in. wide, resembling piano roll. Moving at 3-in. per second, it could convey same information as 1-in. tape moving 300-in. per second. Same methods can be used for audio recording, he says, enabling radio station to record 24 hours of programming on easily stored roll size of piano roll. Another possibility would be high-definition kine-scope recordings, using 10-in. film in place of tape. He estimates recording unit need not be much wider than tape itself, and other dimensions can be equally compact. Since Parker did not develop device in course of his gov't. duties, he is entitled to apply for "non-fee patent," which gives Gov't. non-exclusive rights to the development, all other patent rights resting with inventor.