

Television Digest

with **ELECTRONICS** REPORTS

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11 STATIONS START, TOTAL ON AIR 277: Round-the-clock labor to get new stations on air in time for start of World Series Sept. 30 resulted in opening of 11 stations since our report last week -- tying all-time record of week ended Aug. 28 (Vol. 9:35). Nine were vhf, 2 uhf, and since we count all stations on the air from time of their first test patterns, total now operating is 277 -- 193 vhf, 84 uhf.

Week's starters opened up new TV cities of Reno, Sacramento and Meridian, Miss., and gave additional outlets to 9 already-served areas, including first vhf for Portland, Ore., second for Memphis and third for Albuquerque, N.M.

KCCC-TV, Sacramento, Cal. (Ch. 40), first on air in state capital, got test pattern on air at 2:45 a.m. Sept. 30, began programming 9 a.m. same day with first World Series game. It's RCA-equipped, with 510-ft. Stainless tower 3.4 miles north-west of city. Owners are Frank E. Hurd and Ashley L. Robison, the latter nephew of late Federal Radio Commissioner Harold A. Lafount and onetime mgr. of Lafount's AM WORL, Boston. Robison is gen. mgr.; Pete Watts, commercial mgr.; Albert Hellenthal, program director; Paul E. Leake, engineering director. Base rate is \$300, rep Weed.

KYTV, Springfield, Mo. (Ch. 3) began testing Sept. 30, programming Oct. 1. Networks are NBC & ABC, and AT&T has promised interconnection next spring. It's second in city, KTTS-TV (Ch. 10) having begun last March. RCA-equipped, with 10-kw transmitter, it's owned by newspaper interests (Springfield News and Leader & Press). J. Gordon Wardell is gen. mgr. & commercial mgr.; Homer Tindle, sales mgr.; Carl Fox, program director; E. Dennis White, chief engineer. Base hour rate is \$200. Rep is Hollingbery.

WECT, Elmira, N.Y. (Ch. 18), first local competition for 4-month-old WTVE (Ch. 24), turned on RCA transmitter Sept. 30 for regular commercial operation. An affiliate of NBC, it's owned 51% by Corning Leader (WCLI, Corning), 49% by Gannett newspapers' Elmira Star-Gazette (WENY). Gannett interests also own grantees WHEC-TV, Rochester (Ch. 10) and WDAN-TV, Danville, Ill. (Ch. 24). Walter A. Valerius is gen. mgr.; Kenneth Powell, program director; Allen N. Bell, chief engineer. Base rates are \$150 national, \$110 local. Everett-McKinney is rep.

WSJS-TV, Winston-Salem, N.C. (Ch. 12) is first vhf in that city, followed WTOB-TV (Ch. 26) on air by less than 2 weeks. It began tests Sept. 29, programming Sept. 30 with first NBC-TV World Series telecast. It uses GE 5-kw transmitter and 335-ft. FM tower built in 1948 with TV in mind. The station is two-thirds owned by publisher Gordon Gray, ex-Army Secy. and now pres. of U of North Carolina, and one-third by former film star Mary Pickford Rogers. Harold Essex is exec. v.p.-gen. mgr. Sales mgr. is Harry B. Shaw, program mgr. Robert C. Estes, operations mgr.-chief engineer Phil Hedrick. Base hour rate is \$400. Rep is Headley-Reed.

KOIN-TV, Portland, Ore. (Ch. 6) brought vhf to nation's first uhf market where Empire Coil's KPTV (Ch. 27) has been on air one year. Station turned on test pattern 3 p.m. Sept. 29 with output of 15-kw ERP from GE transmitter. Power will be

stepped up to 56 kw by Oct. 15 when it begins programming as primary CBS affiliate. "Results even better than expected, with reports of especially strong signal as far south as Eugene and north to Centralia, Wash.", wires president & managing director C. Howard Lane, who with theatremen Theodore R. Gamble holds controlling interest. Portland Oregonian (Newhouse newspapers), having sold its radio KGW, has option to buy half interest in KOIN-TV & KOIN. In addition to Lane, staff includes program director Ted W. Cooke, national adv. mgr. Frank Coffin and chief engineer Louis Bookwalter. Base hour rate is \$500. Avery-Knodel is rep.

KOAT-TV, Albuquerque, N.M. (Ch. 7) is third in that city, followed KGGM-TV (Ch. 13) on air by 4 days with tests on Sept. 28, commercial programming Oct. 2. First Albuquerque station is Time Inc.'s pre-freeze KOB-TV (Ch. 4). New station has 5-kw DuMont transmitter, RCA antenna 540-ft. above ground, is non-interconnected ABC affiliate. It's jointly owned by radio KOAT and Albuquerque Exhibitors Inc. (theatre chain), A.M. Cadwell pres. and Francis A. Peloso first v.p. Phil Hoffman, ex-KECA-TV, Los Angeles, is gen. mgr.; Ted L. Snider, program director; William H. Carman, chief engineer. Hour rate is \$250. Hollingbery is rep.

WHBQ-TV, Memphis (Ch. 13) put test pattern on air 3 p.m. Sept. 27, began CBS programming 6:30 p.m. same day, reporting "signal clear and sharp and response was wonderful". With pre-freeze WMCT (Ch. 5) it makes Memphis 2-station city. Owned by Harding College, Searcy, Ark., studios are in Memphis' Hotel Chisca. New station is powered by RCA 10-kw transmitter, already has received initial units of 50-kw transmitter for planned boost to 316 kw early next year. John H. Cleghorn is gen. mgr.; William H. Grumbles, operations mgr.; Gordon A. Lawhead, program & film director; Wilson Northcross, production director; Welton M. Roy, chief engineer. Base hourly rate is \$700. Blair is rep.

KZTV, Reno, Nev. (Ch. 8), opening up brand new market, began tests from RCA transmitter 4 p.m. Sept. 26, started programming Sept. 27 in plenty of time for the World Series, after some anxious moments over diplexer lost in transit. Primary CBS affiliate, it's second TV in state, KLAS-TV, Las Vegas (Ch. 8) being first. KZTV is owned by Southwestern Publishing Co. (Donald W. Reynolds), publisher of Las Vegas Journal-Review and newspapers in Ark. & Okla., which also operates KFSA-TV, Ft. Smith, Ark. (Ch. 22). Gen. mgr. is Harry Huey, program director Lou Zegerman, chief engineer Curtis Kring. Base rate is \$225. Rep is Pearson.

KNOE-TV, Monroe, La. (Ch. 8), second in that northern Louisiana city, began tests at 2:20 p.m. Sept. 26, programming Sept. 27. It's basic CBS interconnected outlet, also carries ABC and DuMont programs, has RCA 25-kw transmitter, which with superturnstile antenna 775 ft. above ground gives it ERP of 175 kw. Monroe's first station, KFAZ (Ch. 43), began operations Aug. 11. New station is owned by ex-Gov. James A. Noe, owner of Monroe's radio KNOE and New Orleans' WNOE. Paul H. Goldman is v.p. & gen. mgr.; Irving Zeidman, program director; Jack Ansell Jr., sales & promotion mgr.; Ray Boyd, v.p. & technical director; Jack Ratliff, chief engineer. A base rate of \$200 is quoted. H-R Television Inc. is rep.

KERO-TV, Bakersfield, Cal. (Ch. 10), city's second station and only vhf in San Joaquin valley, hit "first and only target date" on the nose with test pattern at 6 a.m. Sept. 26, commercial programming debut later on same day from its DuMont 5-kw transmitter and RCA antenna on "highest transmitter location on Pacific Coast", 7600-ft. Breckenridge Mountain, claiming population of more than 750,000 within line-of-sight contour. Bakersfield's KAFY-TV (Ch. 29) went on air Aug. 20. Other TV stations in valley are Fresno's KJEO (Ch. 47) & KMJ-TV (Ch. 24), with KCOK-TV in Tulare (Ch. 27) imminent. KERO-TV is affiliated with CBS & NBC. Principal owner is Albert E. DeYoung, managing combined TV-AM operation, with sales mgr. Edward Urner, program mgr. Kenneth Croes and engineering director Edwin Andress. Basic hour rate is \$200. Rep is Avery-Knodel.

WTOK-TV, Meridian, Miss. (Ch. 11), opened another new TV area when it began tests Sept. 25 with DuMont 5-kw transmitter, RCA antenna. A CBS primary, it's presently interconnected with all networks, and went on air commercially Sept. 26 with NCAA football game. Next day, wires pres.-gen. mgr. Robert F. Wright, "we carried first professional football game ever seen in this area and are now carrying first

World Series ever seen." It's Mississippi's first vhf, only other station in state being Jackson's WJTV (Ch. 25), some 85 miles away; Meridian's second, WCOC-TV on Ch. 30, is due for debut very soon (Vol. 9:38). Staff under Wright, who is principal owner, includes v.p.-commercial mgr. Wm. B. Crooks, program director Cecil Germany, chief engineer Joe H. Saxon. Base rate is \$200. Rep is Headley-Reed.

4 CPs, MINNESOTA-WISCONSIN CHANNEL FIGHT: Four CPs, one an educational, and 3 initial decisions constituted FCC's action this week. Commission also set dates for more hearings while postponing start of 3 others in big-city markets. The week's grants:

Salem, Ore., KSLM, Ch. 3; Chapel Hill, N.C., U of North Carolina, Ch. 4 (educational); Goldsboro, N.C., Goldsboro TV Corp., Ch. 34; Anderson, S.C., WAIM, Ch. 40. Initial decisions gave nod to WSGW, Saginaw, Mich. (Ch. 51); WIBG, Philadelphia (Ch. 23); WCAX, Montpelier, Vt. (Ch. 3) -- all of them made possible by dropouts of competing applications.

Salem grant followed dropout of Willamette-Land TV Inc. U of North Carolina grant is first educational CP in months. Goldsboro CP went to New York investment group with numerous grants and applications (Vol. 9:38), is contingent on disposition of holdings by attorney George Becker -- to hold his interests to 5 stations.

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Commission revised its hearing priorities slightly this week, deciding that contestants in cities with fewer than 4 operating stations should have higher priority than those with 4 or more. Only New York, Los Angeles and Washington are affected, and their hearings are postponed indefinitely. Hearings in those cities were imminent, but FCC said it "appears manifestly unfair to applicants and the listening public in communities such as St. Louis, Milwaukee, Houston and many others" to have to wait until better-served cities are heard.

FCC set dates for following hearings, meanwhile: Hartford, Ch. 3; Springfield, Ill., Ch. 2; Amarillo, Tex., Ch. 7 -- all Oct. 30.

FCC's grant of WPRO-TV, Providence (Ch. 12) to combination of 3 applicants, involving \$205,500 and other payments (Vol. 9:36), was challenged this week by uhf grantee Channel 16 of Rhode Island Inc., Providence. Through counsel Benedict Cotton, former gen. counsel of FCC, grantee worked frantically in attempt to persuade Commission to keep WPRO-TV from going on air with STA. Commission didn't take back its STA, gave WPRO-TV until Oct. 5 to answer complaint. Channel 16, meanwhile, filed formal protest, challenging legality and fairness of grant.

In Milwaukee, amid long FCC-court litigation over educational Ch. 10, Hearst Radio this week "found" another vhf channel for area. In surprise petition, it asked Commission to switch channels 6 & 5 in Marquette, Mich. & Green Bay, Wis., permitting addition of Ch. 6 to Whitefish Bay, Wis., just north of Milwaukee.

Northern Minnesota channel situation is really stirred up. WEBC has asked for reallocation permitting either Ch. 10 or 12 to be added to Duluth. Opposing reallocation: WFTV, Duluth (Ch. 38); Minnesota Gov. C. Elmer Anderson; U of Minn. North Star Televising Co., filing application for Ch. 10 in Hibbing this week, opposes move of Ch. 10 to Virginia, Minn.

HOW NEW STATIONS AFFECT COVERAGE: Though it should come as surprise to no one, some industry people seem to be shocked by the fact that the more stations there are the smaller coverage each can have. FCC has a phrase for it: "Implementation of the allocation plan." For the present, and probably for some time to come, the situation will be confined largely to vhf.

To state matter in simplest terms, the 108 pre-freeze stations were lucky beneficiaries of an artificial situation -- the freeze. When freeze was clamped on, many a station found itself with no other station on its channel or an adjacent channel within hundreds of miles. Remote viewers were then free to pick up very feeble signals and amplify them into useable pictures without interference from other stations. Situation spawned highly sensitive receivers, boosters, great antenna arrays, rotors, etc.

Though some of the 108 pioneers are shocked to find johnny-come-lately stations in their fringes paring their coverage, they're far better off than they would

have been had there been no freeze. Had the FCC continued granting stations as it did before freeze, not only would the 108 have plenty of local competition but their fringe coverage would have been much smaller than it is and will be under present allocation plan. Reason is simple: present allocation plan places co-channel and adjacent-channel stations much farther apart, generally, than they would have been under old plan. Matter of fact, in case you've forgotten, whole reason for freeze was that interference was striking directly at heart of major-city coverage -- not merely at fringe. Signals from Detroit, for example, were actually ruining a Cleveland station's coverage of significant part of Cleveland itself.

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Situation is going to jockey back and forth for some years. If an existing station boosts its power and height before its nearest co-channel and adjacent-channel stations get on air, it can achieve truly phenomenal coverage. Then, when newcomer gets going, coverage may be pared substantially. Yet, in the Commission's opinion, all will end up with reasonably good coverage.

Though some viewers may lose some service temporarily, Commission says its allocation plan will eventually give more people choice of more signals. Chairman Rosel Hyde told ANA convention last week (Vol. 9:39) that plan contemplates minimum coverage of 20-40 miles, maximum of 56-75 miles, per station.

There's no good rule-of-thumb on mileage coverage to fit all stations. Each must be examined engineering-wise. Some stations, notably in sparsely populated West, are covering incredibly large areas. Others are scheduled for an inevitable trimming -- but none, FCC insists, to an unreasonable degree.

FCC's calculations are wrong, some stations claim, asserting that interference is reaching farther than expected. Not so, FCC retorts. Best informed engineers at Commission -- Comr. Sterling, Broadcast Bureau chief Plummer, Chief Engineer Allen -- stick by their engineering curves, say nothing has altered them.

Aside from interference question, old stations are bound to lose some fringe viewers to new stations simply because newcomers are easier to receive. Assuming comparable program service -- and that's a very big assumption, of course -- viewers are naturally going to watch stations easiest and cheapest to receive. And there's nothing like proximity to produce ease of reception.

ECONOMICS OF COMMUNITY ANTENNA OPERATION: What does a community antenna cost? And what can you expect on your investment? The most definitive answers to date were supplied this week by Milton Shapp, president of Jerrold Electronics Corp., which has supplied equipment to about 80% of all systems built.

Costs vary enormously, as you'd imagine, just as they do for TV stations -- depending on size of community, accessibility of antenna site, type of equipment, etc., but Shapp has found an excellent rough-and-ready rule-of-thumb to be:

About \$5-\$6 for every member of population in community.

Speaking for his own equipment, Shapp produces following breakdown of starting costs, i.e., costs of building system before any subscribers are tapped on:

(1) Antenna, tower and cable run to town. This has tremendous variations. If site can be reached by road, has power supply nearby, isn't far from town -- that's one thing. If phone or power poles are available for run into town, a 3-channel system runs about \$2600-\$2700 per mile -- up to 2-2½ miles. If the run is longer, heavier cable is needed -- running cost up to about \$3500 a mile. If road must be bulldozed, power lines run, etc., costs mount accordingly. For example, Shapp says that one system under consideration takes \$6000 for this portion of costs. Another, already built, cost \$40,000.

(2) "Wiring up the town," i.e., getting cable within reach of homes on the streets. Jerrold figures roughly \$3000 per mile. Another way of estimating is \$20-\$22 per home -- and Jerrold finds average community has 135 homes per mile.

(3) "Other fixed costs" -- trucks, legal expenses, office, test equipment, etc. This runs \$5-\$10,000 for most systems, depends upon whether the organization already has portion of these facilities on hand.

(4) "Preliminary operation costs" -- maintaining office, promotion, etc., before revenues begin to come in. Runs about \$1500-\$2500.

That is what's involved in getting started. Then subscribers can be connected -- at cost of \$18-\$20 per home. Average system charges subscriber \$125-\$135 for connection, which goes toward defraying cost of whole installation. Then, the subscriber begins paying his monthly service charge of \$3.50-\$3.75.

From there on, it's up to the operator. Shapp says that if system is operated properly, "it's like shooting fish in a barrel." Conversely, a poorly operated system can turn out to be a complete loss.

Operating costs may be quite modest after system is built, comprising small office and maintenance crew. Average system has staff of 4-8 people.

Operators are understandably reluctant to divulge profits, but, says Shapp: "I think you can get a good idea of the prospects from the nature of groups investing substantial sums in systems -- J.H. Whitney & Co.; Fox, Wells & Co., Goldman, Sachs & Co. They don't play for peanuts."

Biggest fault of entrepreneurs, Shapp believes, is starting with too little capital. "They put in a few miles of cable, run out of money, then wait for revenues to come in before they can expand. Meanwhile, dealers are reluctant to promote heavily and encourage connections -- because too little of the town is served."

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Future of systems is brighter than ever, according to Shapp. New stations on air have encouraged viewers to subscribe. Availability of one free signal, he says, whets appetites for choice of signals -- through community system. He won't oppose satellites, whenever FCC gets around to considering them, for same reason. He believes it will be uneconomical to build satellites to provide choice of signals. In fact, he believes satellites should be encouraged for some towns -- those so far from regular stations that community antenna can't get strong enough signal to relay to town. In such cases, satellites or boosters are only way to get TV.

Staunchly defending boosters against satellites, experimenter Jack DeWitt, president of WSM-TV, Nashville, wrote Business Week magazine:

"The chief advantage of the booster is that the viewer does not pay anything for the service, nor does he have to buy a set equipped with uhf...We will soon ask the FCC to hold a general hearing on subject of community antenna systems, boosters and satellites. We feel that these systems are not mutually exclusive and that the FCC should [take them] out of the experimental category..."

Five new community antenna systems are reported under construction -- in Dayton, Clarkston & Everett, Wash.; Worthington, W. Va.; Climax, Colo.--while pioneer of them all, operated by engineer L. E. Parsons in Astoria, Ore., is reported in receivership. Climax is molybdenum mining town, and mine owners installed antenna on 13,000-ft. Mt. McNamee in time for World Series, hoping to hook up 500 receivers.

Nature of community antenna systems was explored by National Labor Relations Board in dispute between IBEW and International Telemeter's system in Palm Springs, Cal., and NLRB decided systems aren't involved in interstate commerce, thus don't come within NLRB jurisdiction. Said NLRB about system: "The impact of its operations on [interstate] commerce is so negligible as to be *de minimis*."

On heels of FCC Comr. John Doerfer's suggestion (Vol. 9:38), Lincoln, Neb., city council passed ordinance forbidding operation of any device producing interference to TV--including vacuum sweepers, electric saws, mixers and what have you.

Add long-distance records: WKY-TV, Oklahoma City, received letter from Charles W. Bailey, London, England, reporting reception of station there on experimental U. S.-type set--and enclosing photo of station's identification.

United Press Telephoto service, based on new facsimile device, will be available to TV stations within month. Service uses new receiver compatible with UP Telephoto, which can operate unattended at TV station. Pictures unreel from machine on continuous strip of paper as news dispatches do from teletype. Machine will receive pictures directly from more than 100 nationwide UP transmitting points, eliminating delay and loss of quality inherent in machines which can receive from only one transmitting point, according to UP pres. Hugh Baillie.

Excellent sessions on color, uhf, transistors, spurious radiation, reliability, etc., are scheduled for Oct. 26-28 U. S.-Canadian RETMA-IRE meeting in Toronto. One particularly intriguing paper is "A Color Picture Tube of Advanced Design" by N. F. Fyler, W. E. Rowe & C. W. Cain, of CBS-Hytron. And illustrating growing significance of spurious radiation is fact that FCC Comr. George Sterling will address group on subject.

Can boxing live with TV? That's subject of special meeting of boxing officials and network executives in New York Oct. 20, called by Col. Harvey L. Miller, exec. secy. of National Boxing Assn. because "NBA records indicate that, due to the terrific financial impact of TV on boxing, some commissions are flat broke, others are nearly so and are getting by on income from wrestling or state appropriations."

WALDORF-ASTORIA'S Starlight Roof was finally chosen as site for official FCC color demonstration Oct. 15, and 14 set makers were invited to demonstrate receivers. Beside parties themselves, it's expected observers will include about 50 reporters, 20 FCC representatives and handful of communications experts from Canada, Britain, Cuba, Mexico, Australia.

Set makers invited to demonstrate include the 12 who provided sets for NTSC field tests, plus CBS-Columbia and Chromatic TV Labs. The 12: GE, Sylvania, Admiral, Crosley, Emerson, Hazeltine, Motorola, Zenith, Philco, RCA, Tele King, Westinghouse.

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Meanwhile, Emerson president Benjamin Abrams made news by displaying 14-in. set, to retail for \$700, during his Sept. 28 talk to New York Society of Security Analysts. He said set would be available "within weeks" after FCC approves compatible system. Receiver is on legs, measures 36-in. wide, 28-in. deep, 37½-in. high.

Mr. Abrams stated that initial production would be limited; reiterated belief that color sets would cost 25% more than black-&-white 18 months after FCC gives go-ahead; that color and black-&-white wouldn't cost same for 10 years, if ever; that black-&-white will remain best buy for long time to come.

Mr. Abrams stated that color will revive projection sets, saying: "Color TV, even more than black-&-white, will speed up the development of projection TV and this will ultimately result not only in achieving larger picture sizes but also lower production costs. Projection TV will also make for a better quality of color picture." Emerson had high hopes for black-&-white projections when it first began TV production after war but abandoned them, as did the rest of industry, when public demonstrated clear preference for direct-view sets on cost and quality basis.

But Mr. Abrams is being misunderstood, Abraham Blumenkrantz, chairman of General Instrument Corp., maker of tuners and other components, told same group of analysts Oct. 1. "Ben Abrams is my friend and a valued customer," he said. "I do not want to contradict him. But I stand on what I said—that 3, 4, and probably 5 years must elapse before color sets become practical for the average consumer in terms of cost, size of screen and efficiency." He urged closer reading of Abrams' statement, saying "There's more to it than a plain and simple prediction that color sets will sell for 25% higher than black-&-white."

WOR-TV returned to air Sept. 30 to telecast World Series "as a public service" after settlement this week of 7-week IBEW TV-radio engineers' strike (Vol. 9:34-37) on undisclosed terms. After conclusion of series, TV station will shut down operations to facilitate move from North Bergen, N. J. to new studio-transmitter facilities in Empire State Bldg. Station is expected to resume daily telecastings, evenings only, Oct. 12. WOR-AM is not effected by move, continues operation.

Radio stations reaped harvest of around \$300,000 as result of N. Y. court's refusal to ban round-by-round descriptions of Marciano-La Starza title bout (Vol. 9:39), *Radio Daily* reports, noting that many stations got sponsors for fight summaries, some using big-name sportscasters to read wire services' running accounts.

New TV film camera, using vidicon tube, "provides picture quality comparable with live pickup performance," National Electronics Conference in Chicago was told Sept. 29 by RCA engineer Dr. Henry N. Kozanowski. He said camera is slated for production early next year, described it as 3 times more sensitive for film operation than present iconoscope film camera.

Motorola v.p. Robert Galvin, addressing National Electronics Conference in Chicago Sept. 28, had this to say about color: "Truly, we are swimming in swift waters. Color TV will be tinged with blue for many manufacturers, dealers and customers during the period of promise, limited color programs, small experimental screens and high priced receivers. Not one who isn't color blind can fail to anticipate the blue tinge in the beginning will be replaced by the most rosy hue as color TV matures, the problems solved, and the public begins to enjoy the improved service of the large color picture with low cost and mature equipment. It may be some time before this is all realized to our satisfaction, but it is a great horizon to look toward."

Motorola also displayed a color film scanner at conference, but offered neither production date nor price.

GE displayed its color tube, 14-in. hole-plate type (Vol. 9:39), indicated price would run \$175-\$200.

After postponing several projected color debuts of commercial shows, NBC this week announced that hour-long opera *Carmen* would be presented Oct. 31 under FCC authorization permitting colorcasts of noncommercial programs. Eight more one-a-month operas are scheduled, some of them in color.

For work on compatible color, including constant luminance, Hazeltine's Arthur V. Loughren will be presented David Sarnoff Gold Medal Award at convention of Society of Motion Picture & TV Engineers in New York next week.

For another phase of color, closed-circuit, Theatre Network TV employed field-sequential (CBS) system for large-screen "Tele-Session" in which Frank E. Lee hat company displayed new wares to retailers at Plaza Hotel in New York. As TNT president Nathan Halpern stated: "Since closed-circuit TV is a completely private system, the compatibility issue with regard to black-&-white sets does not arise, as has occurred in home TV. The proceedings pending before the FCC relating to the approval of standards for a home color TV system will not affect these closed-circuit operations."

Still another problem in color: *Milwaukee Journal* sent TV reporter Doyle Getter to cover NBC's color demonstration to ANA in Chicago last week. About to embark for Chicago, Getter suddenly remembered he's color blind, told the desk someone else would have to go. About 8% of men, .5% of women, are color blind, according to National Society for the Prevention of Blindness.

Power increases: KTSM-TV, El Paso (Ch. 9) Sept. 29 increased transmitter power from 2 to 10 kw. RCA this week shipped 25-kw transmitter to WTAR-TV, Norfolk, due to switch from Ch. 4 to Ch. 3; 10-kw units to KGMB-TV, Honolulu (Ch. 9), WTVR, Richmond, Va. (Ch. 6), WTTV, Bloomington, Ind. (Ch. 10) and WOOD-TV, Grand Rapids, to be followed by 50-kw amplifier early next year when station shifts from Ch. 7 to 8.

ABC-TV stations advisory committee meets with network executives Oct. 9 in network's executive offices, with pres. Robert E. Kintner presiding at all-day meeting. Committee members slated to be present are Kenneth Berkeley, WMAL-TV, Washington; Otto P. Brandt, KING-TV, Seattle; Roger W. Clipp, WFIL-TV, Philadelphia; E. K. Hartenbower, KCMO-TV, Kansas City; Franklin Snyder, WXEL, Cleveland.

New frequency allocation wall chart in color, 25x40-in., has just been printed by RCA Frequency Bureau. Ideal for framing, it's revision of chart last printed in 1947, shows all allocations, U. S. and foreign, for entire radio spectrum. We have a supply, will send you one free on request.

FIRST TV TRANSMITTERS for Puerto Rico and Alaska went out this week. GE shipped 5-kw to WKAQ-TV, San Juan, P. R. (Ch. 2), and DuMont Oct. 1 sent 500-watt to KTVA, Anchorage (Ch. 11).

Other GE shipments this week were 5-kw transmitter and antenna to U of Missouri's commercial KOMU-TV, Columbia (Ch. 8); 5-kw to WSIX-TV, Nashville (Ch. 8); 100-watt uhf units to Oklahoma City's KTVQ (Ch. 25) & KMPT (Ch. 19), and antenna to KDRO-TV, Sedalia, Mo. (Ch. 6). Only new order reported this week was 12-kw GE transmitter for WMIL-TV, Milwaukee (Ch. 31), for early Dec. delivery.

In addition to the Anchorage shipment, DuMont dispatched 1-kw transmitter Oct. 2 to KNUZ-TV, Houston, Tex. (Ch. 39).

RCA shipped 1-kw uhf transmitters to KCEB, Tulsa (Ch. 23), Sept. 25 and WRAY-TV, Princeton, Ind. (Ch. 52), Sept. 28.

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

KOOK-TV, Billings, Mont. (Ch. 2) expects to start testing about Oct. 15 with DuMont equipment, reports gen. mgr. V. V. Clark. Owners are C. L. Crist and Carter Johnson. Rep will be Hollingbery. KRHT (Ch. 8), other Billings grantee, hasn't announced target, but owner Texas oilman M. B. Rudman recently dropped CPs for Minot and Bismarck, N. D., said he'll keep KRHT.

WSTV-TV, Steubenville, O. (Ch. 9), granted an STA Sept. 16, has RCA equipment ordered for mid-Oct. delivery, plans Nov. 15 commercial debut, according to exec. v.p. & gen. mgr. John Laux. It will be primary CBS-TV affiliate. Ownership interlocks with WFPG-TV, Atlantic City and Dixie TV Corp. applicant for Ch. 29 in Richmond, Va. Hour rate will be \$400. Rep not yet chosen.

KLIX-TV, Twin Falls, Ida. (Ch. 11), owned by Frank C. Carman-Grant Wrathall group, now has target date of May 1, 1954, writes v.p.-gen. mgr. Frank C. McIntyre. Transmitter and other equipment is being custom-built in Salt Lake City workshop operated jointly by all Carman stations. Transmitter building on Flat Top Butte is completed, he writes, and finishing touches are being put on 40x60x20-ft. studio. Station will be represented by Hollingbery who will offer it under "group market plan" along with 4 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), and upcoming KUTV, Salt Lake City (Ch. 2); KWIK-TV, Pocatello, Ida. (Ch. 10); KIFT, Idaho Falls (Ch. 8).

WTOC-TV, Savannah, Ga. (Ch. 11), 5-kw GE transmitter due in mid-Nov. and GE antenna to top 500-ft. Ideco tower by Dec. 20, plans Jan. 1 tests, March 1 programming, reports pres. & gen. mgr. William T. Knight, Jr. F. Schley Knight is v.p. for TV; Ben B. Williams, commercial mgr.; Dwight J. Bruce, program director; Kyle E. Goodman, chief engineer. It will be primary CBS-TV affiliate. Rep will be Katz.

Eugene, Ore., Ch. 13 grantee (Eugene Television Inc.) got go-ahead recently when FCC overruled KTVF (W. Gordon Allen) protest, but hasn't set target date because decision can be appealed, according to gen. mgr. S. W. McCready. RCA equipment is on order. Alvin Barnard is chief engineer. Hollingbery will be rep.

KACY, Festus-St. Louis, Mo. (Ch. 14), has long-standing order for GE equipment, plans Oct. 20 tests, Nov. 7 commercial debut now that FCC has approved change in stockholders, according to pres. Carl G. McIntire. Rep not yet chosen.

WLBR-TV, Lebanon, Pa. (Ch. 15), has RCA equipment on hand, is well ahead of construction schedule, anticipates no difficulty in meeting Oct. 15 test target and Oct. 31 commercial date, reports operations mgr. Julian F.

Skinnell. Arthur Simmers is production mgr.; Jack Schropp, promotion mgr.; M. Leonard Savage, chief engineer. Hour rate will be \$150. Rep not yet chosen.

WINT, Waterloo, Ind. (Ch. 15), has rescheduled start to latter Dec. with RCA equipment, reports pres. R. Morris Pierce. Rep not yet chosen.

KQTV, Ft. Dodge, Ia. (Ch. 21), 652-ft. Stainless tower ready (Vol. 9:30), now has 100-watt GE transmitter, has rescheduled tests to mid-Oct., begins programming early in Nov., according to pres. & gen. mgr. Ed Breen. Max Landes is commercial mgr.; Drexel Peterson, program director. Hour rate will be \$150. Rep will be Pearson.

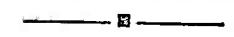
WSIL-TV, Harrisburg, Ill. (Ch. 22), last reporting Oct. target (Vol. 9:18), has RCA equipment on hand, now plans Nov. tests, goes commercial late that month, according to partner Harry R. Horning. Grantee operates southern Illinois theatre chain. Rep not yet chosen.

WDAN-TV, Danville, Ill. (Ch. 24), RCA transmitter on hand, has moved target date to Dec. 1. Gen. mgr. Robert J. Burow writes new building addition to AM studios is about 95% completed, should be finished in next 10 days. Everett-McKinney will be rep.

WNLC-TV, New London, Conn. (Ch. 26), RCA equipment on order, has studios ready for equipment installations, soon will begin transmitter construction at new site on Sharps Hill Rd., expects to get underway by early 1954, according to gen. mgr. Gerald J. Morey. Rep will be Headley-Reed.

WCBI-TV, Columbus, Miss. (Ch. 28), granted March 11 to Birney Imes Jr., hasn't definite plans, expects to ask for vhf channel instead, says gen. mgr. Bob McRaney.

KSTM-TV, St. Louis, Mo. (Ch. 36) now has Oct. 15 test target, will begin with 1-kw RCA transmitter, reports new pres. & gen. mgr. Marshall H. Pengra who takes over duties of late Wm. E. Ware. It will be ABC affiliate. Hour rate is \$450. H-R Television will be rep.



BIG-CITY UHF stations and dealers report impressive progress on conversion front. Milwaukee, which was a one-station city a month ago, now has 2 uhf and one vhf—with uhf stations claiming over 100,000 sets already. The *Milwaukee Journal*, which owns vhf WTMJ-TV, this week quoted estimate of 50,000 uhf sets in city. Uhf WCAN-TV (Ch. 25) and WOKY-TV (Ch. 19) insist the number is about double that. At any rate, distributors and dealers there are enjoying biggest boom in years.

In Milwaukee, *Retailing Daily* reports one distributor moved average of 3000 converters a week during September. Bill Seemuth, Motorola distributor, is quoted as having sold 900 sets in one week. WCAN-TV's CBS program lineup is credited with giving big boost to uhf conversions and set sales, and, according to the trade paper, "uhf is the No. 1 topic of conversation" in Milwaukee.

St. Louis, too, is enjoying uhf boom. WTVI (Ch. 54) in nearby Belleville is now area's only uhf station, but is expected to be joined very soon by KSTM-TV (Ch. 36) and KACY in nearby Festus (Ch. 14). WTVI claims 125,000 sets have already been converted to receive uhf, and hotels and apartments are modifying their antenna distribution systems to pick up and convert the uhf signals. St. Louis' Better Business Bureau has been vigilant in policing advertising, has held meetings with trade and station representatives in attempt to discourage ads which don't tell whole story about uhf receivers and converters.

In Norfolk-Portsmouth area where vhf WTAR-TV is now CBS outlet and WVEC-TV (Ch. 15) is NBC, American Research Bureau survey conducted for both stations Sept. 15-21 indicates 12.5% of all sets in metropolitan area were equipped for uhf. Translated into actual sets, this would come to something over 17,500. WVEC-TV began programming Sept. 19.

Personal Notes: Joseph V. Heffernan, NBC finance v.p., and Robert W. Sarnoff, film div. v.p., elected to NBC board . . . Four Mutual v.p.'s elected to board this week: James M. Gaines, in charge of WOR-TV & WOR, New York; Earl M. Johnson, station relations & engineering; Adolf N. Hult, sales; Robert A. Schmid, adv., public relations and research . . . Arden X. Pangborn, who quit Oregon radio several years ago to become gen. mgr. of WOAI-TV, San Antonio, returns soon to become editor of *Portland Oregon Journal*, part-owner of new KOIN-TV . . . Frederick W. Ford, chief of FCC hearing div., leaves Commission to become first asst. to Asst. Attorney General J. Lee Rankin, Office of Legal Counsel . . . S. H. McGovern, ex-mgr. of KSO, Des Moines, named mgr. of new KGTV there (Ch. 17), due on air in late Oct.; Bernice Hulane, ex-KSTP-TV, St. Paul, named program director . . . Walter Compton, ex-mgr. of WTTG, Washington, elected v.p. of North Dade Video Inc., Miami, applicant for Ch. 10 . . . Wilson C. Wearn, ex-FCC engineer, named chief engineer of WFEC-TV, Greenville, S. C. (Ch. 4), due on air in Dec. . . . Miss Marion Lonsberry named mgr. of WCBS-TV operations dept., Haworth White appointed station business mgr. . . . Tom Rogstad resigns as program operations mgr., KING-TV, Seattle, to join upcoming KOMO-TV there as production director; Tom Dargan promoted as his successor and as administrative asst. to program chief Lee Schulman, with producer Bernie Carey named production mgr. . . . Dick Kepler, ex-KXLY-TV, Spokane, to be program director of new WEAU-TV, Eau Claire, Wis. (Ch. 13), due on air Thanksgiving Day, under gen. mgr. Harry Hyatt; Marvin Greeley, chief engineer of WISC, Madison, supervising installation and will be chief engineer . . . John Henry, ex-WDAF-TV, Kansas City, named sales mgr. of upcoming KOA-TV, Denver (Ch. 4) . . . Alfred Butterfield, ex-Pathe, named exec. producer of CBS-TV news & public affairs . . . Robert Z. Morrison named sales mgr. of new KCRI-TV, Cedar Rapids, Ia. (Ch. 9) . . . Warren Walden appointed news director, WJAR-TV, Providence . . . Fred Waller, inventor of Cinerama motion picture process, to receive Progress Medal award, highest honor bestowed by SMPTE, at society's convention in New York Oct. 5 . . . Richard E. Goebel appointed TV director, KOY-TV, Phoenix . . . John Clay promoted to chief engineer, WSAZ-TV, Huntington, W. Va. . . . Bruce Compton, ex-WJTV, Jackson, Miss., joins upcoming KATV, Pine Bluff, Ark. (Ch. 7) as sales mgr.; Roy Pickett and Louis Brown, both ex-KTUL, Tulsa, named program director and chief engineer, respectively . . . Chauncey C. Brown, ex-KRLD-TV, Dallas, named production mgr. of upcoming KNUZ-TV, Houston (Ch. 39) . . . Oliver W. Naylor promoted to sales mgr., WBRC-TV, Birmingham, Ala. . . . Wm. J. Adams named program director, WHEC-TV, Rochester . . . Frank Barton, TV-radio mgr., Lennen & Newell, elected v.p.; Tony Pan, ex-Wm. Esty, named TV-radio commercial production v.p. . . . Jack Van Nostrand upped to v.p. in charge of west coast office, Sullivan, Stauffer, Colwell & Bayles . . . George Dorsey named production mgr., Burton Bridgens mgr. of public service programs, WNBW, Washington . . . Kenyon Brown, KWFT, Wichita Falls, Tex., appointed chairman of NARTB committee arranging next annual convention scheduled for May 23-28 in Chicago's Palmer House.

Frank Munn, 57, "Golden Voice of Radio" for more than 20 years on such NBC shows as *Waltz Time* and *American Album of Familiar Music* until he retired in 1946, died Oct. 1 at his brother-in-law's home, Long Island.

Honorary degree in fine arts awarded by Lake Erie College for Women, Painesville, O. to star Peggy Wood for her work in the CBS-TV *Mama* programs.

NATIONAL CITIZENS Committee for Educational TV estimates that 27 educational stations will be on air by end of next year, with "well-advanced plans" in 86 other communities. That's from committee's first annual report, to be presented to board in New York Oct. 6 by Robert Mullen, exec. director.

In a comprehensive review of educational TV's progress, report states that committee, which is financed by Ford Foundation, was confronted with 3 "formidable problems" when it started functioning at beginning of 1953:

(1) Attitude of FCC. "It was abundantly clear that the FCC had only tentatively provided for educational TV. Although the official language was somewhat Delphic, the plain fact was (as Chairman Walker reiterated up and down the land) that the educators had been given a year in which to show what they could do. The FCC reserved the right to withdraw the reservations for educational stations."

(2) Attitude of commercial broadcasters. "Some would be with us, we knew from support already pledged; but we were fearful of large-scale attempts to change non-commercial channels to commercial status. The principle focus of fear in this area involved the persistent effort of Hearst Radio to take over the Milwaukee channel. There were indications that the FCC would not stand with us in Milwaukee, and we felt that Milwaukee was a bellwether for the nation."

(3) Financing construction and operation. "Naturally, the educators had turned first to sources of funds they usually tapped. In a number of cities they appealed to municipal authorities for money with which to build and operate TV stations. In some 22 states legislatures were asked to support more or less elaborate state networks. Even by the time NCCET began operations, it was clear that these appeals would, for the most part, meet chilly reception."

One year's experience has overcome the first 2 obstacles but third is still far from resolved, report states. It cites FCC rejection of petition by WWEZ, New Orleans, for rule-making procedure so it could apply for that city's educational Ch. 8 (Vol. 9:35) as example of how possible FCC opposition has melted. And it cites \$1,250,000 worth of assistance by commercial broadcasters in form of equipment and financial grants as evidence of improved attitude.

As for problems of financing, NCCET says it's convinced the best policy is to encourage local citizens interested in educational TV to organize non-profit foundations or corporations broadly representative of all the elements in the community to build and operate stations. It lists Detroit, Chicago, St. Louis, Boston and Cincinnati among cities where this plan is proving effective.

Observing that greatest progress has been made in larger communities, report notes that "the whole problem of supplying educational TV to rural areas—even well-to-do areas—and to small communities in less favored areas remains a problem unresolved."

NCCET noted lack of enthusiasm for going on air, even where money and equipment is on its way, explained that personnel problems, such as finding competent station mgrs., accounted in part for delays, as well as a fear of inadequate local program resources.

Among other educational TV developments this week: (1) U of North Carolina granted CP for Ch. 4 in Chapel Hill. (2) U of Bridgeport offers hour of college credit courses, weekdays 3-4 p.m., via WICC-TV; U of Toledo offers daily 9:30-10 a.m. credit courses via WSPD-TV; U of Michigan offers 2 hours week, starting Oct. 5, on WPAG-TV. (3) American Council on Education schedules panel on "The Role of Educational TV" Oct. 8 at Washington's Statler Hotel as part of its 2-day meeting.

Telecasting Notes: Demand for U.S.-type TV programming in foreign markets has resulted in first sales of "multi-lingual TV films" in Central American market by Ziv-TV, and has spurred company to organize worldwide "flying task force" and foreign-language TV production unit. Ziv this week announced these sales in Central America: *Favorite Story* to GE of Mexico and Canada Dry in Cuba; *Yesterday's Newsreel* to American Airlines, Mexico; *Cisco Kid* to Bimbo Bread, Mexico; *Sports Album* to Esso of Cuba. On completion of Central American discussions, Ziv task force moves to Venezuela, Colombia, Brazil and Peru, thence to Philippines, Hongkong and Singapore . . . In recognition of TV's growing stature and the tremendous public interest it has created, conservative Baltimore Sun (owner of WMAR-TV) announced this weekend it has abolished post of drama and film critic and is transferring its 25-year drama critic, Donald Kirkley, to post of TV editor; Kirkley says he'll "report on TV, rather than criticize" . . . "Sob-story giveaway programs" were assailed by N. Y. Welfare Commissioner Henry L. McCarthy as "a return to the outmoded concept of street-corner tin-cup begging"; addressing Public Welfare Assn. conference in Washington, he said that such programs may "scar for life" children who appear on them, that they increase N. Y. relief load since welfare authorities must feed and lodge those families who trek to city and are turned away, that FCC ought to do something about it . . . World Series audience estimated at 75,000,000 by NBC, costing sponsor Gillette something between \$1,000,000 & \$1,500,000 . . . "As a service to a sister TV station," Iowa State College's WOI-TV, Ames, is kinescoping NBC-TV World Series telecasts and shooting them via plane to non-interconnected KCJB-TV, Minot, N. D. for rebroadcast same day . . . Heart disease, "nation's No. 1 health problem," will be first in monthly series of 3 special medical telecasts, *March of Medicine*, on NBC-TV,

Station Accounts: Plenty of national spots, as well as nice lineup of CBS programs, are being carried on uhf WHUM-TV, Reading, Pa., which lists these current accounts: Alka Seltzer, Alliance Tenna-Rotor, Bulova, Marvel Mystery Oil, Esslinger Beer, Ethyl Gas, Etiquet, Ford Dealers Assn., Billy Graham, Princess Place Mats, Rival Dog Food, Sun Oil, Tasty Kake, Tetley Tea, 20 Mule Team Borax, Y-B Cigars, Paper-Mate Pens, Oldsmobile, Arthur Murray School of Dancing, Aunt Jemima Mix, Ballard Biscuits, Mallory Converters, J.F.D. Antennas, Sylvania Tubes, Philco TVs, Ken Ya Gem Hearing Aid, Nucoa Margarine, Plymouth, Prestone, Prince Albert Tobacco, Raytheon TV, Rotiss-o-Mat Broilers, Reese Candy, Williamson Candy, Westinghouse TVs, DeSoto . . . Commonwealth Edison Co., Chicago, to stimulate electric stove sales, is sponsoring *Petticoat Party* live show for housewives weekday afternoons on WBBM-TV, Chicago, backed up with newspapers, billboards, TV spots, dealer promotions, thru J. R. Pershall Co. Daily contest is run for work saver ideas and weekly contest for best 25 words on "Why I want an electric range" . . . Washington Gas Light Co. sponsoring *Dione Lucas Show*, cooking lessons, with Hazel Markel on WTTG, Wed. 2-2:30 p.m. . . Sunset Oil Co., Los Angeles (Golden Eagle gas) utilized half hour from 10 a.m. on KTTV Sept. 24 for "meeting" with its dealers to demonstrate new product, originating telecast from one of its filling stations . . . N. Y. State CIO Council planning to spend \$100,000 on TV-radio to elect "liberal" Congressmen, auguring continually heavy use of the media by labor in forthcoming state and local elections generally—especially in view of break with Eisenhower Administration signaled by Secy. of Labor Durkin's resignation . . . White Sewing Machine Co., dept. store div., to use film spots in new \$250,000 TV campaign, thru

at 10 p.m. Oct. 8, presented by AMA and sponsored by Smith, Kline & French Laboratories, featuring doctors and patients; second telecast Nov. 5 will feature cancer, "No. 2 health problem"; third Dec. 3 will be telecast from AMA clinical meeting in St. Louis . . . "Flying studio" 3000-ft. above San Francisco was origination point for recent 30-min. KRON-TV program when station's 7-ton mobile unit was loaded into Air Force Douglas C-124 Globemaster; toughest job, according to chief engineer Lee Berryhill, was keeping airborne microwave horn aimed at Chronicle Bldg. studios . . . Broadcast News Ltd., news service for privately owned Canadian TV & radio stations, formed by Canadian Press, with own 9-man board of directors composed of broadcasters, to begin service Jan. 1 . . . Chicago Symphony to be televised on DuMont network Sun. 5-6 p.m., beginning Oct. 11, from Chicago's WGN-TV studios, first consecutive series of hour-long network symphony concerts . . . Consecration of 2 Bishops as Auxiliaries to the Archbishop of N. Y. will be televised Oct. 5 by WABD from St. Patrick's Cathedral . . . TV film distributor United TV Productions Inc. now fully owned by producers Jack Gross & Phil Krasne (Gross-Krasne Productions), who bought out all other stockholders for reputed \$250,000 . . . CBS TV Film Sales to be represented by S. W. Caldwell Ltd., Toronto, for distribution of commercial programs and newsfilm in Canada . . . Charles Chaplin studios in Hollywood sold to Webb & Knapp, real estate development firm for \$700,000, to be leased to several TV film makers . . . Playwright Robt. Sherwood has finished 2 scripts out of series of hour dramas for which he contracted with NBC; first will be comedy-satire on quiz shows, titled *The Backbone of America*, and it's due on NBC-TV Dec. 29, 8-9 p.m. . . Northwestern U's Medill School of Journalism publishes 112-p. guide, *Television News Handbook*, consisting of talks by leading TV newsmen at first National TV News Seminar held there in May.

BBDO, N. Y. . . Flex-Let Inc. (band watches & bracelets) sponsoring Ziv's *Yesterday's Newsreels* on WABC-TV, N. Y., Sun. 11-11:15 p.m., thru Ben Sackheim Adv., N. Y. . . Sonic Industries, N. Y., marketing new plastic portable 3-speed phonograph at \$29.95 called "Capri," using TV along with ads in slick magazines, thru Getschal Co., N. Y. . . Peoples Gas Light & Coke Co., Chicago, using basic theme "In Chicago, more people than ever are cooking with gas," sponsors 35 one-min. daytime commercials a week on all Chicago TV & radio stations . . . General Foods to sponsor *Magic Clown* film program on WNBQ, Chicago, alt. Sun. 3-3:30 p.m., thru Foote, Cone & Belding . . . Coca-Cola Bottling Co. of N. Y. to sponsor *Sense and Nonsense*, on WABD, N. Y., starting Oct. 5, Mon.-thru-Fri. 6:30-7 p.m., thru D'Arcy Adv. . . Among other advertisers reported using or preparing to use TV: New York & New England Apple Institute, Kingston, N. Y. (apples), thru Charles W. Hoyt, N. Y.; Taylor-Reed Corp. (Q-T Frosting), thru Charles W. Hoyt, N. Y.; International Harvester Co. (farm equipment), thru Young & Rubicam, Chicago; Alum-A-Lite Co. (aluminum storm windows & doors), thru Olian & Bronner, Chicago; Toni Co., Div. of Gillette Co. (Bobbi hair pins), thru Weiss & Geller, Chicago; Megs Macaroni Co., Harrisburg, Pa. (Pennsylvania-Dutch Brand Bott Boi & Egg noodles), thru Weightman Inc., Philadelphia; Purity Bakeries Corp. (Grennan cakes), thru Young & Rubicam, Chicago; Emerol Mfg. Co. Inc. (Marvel Mystery Oil), thru Hilton & Riggio, N. Y.; Tasty Baking Co., Philadelphia (Tastykake & Tasty-pie), thru Parkside Adv., Philadelphia; Yocum Brothers, Reading, Pa. (Y-B cigars), thru Wm. Jenkins, Philadelphia; Marlum Mfg. Co. (Black Angus Rotisserie), thru Posner-Zabin; Carbona Products (shoe polish), thru C. J. Herrick Assoc.

RECEIVER MARKET CREATED BY NEW STATIONS: Those new post-freeze markets that have been opening up at such a fast clip -- what do they mean in terms of potential set sales? Arbitrarily defining a new market as one at least 60 miles from a pre-freeze transmitter, we come up with some 3,500,000 households in 80 such new markets.

We further assume a saturation estimate of about 25% for such new markets when freeze ended in July 1952 -- consequently figure about 2,700,000 households added to market potential in new markets alone since that date. In some cases, 25% is too low; in others, too high, depending on proximity of market to 60-mi. radius.

This takes into account only so-called "new markets," doesn't attempt to measure many other markets less than 60 miles from pre-freeze transmitter, where higher percentage of "penetration" exists. Even in these areas, however, market potential has been increased by the addition of new local stations and power-height boosts of pre-freeze stations. Furthermore, we don't attempt to measure population reached by new stations beyond their immediate metropolitan areas.

Many of those 2,700,000 "wide-open" households have been sold since end of freeze, of course -- (Denver was 52.8% saturated as of April 1, 1953, according to J. Walter Thompson's First 312 Markets of the United States, as published on pp. 341-349, TV Factbook No. 17) -- but a sizable percentage is still open for first sales.

Rippest of the new markets are those which opened most recently. In last 3 months alone, we count 36 new markets which contain some 1,250,000 households. Again allowing for 25% penetration, this alone is a potential of just under 1,000,000 households now being tapped. And more new markets are opening every week.

Our "guesstimate" is just that, of course, doesn't pretend to be pinpoint perfect to the last household. It's intended merely as a broad sweep of the new TV markets opened up since the freeze. For purposes of this informal survey, we used the J. Walter Thompson market statistics, which are based on and bring up to Jan. 1 1953 U.S. Census data procured in 1950. A market is usually regarded as synonymous with a "standard metropolitan area."

Census Bureau defines a "standard metropolitan area" as the central city and all surrounding communities which comprise a single economic unit. A household includes "all of the persons who occupy a house, apartment, or other group of rooms, or room that constitutes a dwelling unit."

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TV production in the first 8 months set new record, as expected, totaling 4,754,285, of which 726,690 had built-in uhf tuners, according to revised RETMA statistics released this week. It compared with 2,914,925 TVs produced in same 1952 period and 4,184,400 in record production year of 1950. For Aug. alone, TV output was 603,760, of which 104,183 were uhf-equipped and 8960 had FM circuits.

Radio production in the first 8 months totaled 8,932,638, up from 6,558,303 radios in same 1952 period. In August, radio output was 991,637, of which 31,665 had FM circuits. It compared with output of 674,459 in July, 991,637 in Aug. 1952.

TV production totaled 161,995 (5321 private label) in week ended Sept. 25 -- up from 158,726 preceding week and 141,322 in week ended Sept. 11. It was year's 38th week, compared with 168,308 corresponding week year ago, and brought production for year to date to about 5,400,000.

Radio production also went up, totaling 266,307 (91,381 private), up from 259,681 week ended Sept. 18 and 225,978 week before. It compared with 212,841 in same 1952 week and brought year's production to date to about 9,900,000.

Excise taxes on TVs, radios, phonos & components netted Uncle Sam \$7,608,000 in July, compared with \$12,593,000 in June and \$6,744,000 in July 1952.

DuMont's 1952 annual report was judged best-prepared, in electronics-TV-radio div., of *Financial World's* annual survey. RCA's was second, P. R. Mallory's third.

Topics & Trends of TV Trade: Using TV as an example, Sylvania chairman Don G. Mitchell told top-level conference of corporation officials this week that development of capable executives is most important issue now facing American industry. Mr. Mitchell's speech, to some 100 executives at "briefing session" of American Management Assn. in N. Y., listed 2 major reasons for pressing problem of executive development:

(1) "The tremendous physical expansion of existing industries and the rapid development and growth of many new ones, brought about by unprecedented advances in technology and enormous increases in demands for goods and services."

(2) "The growing complexity of business operations with a resultant high degree of specialization in various phases of management."

He said that large-scale industrial expansion had resulted in "an aggravated case of too many Indians and not nearly enough chiefs," added "executive development has the obvious benefit of creating a trained reserve to fill front-line vacancies. There are still plenty of key men in industry who feel that they and only they, are capable of filling their jobs, and that thinking of a successor is absurd."

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In drastic and unprecedented anti-trust decision, Federal Judge Philip Forman Oct. 2 divested GE of exclusive rights to light bulb patents and ordered company to share with industry any future bulb patents it might acquire. Disposing of 12-year-old suit in Trenton, N. J., he also demanded GE make available to industry its blueprints for lamp machinery, but rejected govt. proposal to make company divest itself of at least 50% of bulb and bulb part production facilities. Six co-defendants, accused of aiding GE to maintain monopoly, are also subject to the judgment: Philips of Netherlands, Consolidated Electric Co., Hygrade Sylvania Corp., Chicago Miniature Lamp Works, Tung-Sol. Two co-defendants, Westinghouse and Corning Glass Co., previously had entered into consent judgment. GE officials said they didn't know yet whether they'll appeal decision.

Trade Miscellany: Admiral adds 21-in. open-face console at \$350 and green plastic table model radio-phonograph at \$90 to its new line . . . Motorola starts delivery of its new "VIP" desk clock-radio, with matching standard holding Parker "51" pen and pencil set, listing at \$100 . . . Arcturus Electronics, Newark, to consolidate all TV tube manufacturing operations in newly-acquired plant at 228 S. Third St., Easton, Pa. . . Pioneer Electronics Corp. (Laurence M. Perrish, pres.) opens new \$450,000 TV tube plant at 2235 Cermelina Ave., Los Angeles . . . Philadelphia TV sales totaled 75,269 in first 6 months, compared to 78,214 in same 1952 period, according to survey of Philadelphia Electrical Assn. . . TV sales in Washington totaled 34,308 in first 8 months, compared to 39,381 in same 1952 period, reports Electric Institute of Washington; Aug. sales were 3664 vs. 4881 in Aug. 1952 . . . Dynamic Electronics-New York hearing on its Chapter XI plan offering creditors 25% payable over 4-year period will be held Oct. 8 in N. Y. Federal Court . . . RCA Victor acquires new warehouse at 130 Express St., Dallas (John Cavallaro, mgr.) for storage of TV-radio tubes & batteries.

Kaye-Halbert purchases Pacific Instruments & Control Co. (aircraft instruments) as a subsidiary, will move it to plant adjacent to Kaye-Halbert facility on Hayden St., Los Angeles. Samuel Aronoff continues as Pacific pres.

Standard Coil Products Co. general offices now located at 2085 N. Hawthorne Ave., Melrose Park, Ill., phone Fillmore 4-5680.

Trade Personals: Paul L. Chamberlain named gen. mgr. for broadcast equipment in GE electronics div.'s newly-formed commercial equipment dept.; H. Brainard Fancher appointed gen. mgr. for germanium products, Harrison VanAken Jr., communication equipment, all reporting to dept. gen. mgr. Wm. J. Morlock . . . E. R. Glauber, ex-Admiral, named director of Emerson distributors . . . Ross Siragusa, Admiral president, now visiting England, France, Spain, Italy . . . J. K. Ryan appointed mgr. of marketing administration, GE TV-radio dept., Syracuse, succeeding late Walter M. Skillman . . . Ray C. Brewster, ex-pres. of Dioptric Instrument Corp. (optical equipment), named asst. to Capehart-Farnsworth pres. Fred D. Wilson, in charge of commercial activities; E. W. Gaughan, ex-Crosley, named gen. sales mgr. of consumer products div. . . Ashley A. Farrar, ex-mgr. of govt. contracts, Raytheon equipment div., appointed asst. v.p. . . . Donald LeRoy, ex-A. O. Smith Co. (Permaglass), named Raytheon TV-radio div. adv. mgr., succeeding C. J. McKinney, now field promotion director; he reports to adv. director George M. Hakim . . . J. H. Seider named gen. counsel & asst. secy., CBS-Columbia . . . Robert T. Cotton promoted to export sales mgr., Hallicrafters . . . Edwin C. Roworth retires as Stromberg-Carlson secy. after 48 years with firm . . . Robert Eliot, ex-Standard Coil & RCA, named distributor sales mgr., Erie Resistor . . . Elmer C. Jorgensen named merchandising mgr., Arvin TV-radio div., replacing Paul W. Tanner, now gen. sales mgr. . . Wm. P. Frost named southern Pacific mgr., Westinghouse TV-radio div. . . Edward W. Stone, electronics sales mgr., Graybar Atlanta, named sales engineering district mgr., Standard Electronics Corp., subsidiary of Claude Neon . . . Sydney Jurin named southwestern factory sales rep, Brach Mfg. Co. (antennas) . . . Frank Krempel named chief engineer of govt. development and electronics production contracts, Stewart-Warner Electric; Dick Glaholt named southeastern sales mgr.

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Distributor Notes: Admiral appoints Capitol Light & Supply Co., Hartford (Mrs. Edith Goldberg, pres.) . . . Emerson Radio of Pennsylvania, Philadelphia, now owned 100% by founder-pres. A. Irving Witz, following disclosure of purchase of 50% of stock from family of Emerson pres. Benjamin Abrams; it will continue as Emerson distributor . . . Emerson appoints Peaslee-Gaulbert Corp., Atlanta, ex-Admiral; Warren Radio Inc., Erie (Emerson) plans move in early 1954 to new bldg. at 1313 Peach St. . . Hoffman Radio appoints Graybar, Grand Rapids, Mich. . . Capehart-Farnsworth appoints Coby Distributors Inc., Wilkes-Barre (Stanley Green, pres.) and Paul-Jeffrey Co., Syracuse (Samuel P. Solomon, pres.) . . . Raytheon Distributors Inc. sets up factory branch in Little Rock . . . Arvin appoints Twin States Distributing Co., Charlotte (H. D. Albright, pres.) . . . O'Donnell Distributors Inc., Syracuse (Crosley) opens branch at 48 Main St., Johnson City, N. Y. . . Westinghouse Electric Supply Co., Fort Wayne, names Harold W. Schnelker mgr., succeeding Ray B. Mowe, now Indianapolis mgr.

Raytheon reduced prices by undisclosed amount on 12 "interim" receivers introduced prior to new line July 30. Under new price schedule, 17-in. table models start at \$180, 17-in. consoles at \$200, said TV-radio v.p. Henry F. Argento. He also disclosed plans to eliminate several of the 30 "interim" receivers designed as seasonal sales stimulant.

First uhf receiver booster to go into production is "UHF Autobooter," manufactured by Industrial TV Inc., Clifton, N. J., and designed by Walter Tyminski, ITI engineer formerly with DuMont. It tunes entire uhf band, is as yet unpriced.

Financial & Trade Notes: Magnavox reports highest sales and earnings in its 42-year history in fiscal year ended June 30, and pres. Frank Freimann added in annual report that July and Aug. sales this year were well ahead of last year. Earnings in 12-month period were \$2,238,337 (\$2.93 a share), up 67% over \$1,343,760 (\$1.80) in corresponding period year ago. Sales were \$57,979,669, up 57% over \$36,837,503 in fiscal year ended June 30, 1952. Assets were listed at \$25,742,668, liabilities \$18,571,335. Backlog of orders amounted to \$55,000,000. Freimann said "the large increase in sales came from the increasing volume of electronic military apparatus as well as a major gain in TV & radio-phonographs," added: "The TV industry as a whole faces a favorable market for a continuing high level of business in spite of the chronic adversities characteristic of this industry. Though such negative factors as 'color talk' may engender some buying hesitancy, however, the expanding new TV market, the large unsold portion of the older markets in the larger metropolitan areas, plus the second set market aggregate to a very large sales potential for the coming months."

Emerson Radio sales for fiscal year ending Oct. 31 will be highest in company history and profits should be more than 50% higher than in 1952, though not a record. That was report by pres. Benjamin Abrams to N. Y. Society of Security Analysts this week. In preceding fiscal year, Emerson had net income of \$2,362,555 (\$1.17 a share) on sales of \$57,664,200, but its record in both profits and sales was in fiscal 1950, with \$6,514,716 (\$3.36 a share) on \$74,188,297. Abrams said about 25% of company's volume is in defense billing. Emerson this week made news on another front, acquiring majority interest, for undisclosed sum, of Quiet Heat Mfg. Co., Newark air conditioner manufacturers, which will make air conditioners under Emerson label, starting by year's end. It will be an Emerson subsidiary but will continue under its present management (Samuel Peters, pres.).

Raytheon reports net profit of \$884,000 (38¢ a share) after taxes of \$1,430,000 on sales of \$37,272,000 in first quarter of fiscal year ended Aug. 31, compared to \$640,000 (27¢) after taxes of \$1,325,000 on sales of \$31,260,000 corresponding quarter year ago.

General Instrument Co. profit for 6 months ended Aug. 31 more than doubled the \$303,592 reported in same 1952 period, reported chairman Abraham Blumenkrantz to N. Y. Society of Security Analysts. Six-month sales totaled over \$19,000,000 vs. \$12,071,483 year ago, he added.

Unusual souvenir from Washington's WRC—to call attention to fact that it's going into 31st year—was a tiny crystal radio, workable too, made by Philmore Mfg. Co., N. Y. Inquiry develops that some 50,000 crystal sets are still being made annually, largely for export, and that more than 250,000 are in use around the world. WRC publicity chief Jay Royen says he paid \$1.29 per set, retail.

Top-level Telecommunications Planning Committee under ODM asst. director for telecommunications William A. Porter was officially set up Sept. 23 by ODM director Arthur S. Flemming. An FCC commissioner will be v.p. and other member agencies will be State, Defense and Commerce Depts. and Central Intelligence Agency.

Basic principles required to convert radio technician into TV serviceman comprise *Television Fundamentals—Theory, Circuits & Servicing* by GE's Kenneth Fowler & Harold B. Lippert (McGraw-Hill, 524 pp., \$7), featuring same fundamental course given GE servicemen.

Surgical colorcasts will be microwaved between U of Kansas Medical Center and Veterans Administration Hospital, both Kansas City, when facilities are completed by phone company; U of Kansas has CBS color equipment.

TV's influence on furniture industry has been extensive and will continue to challenge imagination of designers as TV markets expand. That was theme of address by RCA Victor industrial designer Henry Dreyfuss to Home Fashion Week luncheon at Philadelphia's Adelpia Hotel. TV has replaced fireplace as center of interest in living room, said Dreyfuss, adding: "Who is the manufacturer who will relieve the restlessness that comes with watching TV for 3 or 4 hours? The idea of a revolving, reclining or rocking chair is a possibility. How about the nervous fingers of both children and adults, intent on watching a show? Antimacassars might be the answer, or perhaps wooden rings on the ends of arms." He also foresaw expanded market for slip covers and increased use of synthetic fibers in upholstery as continued TV viewing wears out furniture more quickly. He suggested home furnishings industry make greater use of TV advertising to display new interior decorating techniques.

Trend is toward 17-in. set—in Britain, that is. It was hit of recent 11-day National Radio Show in London, which attracted more than 250,000, at 35¢ a head. More than 30 TV manufacturers exhibited sets, nearly all featuring 17-in. models—shown for first time last year and already accounting for more than one-fifth of all TV sales in Britain, at \$290 and up. Two manufacturers—His Master's Voice and Cossor—showed 21-in. sets, and Pye Ltd. created sensation with 27-in. at \$700. Still in evidence were 9-in. sets, beginning at \$120. Pye reportedly had planned demonstration of own compatible color system, but cancelled it when show's management expressed fear it might injure black-&-white sales.

Westinghouse listed 11 TV models on which \$10 increase disclosed last week will be applied (all 21-in.): maroon table model, \$230 to \$240; mahogany table model, \$250-\$260; mahogany table model, with built-in uhf, \$300-\$310; open-face mahogany console, \$340-\$350; open-face blonde console, \$360-\$370; half-door mahogany console, \$380-\$390; open-face mahogany console, with uhf, \$390-\$400; half-door blonde console \$400-\$410; open-face blonde console, with uhf, \$410 to \$420; half-door mahogany console, with uhf, \$430 to \$440; half-door blonde console, with uhf, \$450-\$460.

TV sales by Canadian factories totaled 156,736 in first 8 months, at average price of \$414, compared to production of 215,553, reports Canadian RTMA. Projected production figures estimate 129,875 sets will be turned out in next 3 months. For Aug. alone, sales were 22,264, production 27,720, inventory 65,171 at month's end. Quebec led in sales with 7846, Toronto second, 6745; Hamilton-Niagara 2606; Ottawa & eastern Ontario 2271; Windsor 1572; other Ontario 766; British Columbia 322; Prairies 83; Maritime Provinces 53.

Low-cost uhf receiving antenna, built in one piece and weighing 3 oz., is seen as answer to high cost of conversions by mgr. Frederic F. Clair of upcoming WACH-TV, Newport News-Norfolk, Va. (Ch. 33). Station's engineering staff devised and tested antenna, which "requires minimum of material and virtually no apparatus to manufacture." It may be used either indoors or outdoors, according to Clair, and "it works beautifully indoors over 10 miles from the station."

Realignment of DuMont transmitter div. under new sales operations mgr. Charles E. Spicer (Vol. 9:38) is as follows: Harry Del Muro, vhf engineering; George H. Shearer, uhf engineering; F. Cecil Grace, product planning & development of special field equipment; Eugene Wald, storage & shipment of station equipment; Charles F. Brandt, customer service.

Remco Inc., Chicago Sylvania distributor, sponsoring disc jockey show titled *TV Warehouse* on WBKB, Sat. 9:30-10, will have dealer participants.

Electronics Reports: Business & Defense Services Administration was formed Oct. 1 by Commerce Dept. as liaison between Govt. and business. In addition to taking over defense functions of old NPA, Commerce Secy. Weeks announced it will be "listening post and sounding board for bringing business information and business opinion on vital matters relating to Govt. and industry, including reports on business conditions, to the direct attention of the Commerce Dept. for appropriate action." Agency is temporarily headed by career employe Horace B. McCoy. It will include 25 industry divisions, most of them transferred from NPA, each to be supervised by industry advisory council composed of "top echelon" businessmen. Director of each division will be businessman serving without pay.

Director of BDSA's Electronics Div. has yet to be chosen. Donald S. Parris, former chief of NPA Electronics Div. is deputy dir., and his staff, transferred from NPA, includes industry specialists William Dulin, Edward W. Glacy and Charles Fess.

Note: NPA Electronics Div. has been cut back from maximum of 92 staff members to current total of 5 in BDSA. Other divisions have been similarly sheared. Many of the staff members have gone to private industry posts. Some, recently severed from NPA jobs through budget cutbacks, have acquired intimate knowledge of electronics and other industries—especially in fields of market research, management procedures, statistics, personnel administration. If you're interested in people with these qualifications, we'll be glad to supply you with further information on request.

* * * *

Challenges faced by electronic engineers today, as outlined by Motorola exec. v.p. Robert W. Galvin in address Sept. 28 to National Electronics Conference, Chicago: (1) *Transistors*—"When [they] are available with a reliability equal to that of tubes, and a cost less than tubes, or when the over-all use of transistors will result in lower manufacturing costs for consumer electronic equipment of satisfactory performance, then transistors will be used in very large quantities." He expressed hope "that some thoughtless set manufacturer will not resort to the drama of a misleading sales promotion scheme and introduce transistors into TV sets before they become a reliable and dependable device." (2) *Printed circuitry and automation*—Before maturity can be reached "new concepts in mass production must be learned and accepted by production managers," and new developments must offer something more than mere novelty. (3) *Military equipment*—"We have learned that we can do almost anything the military wants us to do, but we haven't learned how to help the military determine what they shouldn't want to do." (4) *Reliability* is much more than ruggedizing receiver tubes and component parts. [It] must begin with the basic concept and design of the equipment and its functions."

Magnetron-powered uhf transmitter appears to be in the works by RCA—but it's probably at least a couple of years off. Progress toward harnessing magnetron for uhf was described Sept. 29 at Chicago National Electronics Conference when RCA tube engineer D. E. Nelson discussed developmental 10-kw continuous wave magnetron oscillator designed for use in uhf transmitters. RCA magnetron has thoria dispenser-type cathode which remains stable at very high temperatures, allowing operation at high power. It tunes 785-845-mc by adjusting diaphragm to vary capacitance within a tuning cavity which is coupled to one of the magnetron cavities. RCA has already announced that its 10-kw uhf transmitter, available next year, will use tetrode tube (Vol 9:36). Magnetron seems most likely to show up in 50-kw transmitter, which RCA engineers say is at least 3 years off.

Electronics employment will hit peak levels toward end of 1953, Bureau of Labor Statistics forecast in study released this week. Decline next year will be determined by extent of cuts in defense procurement, especially in aircraft. Other conclusions in BLS survey: In mid-1953, almost 200,000 electronics workers were engaged in defense production. If defense output were completely curtailed, industry would have to double its current TV set output to maintain present employment levels. As defense program subsides in future years, it's doubtful that TV-radio production—at least until mass production of color sets—could take up slack, nor will increasing production of commercial and industrial electronics maintain today's high levels, in BLS's opinion. Nevertheless, even if defense production slackens considerably, employment in industry will probably stabilize at higher level than pre-Korean period. Productivity of electronics workers is increasing. For example, electronics output in 1952 was 300% higher than in 1947 but was produced by only 40% more workers. Automatic manufacturing processes are expected to further increase output per man.

New traveling-wave amplifier, said to be most compact ever developed, was described at Chicago National Electronics Conference Sept. 29 by RCA tube engineer W. W. Siekanowicz. Designed for output stage of microwave transmitters, new RCA developmental tube measures 9/16 by 8½-in., and "provides higher gain, more power and wider bandwidth than the triodes and klystrons normally used." Efficient operation at 700 volts is claimed. It uses permanent magnet for electron-beam focusing.

"Mariners Pathfinder," first adaptation of big-ship type radar for small crafts—tugs, workboats, yachts, motor launches, small fishing vessels—introduced this week by Raytheon at undisclosed "moderate price."

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Five Canadian private TV grants were recommended this week by CBC's board of governors—tantamount to authorization, though subject to cabinet confirmation. The grants: Calgary, Alberta, Ch. 2, Calgary TV Ltd., company formed by local Radio CFAC, CFCN & CKXL; Edmonton, Alta., Ch. 3, CFRN; Kingston, Ont., Ch. 11, CKWS; Kitchener, Ont., Ch. 13, Central Ontario TV Ltd., formed by Famous Players Canadian Co., CKCR & local businessmen; Saskatoon, Sask., Ch. 8, CFQC. Two applications—CHEX, Peterborough, Ont. (Ch. 22), and CFCY, Charlottetown, P.E.I. (Ch. 13), were recommended for deferment. Also revealed this week was CBC's plan to build second Montreal station, to be programmed in English, leaving CBFT as French-language station. RCA transmitter has been ordered and target date is in December. CJBR-TV, Rimouski, Que. (Ch. 3), with French programming, is reported preparing for April 1954 debut. [For list of other Canadian CPs and target dates, see Special Report of Sept. 12.]

Electronic detectives have bootleg TV owners on the run in Britain. British Postoffice Dept. recently displayed detection equipment it uses to ferret out TV sets whose owners haven't paid the \$5.60-a-year license fee which supports BBC. Equipment was shown at big radio exhibition which was held in London recently—and its presence there was warning of accelerated crackdown on tax-evading viewers. A Postoffice spokesman implied that the psychological effect of equipment is probably more important than the actual detection, since the publicity given the mobile unit, when it comes to a community, usually causes a flurry of tax payments. In one town, the mere announcement that detector truck was coming produced 900 applications for licenses. Postoffice officials explained Scotland is particularly difficult area to collect fees — "even after they've bought a set they feel it's unwise to invest in a license until they're sure TV is here to stay."

Network TV-Radio Billings

August 1953 and January-August 1953
(For July report see *Television Digest*, Vol. 9:35)

INCREASING LEAD OVER NBC-TV in August, CBS-TV also surpassed NBC-TV in billings for first 8 months of this year, according to Publishers Information Bureau. CBS-TV's August billings were \$7,783,813, NBC-TV's \$6,589,409. For the 8 months, CBS-TV total was \$59,442,901, NBC-TV's \$58,861,589.

All 4 networks' billings were \$16,275,961 for August, up slightly from July's \$16,135,947, well above the \$12,853,386 in August, 1952. For the 8 months, 4 networks' cumulative was \$137,282,085 vs. \$114,231,120 same 1952 period.

Though radio billings were down a bit from previous month, \$11,706,295 in August vs. \$12,225,505 in July, cumulative for 8 months was \$106,701,855 vs. \$105,719,033 same 1952 period. CBS continued ahead of NBC, \$4,790,114 vs. \$3,219,250, and ABC's lead over MBS narrowed—\$1,958,683 vs. \$1,738,248, compared with \$2,281,852 for ABC and \$1,325,059 for MBS in August, 1952. The PIB report:

NETWORK TELEVISION				
	August 1953	August 1952	Jan.-Aug. 1953	Jan.-Aug. 1952
CBS	\$ 7,783,813	\$ 5,190,934	\$ 59,442,901	\$ 42,558,273
NBC	6,589,409	5,618,643	58,861,589	52,539,674
ABC	1,244,993	1,193,029	12,420,736	12,998,548
DuMont	657,746	845,780	6,556,859	6,134,625
Total	\$16,275,961	\$12,853,386	\$137,282,085	\$114,231,120

NETWORK RADIO				
	August 1953	August 1952	Jan.-Aug. 1953	Jan.-Aug. 1952
CBS	\$ 4,790,114	\$ 4,028,081	\$ 40,947,506	\$ 37,589,153
NBC	3,219,250	3,338,843	31,446,369	31,144,587
ABC	1,958,683	2,281,852	19,345,513	24,058,278
MBS	1,738,248	1,325,059	14,962,467	12,927,015
Total	\$11,706,295	\$10,973,835	\$106,701,855	\$105,719,033

NETWORK TELEVISION—January-August 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,083,619*	\$ 982,794	\$ 7,604,638*	\$ 17,275,943*
Feb.	1,481,032	6,621,629	862,299	6,876,029*	15,840,989*
Mar.	1,728,446	7,739,812	1,054,857	7,998,131*	18,521,246*
Apr.	1,640,597	7,770,181	819,398	7,513,430*	17,743,606*
May	1,813,985	7,622,432	864,870	8,052,545*	18,353,832*
June	1,607,320	7,399,078	803,848	7,324,315*	17,134,561*
July	1,299,471	7,422,337*	511,047	6,903,092	16,135,947*
Aug.	1,244,993	7,783,813	657,746	6,589,409	16,275,961
Total	\$12,420,736	\$59,442,901	\$ 6,556,859	\$58,861,589	\$137,282,085

NETWORK RADIO—January-August 1953					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,156,404	\$ 1,786,134	\$ 4,260,555	\$ 13,877,715
Feb.	2,533,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360	1,995,478*	4,342,082	14,661,464*
Apr.	2,637,364	5,375,243	2,008,990*	4,196,009	14,217,606*
May	2,593,923	5,333,481	2,038,210*	4,141,070	14,106,684*
June	2,113,725	5,226,096	1,926,865*	3,979,471	13,246,157*
July	2,030,989	4,869,719	1,830,467*	3,494,330	12,225,505*
Aug.	1,958,683	4,790,114	1,738,248	3,219,250	11,706,295
Total	\$19,345,513	\$40,947,506	\$14,962,467	\$31,446,369	\$106,701,855

* Revised as of Sept. 30, 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.

Denver's city fathers have figured out that, since TV first came to town in July 1952, with more than \$9,000,000 worth of sets sold to date, property tax valuations have risen by \$5,600,000 and next year's property tax payments will amount to nearly \$250,000. State and city sales taxes on the sets have brought in another \$250,000.

BAB has issued new study titled *Now—110 Million Places to Listen*, showing 2,000,000 growth in radio homes during 1952, to 44,800,000 as of Jan. 1953.

Purchase of its 4th TV station, KCMO-TV, Kansas City (Ch. 5) with KCMO & KCMO-FM, was negotiated this week by big publisher Meredith Publishing Co. (*Better Homes & Gardens, Successful Farming*). Price won't be disclosed until application for transfer is filed with FCC next week. Meredith's other TV stations are WHEN, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix. KCMO-TV went on air Sept. 8; other stations in city are pre-freeze WDAF-TV (Ch. 4), share-time WHB-TV & KMBC-TV (Ch. 9) and KCTY (Ch. 25). Present owners are Tom L. Evans, 49%; Lester E. Cox, 49.5%; new licensee will be publishing company's subsidiary Meredith Engineering Co., Evans remaining as chairman of executive committee. In another sale, filed with FCC this week, Greenville, S. C., publisher Roger Peace, ex-U. S. Senator, is buying Asheville, N. C., *Citizen and Times*, with WWNC & WWNC-FM, TV applicant for Ch. 13, for \$2,300,000. Transfer is from Asheville Citizen-Times Co. to Asheville Citizen-Times Pub. Co., to be 100% owned by Greenville News-Piedmont Co., operator of WFBC & WFBC-FM, Greenville, and 37½% owner of CP for WMRC-TV, Greenville (Ch. 4).

NARTB's plan for measuring TV circulation gets once-over by representatives of the 4 networks in New York Oct. 8. All details of set census project have been kept tightly under wraps, although special committee has been studying subject since February. Membership of TV circulation study committee, which will meet with networks, was released this week by NARTB: Campbell Arnoux, WTAR-TV, Norfolk; Richard A. Borel, WBNS-TV, Columbus, O.; Kenneth L. Carter, WAAM, Baltimore; Clair R. McCullough, WGAL-TV, Lancaster, Pa.; J. Leonard Reinsch, WSB-TV, Atlanta; Donald W. Thornburgh, WCAU-TV, Philadelphia; Lee B. Wailes, Storer Bcstg. Co. Also attending meeting will be TV board chairman Robert D. Swezey, WDSU-TV, New Orleans; NARTB pres. Harold Fellows, TV chief Thad Brown, research dir. Richard M. Allerton and Dr. Franklin R. Cawl, marketing & advertising consultant who assisted in development of NARTB's circulation study method.

Three new TV applications and 5 dismissals this week bring total pending to 462. The new applications: Oakland, Cal., Ch. 2, by KROW; Hibbing, Minn., Ch. 10, by North Star Televising Co., comprising minor stockholders of WTCN-TV, Minneapolis and WSPT, Stevens Point, Wis. and numerous local businessmen, headed by adman Q. J. David; Ada, Okla., Ch. 10, by KADA. Set maker H. Leslie Hoffman takes over Ch. 13 application for Stockton, Cal., of FM station KSBR, San Bruno, after FCC's approval this week of his purchase of station for \$62,000 from tube maker Eitel-McCullough (Vol. 9:33). Among dismissals was application of Georgia Tech, operator of commercial AM station WGST, Atlanta, which had sought commercial Ch. 36; it dropped out of competition with WQXI when latter agreed to pay \$4500 for expenses to date and to provide facilities for training WGST personnel in TV.

"Shrinking nitery attendance" may bring further restrictions on performers doubling on TV. Many nightclub owners, especially in N.Y., feel TV is cutting into their business, reports *Variety*, which adds: "With prospective customers glued to receivers several nights weekly, it's becoming increasingly difficult to get acts that haven't been seen previously [and] many customers [feel] they haven't gotten their full money's worth when paying for an act that they have seen for free on video."

TV shares blame with book clubs, pocket editions and neighborhood rental libraries for 37% decline in book borrowing from 1932-1951, according to report by Newark Public Library.

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OF THE
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GOVT. INVESTIGATOR APPOINTED FCC MEMBER: Newest FCC commissioner, Robert Emmett Lee, appointed by President Eisenhower Oct. 6 and sworn in same day, is an accountant and an experienced govt. investigator -- joining FBI in 1938 and becoming its chief clerk before being "loaned" to House Appropriations Committee in 1946 and serving until now as director of surveys and investigations.

Lee becomes 4th Republican on FCC, brings it to full 7-member strength. The other Republicans are Chairman Hyde, Comrs. Sterling and Doerfer. Comrs. Bartley & Hennock are Democrats, Webster an independent. Lee was appointed to a full 7-year term, filling vacancy left when Paul Walker retired June 30. It's a recess appointment, subject to confirmation by Senate when it reconvenes.

Choice of Lee was something of a surprise, though he has been mentioned as possibility along with many others, since he didn't appear to have stronger support than the others. He credits Rep. Taber (R-N.Y.), chairman of Appropriations Committee, with initiating move, says he had backing of all Republicans on committee.

Lee says he's a good friend of Sen. McCarthy but that the Senator had nothing to do with appointment. Mrs. Lee was matron of honor at Sen. McCarthy's recent wedding. Lee says he campaigned actively for Eisenhower last year, took no part in local elections. In 1950, he and Mrs. Lee worked for election of Sen. John Marshall Butler (R-Md.) over Millard Tydings, vigorous critic of Sen. McCarthy.

Claiming no intimate knowledge of TV-radio, Lee says: "I don't even know the problems." He has served as guest moderator of Facts Forum discussion program, filmed in Washington and distributed to stations nationally. Program is backed by Texas oilman H.L. Hunt who is reported planning to sponsor Sen. McCarthy on TV.

Lee is 41, native of Chicago, a 1931 graduate of DePaul U who also attended Chicago College of Commerce & Law. From 1930-1935, he was an auditor of Chicago's Congress and Great Northern Hotels and St. Louis' Roosevelt Hotel. From 1935-1938, before joining FBI, he was employed as an auditor for American Bond & Mortgage Company Bondholders Protective Committee.

Lee's first job at FBI included examination of records of organizations involved with anti-trust laws. He also served as an FBI public relations representative, making more than 200 speeches. He later became administrative asst. to Director J. Edgar Hoover, then was appointed chief clerk. At House committee, his job was to uncover excessive spending by govt. agencies.

Lee says he's not at all related to Confederate Gen. Robert E. Lee but is of Irish descent. Like Comr. Doerfer, he's a Roman Catholic. He's father of 3 children: Patricia, 15; Robert, 14; Michael, 8.

CBS COLOR UNIMPRESSIVE BUT MAY HOLD PROMISE: Possibilities for the future, only fair performance for the present. That about sums up CBS's bag of color tricks, as disclosed to press in demonstrations at New York's Waldorf-Astoria Hotel Oct. 8.

Almost simultaneously, RCA turned over to its patent licensees the manufac-

turing know-how on its basic commercial color receiver -- repeating its historical performance of 6 years ago which gave black-&-white major impetus.

* * * *

CBS showed off two new developments -- color receiver tube and a camera -- both of which may have considerable promise, but half-hour colorcast from WCBS-TV indicated that final judgment should be withheld pending further refinement. From technical performance standpoint, CBS undoubtedly would have been wiser to hold off public showings for 6 months or so. Competitive commercial considerations are something else, must have prompted decision to show now.

CBS's end product reminded us of RCA's early color demonstrations. Colors varied from time to time and from receiver to receiver. Resolution was generally unsatisfactory. Tinges of various colors sometimes pervaded whole picture. CBS's best pictures were quite passable, but best were seldom achieved.

Newspaper critics were quite harsh, almost all terming results "disappointing". Few considered fact this was a first showing or tremendous haste and pressure involved -- situation very reminiscent of 1949, when tables were turned and RCA was fighting desperately to stave off approval of CBS's field-sequential system which had years of refinement behind it.

Some of CBS's competitors watched colorcast on their own receivers. One engineer termed it "ghastly", but conceded that CBS has shown better pictures. They hope CBS will do better at official FCC showing Oct. 15 -- since everyone is pulling for quick Commission approval of standards.

Most attention was riveted on new color tube, naturally, since cost, performance and availability of sets hits man-in-the-street most directly. But CBS's efforts to provide stations with cheaper equipment -- actually employing a field-sequential camera with single image orthicon -- was what CBS pres. Frank Stanton called "our atomic bomb". No one knows whether CBS's approach to pickup equipment will prove a permanent answer to station costs, but it may hold good promise of quicker, cheaper entry into colorcasting for some stations.

* * * *

Confused newspaper and trade gossip preceded showing of new tube. Then, when tube was finally demonstrated, it was impossible to judge its quality, because there was no way of telling whether imperfections in final picture were caused by novel camera or the tube itself.

Chances are tube is quite good, however. It's an adaptation of the RCA, or shadow-mask, type -- not the Lawrence grid-type, as previously rumored. We talked to technical press editors who saw tube on special closed-circuit demonstration at CBS-Hytron plant in Danvers, Mass. earlier in week. They raved about it, considered it as good as RCA's if not better in some respects.

CBS touted tube as "revolutionary, low-cost and vastly improved...ready to go into mass production." It also said it will cost only 30% more than "comparable" black-&-white tubes when mass production is reached.

Some reporters read no further, rushed into print with stories to effect that 21-in. color tubes will be available shortly for \$20-\$30, compared with the \$175-\$200 currently quoted for RCA-type 15-in.

But CBS-Hytron pres. Bruce A. Coffin made it clear that only 15-in. samples will be available this year; that pilot production will start at Newburyport, Mass. plant in February; that mass production at still-to-be-completed Kalamazoo plant won't start until next September (Vol. 9:39) when 15,000 per month production rate will become possible.

Elaborating further on cost factor at Oct. 8 press conference, Stanton said that when Coffin stated mass-produced color tubes would cost 30% more than "comparable" black-&-white tubes he meant cost of black-&-white tubes at the same relative stage of development -- namely, when they were first introduced.

Further nailing down prices, in answer to our questions at the press conference, CBS officials said first CBS-Columbia sets to be offered after FCC approves

compatible system will be 15-in., sell for \$1000. By late 1955 or early 1956, Stanton said, mass-production economies should reduce cost of sets by about 40%.

The "CBS-Colortron", as new tube is called, differs from RCA's as follows: In RCA tube, tiny phosphor dots are printed on a flat glass plate by silk screen process. A flat, thin metal plate (shadow mask) is pierced with holes, one for each 3 dots. Both plates are carefully aligned, bolted securely to heavy metal frame, placed inside tube envelope which is then sealed.

In CBS tube, dots are placed directly on spherical face of tube envelope itself. Shadow mask is also curved, placed behind faceplate. Tube uses 3 guns, just as does RCA's. CBS claims its tube has many advantages over RCA's: that mask weighs 6 oz., vs. 6 lbs. for the RCA mask-plate assembly; that its mask needn't be stretched, introducing many complexities; that it's far simpler to scan curved surface than flat; that exhaustion of bulb is much more painstaking with RCA tube than with CBS's, results in more rejects; that CBS can get bigger picture with shorter tube; that CBS tube is less susceptible to overload damage, etc.

Since placement of phosphors on faceplate is obviously desirable, if practical, we asked other tube makers why they haven't done it. Answer of one very experienced engineer: "It's far cheaper, quicker and easier to print the dots on a flat surface than to use a photographic process to put them on a curved screen. Then, there's only a small percentage advantage in scanning a curved surface instead of a flat one. Furthermore, it just isn't true that a bigger tube with a flat plate needs to be much longer. A 21-in. tube with a flat plate is about the same length as the 15-in. But the CBS tube is much lighter; that's certainly desirable."

"It's another step, probably forward," said another expert. "I don't say that it's a big one. The real need is to get rid of those dots altogether."

And RCA v.p. Ewen Anderson, addressing licensees Oct. 7, said: "The only difference is that the phosphor dots are on the rear of the faceplate instead of on a separate plate directly behind the faceplate. Following RCA's lead in adopting a 15-in. glass envelope, this tube is also enclosed in a 15-in. glass bulb and uses the principle of a faceplate sealed in with metal rings. As this tube uses the basic principles of RCA tri-color tube, it should -- if it functions satisfactorily -- work in the all-electronic compatible color receiver developed by RCA."

Tube specifications: 18½ lbs., 26½-in. long, 15¼-in. diameter, 11½-in. screen, 45-degree deflection, 750,000 color phosphor dots. Voltages: anode 20,000, convergence electrode 9300, focus electrode 3100. Anode and convergence voltages must be maintained within 2%. Competing engineers say they're surprised at small usable screen area (about 104-sq. in.) and small deflection angle.

The real trick in CBS tube is photographic process of putting dots on face. One colored phosphor is settled over entire screen and a photosensitive material is placed over it. Then, with curved shadow mask serving as negative, a point source of light is directed at the screen, fixing dots; rest of phosphor is washed away. Process is repeated for other 2 colors. Theoretically, this should result in perfect alignment. The tube is aluminized. CBS-Hytron has experimented with shadow mask of "Photoform" glass produced by Corning, says it has advantages over metal.

Color receivers employed during demonstration had 36 tubes, 4 rectifiers, CBS-Columbia pres. David Cogan told us.

* * * *

CBS's camera was well-kept secret. It's field-sequential, very similar to one used previously. It scans scene vertically, v.p. Dr. Peter Goldmark said, feeds signal to "Chromacoder" which converts output to NTSC specifications. Chromacoder has CR tube, dichroic mirrors, 3 pickup tubes. CBS officials didn't describe principles of the new device, but it's presumed to employ storage tubes. Other engineers say they've tried the idea through the years, always found it wanting, producing more problems than it solves. One big drawback has been proper storage tube, which CBS may now have. Said one expert: "Never discount Goldmark."

Advantages of this pickup equipment, CBS says, are in initial costs, operating expenses and simplicity. CBS camera costs \$30,000 vs. \$65,000 for RCA 3-image

orthicon camera. One coder, costing \$34,000, is enough to handle any number of cameras. CBS says device will produce these savings: (1) For network operation using 100 cameras, \$9,690,800 for CBS equipment, \$13,500,000 for 3-tube camera gear. (2) For large station with 8 cameras, \$1,455,300 vs. \$1,694,000. (3) For medium station with 4 cameras, \$781,000 vs. \$874,500.

Estimating annual tube replacement costs, CBS says a network would spend \$1,818,000 with CBS equipment, \$6,650,000 with 3-tube cameras; station with 8 cameras \$191,300 vs. \$382,500; station with 4 cameras \$173,500 vs. \$266,000.

GE will produce the equipment, Stanton said. We asked him if his affiliates would be able to keep up with NBC's in equipping themselves for color. "It depends on GE," he said. "If they can produce, our affiliates will do all right. If our affiliates depend on RCA, they won't."

Camera is same size as black-&-white, employs whirling disk, is one-fourth the weight of RCA camera, CBS says.

* * * *

Color show was sent to many stations throughout country, all of which sent it out in black-&-white. Black-&-white version was acceptable on monochrome sets standing beside color receivers at Waldorf-Astoria, but quality was considerably below that produced by RCA. We sat in front row, 12-15 ft. from sets, thought pictures below the quality of ordinary black-&-white. Our staff, watching program in Washington, said quality was considerably down from ordinary monochrome.

Variety program was produced with CBS's customary flair for showmanship. Emceed by Ed Sullivan, it featured Carmen Miranda, Gene Autry, dancers Gwen Verdon and Nanci Crompton, Kajar the magician, singer Polly Bergen. Autry and rodeo group performed in Central Park. Carmen Miranda's fruit-salad hat came through quite well at times, and we considered Polly Bergen's number most effective. Outdoor pickup averaged poorer than studio show. Resolution was way down and we noted considerable misregistration -- despite CBS's claims one-tube camera produces almost none.

UHF's THIRD QUARTERLY 'REPORT CARD': Give 'em good programming which isn't duplicated on any nearby vhf station -- that continues to be key to success in uhf.

If there's any doubt remaining, it should be dispelled by American Research Bureau's third survey of uhf-vhf markets -- which goes out to ARB clients next week. New survey covers more than 50 cities with uhf stations, and includes for the first time the big-city uhf markets which opened during the summer.

Its results fortify the conclusions we drew from the April survey of 11 uhf cities (Vol. 9:24) and July survey of 32 cities (Vol. 9:26) -- namely that build-up of uhf circulation generally has direct and calculable relationship to: (1) number and quality of vhf signals available in area; (2) length of time uhf station has been on air; (3) amount and quality of local programming.

There's another factor involved, and it shows up particularly in cases which appear to be "exceptions" to these rules: It's good, hard promotion -- which always seems to pay off in uhf conversions, even in areas well saturated with vhf.

* * * *

Latest ARB survey was made Sept. 15-Oct. 1 on basis of 1000 phone calls in each area. Viewers were asked to identify each station they could receive. Report gives percentage figures on vhf saturation, uhf saturation, channels received and channels viewed most in each community. Because survey was conducted privately for ARB clients, we can't disclose city or station identities, but ARB has permitted us to study survey carefully and report the highlights as we see them:

"Conversion problems are over" in 11 uhf cities (excluding Portland, Ore., which wasn't surveyed); that is, 85% or more of the sets in use in these cities can receive uhf. Eight of these cities had passed 85% mark in July survey. The 3 new ones include 2 which went on air since July 1. Of the 11 "converted" cities, 9 are beyond "easy reception range" of any vhf station. The other 2 cities can readily receive good signals from 1 and 2 nearby vhf stations.

Four more cities are 80-85% "converted". In 9 others 50-75% of sets can re-

ceive uhf. Another 25 cities have less than 50% conversion, and all of these can get good reception from at least one vhf station; nearly all had high vhf saturation before uhf came to town; 11 of them didn't get uhf until July 1 or later.

At very bottom of ladder, the 8 cities with less than 10% conversion include 4 which got uhf after July 1. Residents of 3 of these 8 cities get good reception from at least 3 vhf stations.

But all uhf markets are moving forward. In every city measured in July survey and remeasured in latest one, there was increase in ratio of uhf sets to vhf-only sets. Total of 23 cities were remeasured, those with 85% conversion or more in July survey eliminated. Increase varied widely -- from .1% to 28% -- but average rise was more than 10 percentage points. At same time, average increase in total TV saturation in same cities was less than 3% -- proving that even in "older" uhf markets viewers are converting existing sets to uhf and trading in old vhf-only sets much faster than brand-new viewers are buying their first sets.

Demand for conversions and new sets in big-city markets apparently is still outstripping servicemen's ability to install them. In one of larger cities, ARB's researchers found that for every home in which uhf signal could actually be received there was another which had uhf receiver or converter on hand awaiting installation, or being installed. Same pattern may hold true for other cities which got first uhf stations this summer.

NEW STARTERS MAINTAIN ONE-A-DAY PACE: Seven more stations reported test patterns on air this week -- 4 in new TV cities -- bringing total TV stations on air at week's end to 284. Of post-freeze stations on air, there are now 88 vhf, 88 uhf.

Exactly 75 stations have gone on air in the 70 days since Aug. 1, a little better than the one-a-day we predicted for rest of year (Vol. 9:36). Our "upcoming" file indicates plenty more starters are imminent. This week's new stations:

KIEM-TV, Eureka, Cal. (Ch. 3), in extreme northern part of state, began test patterns Oct. 9 from GE transmitter, using temporary antenna atop transmitter house while awaiting 3-bay GE. Station is owned by veteran broadcaster Wm. B. Smullin, who owns 50% of KBES-TV, Medford, Ore. (Ch. 5), which made its debut July 14. A non-interconnected affiliate of all 4 networks, it has base hour rate of \$150. Gen. mgr. is John G. Bauriedel. Rep is Blair.

WSVA-TV, Harrisonburg, Va. (Ch. 3) brought first local signal to Virginia's Shenandoah Valley when it began tests at 4 p.m. Oct. 9. It goes commercial next week with CBS & DuMont programming, at \$200 base hour rate. GE 5-kw transmitter and antenna on 300-ft. Stainless tower are located atop 3000-ft. Big Mt., near Endless Caverns in center of valley. Antenna is 2131 ft. above average terrain, which owner-gen. mgr. Frederick L. Allman says is "highest antenna above average terrain in the state." Power output is 8.3 kw, maximum permitted by FCC at that height. Allman says station's main service area extends from Winchester to Lexington, Va., his site being about 100 air miles from stations in Washington, Richmond and Roanoke. Robert Harrington is commercial mgr.; Warren Braun, chief engineer. Rep is Devney & Co.

KIVA, Yuma, Ariz., (Ch. 11), turned on test juice at 6:05 p.m. Oct. 8, goes commercial about Oct. 15, opening new area extending into California's Imperial Valley and Mexicali section of Mexico. Studio, 5-kw DuMont transmitter and RCA antenna are in Kiva, Cal., 7 miles west of Yuma. Arizona's fifth station, it's affiliated with DuMont, has \$200 base rate. Principal owner is G. Park Dunford, fertilizer manufacturer, who is station's operations v.p. Gen. mgr. is Walter Styles, who built Phoenix's KPHO-TV and Tucson's KOPO-TV, program mgr. is Robin Adair, chief engineer is J.H. Fleet. Rep is W.S. Grant Co.

WACH, Newport News, Va. (Ch. 33) became third station and second uhf in the Norfolk-Portsmouth area when it began tests at 1 p.m. Oct. 6, programming at 6 p.m. same day from Federal transmitter and Workshop antenna located at downtown studio site. "Dealers, distributors, viewers universally raving over strength, quality and clarity of our signal; deluged with phone calls and mail saying same," wires gen. mgr.-chief engineer Frederick Clair. Area's other uhf, WVEC-TV (Ch. 15) began tests Aug. 15, started programming Sept. 19 as basic NBC outlet, same day that pre-freeze

WTAR-TV (Ch. 4) switched affiliation from NBC to CBS. Area's third grantee, WTOV-TV (Ch. 27), plans to begin this month. With no network affiliation, WACH's initial programming is on film, with base hour rate of \$200. Grantee also owns radio WHYU, principal stockholder being John Doley. Etoyse Patterson is commercial mgr.; Thomas O. Bradshaw Jr., operations mgr. Rep is Avery-Knodel.

WTAP, Parkersburg, W.Va. (Ch. 15) turned on test patterns in new TV area at 2 p.m. Oct. 8 from RCA transmitter on Dole's Knob, Constitution, O. It's second uhf in W.Va., will serve area including Marietta, O., across Ohio River, is 42.5% owned by Howard L. Chernoff, mgr. of San Diego's KFMB-TV. Pres. & gen. mgr. is Ted Eiland, ex-program director, WSAZ-TV, Huntington, W.Va. Sales mgr. is James F. Cox; program-production mgr. Don Painter, chief engineer George W. DeBlieux. Base hour rate is \$150. Rep is Forjoe.

WIFE, Dayton, O. (Ch. 22), first uhf in market with 2 pre-freeze stations, turned on test pattern at 2:55 p.m. Oct. 3, using GE 12-kw transmitter. Dayton's 2 vhf stations -- WHIO-TV (Ch. 7) & WLWD (Ch. 2) -- both have been on air since 1949. Ronald B. Woodyard, pres. & gen. mgr., and Loren M. Berry, v.p., hold principal ownership in grantee corporation, which is licensee of Dayton's radio WONE. Woodyard & Berry also own Pittsburgh grantee WTVQ (Ch. 47), whose sale to Edward Lamb awaits FCC approval (Vol. 9:30). New Dayton outlet is DuMont affiliate, has \$300 base rate. Staff under Woodyard includes commercial mgr. Roger J. LaReau, program mgr. Del Shook, chief engineer Joseph Gill. Rep is Headley-Reed.

WTSK, Knoxville, Tenn. (Ch. 26) began daily test patterns this week after first one-hour test Oct. 1, following by about a week its vhf competitor WROL-TV (Ch. 6), which turned on power Sept. 24. Equipped with 17-kw Federal transmitter and Workshop antenna at same location as studio on Sharps Ridge, 3 miles north of center of city, station plans to begin CBS & DuMont programming Oct. 18 via kinescope, reports "clear pictures throughout metropolitan area" and as far as Athens, 50 miles south. Station is owned 80% by oil producer W.R. Tuley; 20% each by Harold H. Thoms, owner of WISE-TV, Asheville, N.C., and J. Horton Doughton, who with Thoms is part owner of grantees WAYS-TV, Charlotte & WCOG-TV, Greensboro, N.C. Harold B. Rothrock, ex-Washington consulting engineer, is v.p.-gen. mgr.; Jay Miller, Jerry Danziger and Peter Fenelly, all formerly of WTTV, Bloomington, are production mgr., program mgr. and chief video technician, respectively; Guy L. Smith 3d, commercial mgr.; Joe Broyles, chief engineer. Hour rate is \$250. Pearson is rep.

2 CPs, DEBUT OF PROVIDENCE STATION DELAYED: FCC issued 2 CPs and 2 initial decisions this week and, in unique action, ordered WPRO-TV, Providence (Ch. 12) to postpone its start pending disposition of protest filed by Providence grantee WNET (Ch. 16).

The week's CPs: Terre Haute, Ind., WTHI, Ch. 10; Madison, Wis., Wisconsin State Radio Council, Ch. 21 (educational). Initial decisions favored: WSFA, Montgomery, Ala., Ch. 12; Alf M. Landon (WREN), Topeka, Kan., Ch. 42.

WTHI's CP was made possible by dropout of competitor John R. Figg, but it's subject to final court decision on appeal of WSAL, Logansport, which contests the allocation of Ch. 10 to Terre Haute. Alf Landon, Republican presidential candidate in 1936, was favored in initial decision when competing R.F. Schoonover dismissed. WSFA, Montgomery, became free for grant after FCC ruled competitor Wm. Benns tried to amend his application too extensively and too near hearing time.

Commission decision to hold up WPRO-TV's on-air debut climaxed hot allegation by WNET that big "pay-off" of \$205,500 was involved in dismissals of 2 applications which paved way for CP, countered by WPRO-TV's answer that not only was no skulduggery involved but that WNET hasn't moved a muscle to build since getting CP April 8. Comr. Doerfer dissented, said Commission ought to get station on the air first, listen to argument later. If protestant really had public interest at heart, he said, "he would himself have made substantial progress in the construction of facilities to implement the grant made to him almost 6 months ago."

FCC acted quickly on Hearst's petition to add Ch. 6 to Whitefish Bay, Wis., just north of Milwaukee (Vol. 9:40), initiating rule-making to put plan into effect. It also scheduled another hearing: San Jose, Ch. 11, Nov. 6.

GENERAL ELECTRIC shipped 6 uhf transmitters to upcoming stations this week. Shipments included 12-kw units to KACY, Festus (St. Louis), Mo. (Ch. 14); KCOK-TV, Tulare, Cal. (Ch. 27), and KTVQ (Ch. 25) & KMPT (Ch. 19), both in Oklahoma City. Latter 3 stations have already received GE 100-watt driver units. Also shipped were 1-kw transmitter to KQTV, Ft. Dodge, Ia. (Ch. 21), which received 100-watt unit week of Sept. 24, and 100-watt transmitter to WJHP-TV, Jacksonville, Fla. (Ch. 36). GE reports orders for 12-kw uhf transmitters from Lawrence A. Harvey for his KPIC, Salem, Ore. (Ch. 24), and his KBAY-TV, San Francisco (Ch. 20), both for Nov. delivery. Former already has RCA 1-kw transmitter.

RCA's only shipment this week was 10-kw transmitter to KOAM-TV, Pittsburg, Kan. (Ch. 7).

DuMont shipped no transmitters this week, but has scheduled 1-kw unit for WNOW-TV, York, Pa. (Ch. 49), next week, and 5-kw transmitter for KBOI, Meridian, Ida. (Ch. 2), in "week or 10 days."

Federal reports shipment this week of 7.5-kw transmitter to WWTW, Cadillac, Mich. (Ch. 13).

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

WCIA, Champaign, Ill. (Ch. 3), has 25-kw RCA transmitter on hand, plans Oct. 26 tests, goes commercial Nov. 15 with CBS and DuMont programs, reports gen. mgr. Harry Y. Maynard. Hour rate will be \$350. Hollingbery will be rep.

WUNC-TV, Chapel Hill, N. C. (Ch. 4), last week's educational grant to U of North Carolina, hasn't ordered equipment yet, but has Sept. 1954 target, according to director of television Robert F. Schenckan. Facilities will include a mobile unit as well as studios at Chapel Hill, State College, Raleigh, and The Women's College, Greensboro—each with 2 cameras and film chain—linked by microwave to Chapel Hill transmitter.

KOMO-TV, Seattle (Ch. 4), 25-kw RCA transmitter on hand, has Ideco tower on Queen Anne Hill nearly ready for RCA 6-bay superturnstile antenna, will begin testing in Nov., according to v.p. & gen. mgr. Bill Warren. Coaxial hookup is now being made for Dec. 11 commercial debut as NBC basic outlet. Special week-long promotion began at Bon Marche Dept. Store on Oct. 12 during which beauty demonstrations, style shows and films are telecast via closed circuit to 40 TV sets placed throughout the store, including one in display window. Rate will be \$700, rep Hollingbery.

WHIEC-TV and WVET-TV, Rochester, N. Y. (Ch. 10), share-time grantees, got new transmitter building completed 12 days ahead of schedule, now have advanced tests to "somewhat earlier" than Oct. 21, go commercial Nov. 1. Combined stations will begin with 5-kw GE transmitter, as primary CBS-TV affiliates, alternating every 24 hours (Vol. 9:33). Next spring, they plan shift to 20-kw GE transmitter with first vhf helical antenna, now being built by GE, to be mounted on WHAM-TV (Ch. 5) tower. Hour rate will be \$700. Bolling will represent WVET-TV. Everett-McKinney will be WHIEC-TV rep.

KPIC, Salem, Ore. (Ch. 24), 1-kw RCA transmitter on hand, reports delay in RCA antenna delivery, now plans early Nov. tests from Silverton Hills site, according to v.p. Joseph Brenner, ex-FCC attorney, now practicing in Los Angeles. Owner Lawrence A. Harvey, attorney, is son of Leo Harvey, pres. Harvey Machine Co., Torrance, Cal. (aluminum & brass products) and also owns KBAY-TV, San Francisco (Ch. 20), which has Nov. target and is Ch. 34 applicant in Los Angeles. KPIC rep not yet chosen. Other Salem CP was granted Sept. 30 to KSLM-TV (Ch. 3), plans not reported as yet.

KBIC-TV Sacramento, Cal. (Ch. 46), GE equipment on order, may change transmitter site to hillside near city, probably won't get on the air this year, according to owner John H. Poole. Decision followed reports on coverage obtained by KMJ-TV (Ch. 24) which has tower high on hill near Fresno. Recently, Mr. Poole decided to push completion of his Fresno grant, KBIF-TV (Ch. 53), which now has 12-kw GE transmitter, ahead of his uhfs for Los Angeles and Sacramento. KBIC-TV rep not yet chosen.

WWTW, Cadillac, Mich. (Ch. 13), still plans late Nov. start, but with temporary 450-ft. tower supplying 500-ft. radiation center for Federal transmitter, reports gen. mgr. L. T. Matthews. Tower manufacturer was unable to meet commitments and 1200-ft. tower is now scheduled to go up next spring. Owner is Sparks-Withington Co., manufacturer of Sparton TV-radio sets with headquarters in Jackson, Mich. Allen W. Daubendick is chief engineer; Keith L. Adams, program director; Donald F. Cunningham, news film director; W. C. Heisler, education & public service director. Weed will be rep.

KMPT, Oklahoma City (Ch. 19), GE 12-kw shipped this week, already has 100-watt unit, plans Oct. 15 tests from "southwest's tallest tower," 960-ft. above av. terrain and 2138-ft. above sea level, according to asst. mgr. Monty Wells. Hour rate will be \$400. Rep will be Bolling. Also imminent is other GE-equipped Oklahoma City grantee KTVQ (Ch. 25).

Station Accounts: Nearly \$3,000,000 in fall sales is reported by DuMont flagship WABD, with \$1,330,894 sold during last 3 weeks. Among its 46 new sponsors, 36 are national accounts. Food advertisers account for 38.3%; drugs 17%; politicals 8.5%; home appliances and automotive 6.4%; oils, lubricants and breweries 4.3%; tobacco 2.1%; miscellaneous 10.6% . . . WENS, Pittsburgh's new Ch. 16 outlet, also is doing well commercially, reports v.p. Larry Israel; besides 25½ hours of ABC & CBS, 20 hours of local programming, 54 local commercials, it lists these national spots: Sun Oil, Virginia Dare Wines, Motorola TVs, Bulova, Benrus, Grennan Bakeries, Ben Gay Medicants, Alliance Tenna-Rotor, Prestone, Rival Dog Food, Cavalier & Viceroy Cigarettes, Pacquins Hand Lotion, Max Factor Creme Puff, Northern Tissue, Sunkist, Rol-rite Pens . . . WOR-TV, which returns to air Oct. 12 with 4-11 p.m. schedule following shutdown during IBEW strike, has lined up \$750,000 in new and returned business, among them prize-winning *Broadway TV Theatre*, sponsored by Nash Dealers of N. Y. and Sun Oil Co., thru Geyer and Ruthrauff & Ryan . . . WGLV, Easton, Pa. (Ch. 57), re-

ports 50% of available spots sold out in 7 weeks it's been on air, with 30 national advertisers, according to mgr. Richard W. Hubbell . . . Rare on TV, classical music show *Great Music* resumes for 4th consecutive season on WPTZ, Philadelphia, sponsored by Fidelity-Philadelphia Trust Co., Sun. 12:30-1 p.m., thru Gray & Rogers Adv.; it features Guy Murriner, Franklin Institute music director, discussing works of composers with guest artists . . . National Carbon Co. (Prestone anti-freeze) to sponsor N. Y. area election coverage Nov. 3 on WCBS-TV, thru Wm. Esty Co. . . . B. Altman & Co. to sponsor *Fashions in Sewing* on WABC-TV, Thu. 1-1:30 p.m., thru Kelly Nason Adv. . . . Ohio Bell Telephone Co. sponsors weekly historical drama, *The Ohio Story*, thru McCann-Erickson, on 6 Ohio stations: WXEL, Cleveland; WBNS-TV, Columbus; WHIO-TV, Dayton; WSPD-TV, Toledo; WKBN-TV, Youngstown; WHIZ-TV, Zanesville . . . Flexlet Watch Bands sponsors weekly *Public Prosecutor* on WFAA-TV, Dallas, thru Ben Sackheim Inc., N. Y. . . . Drake America Corp. (Rountree's Dairy Box chocolates) expands fall TV-radio promotion in 13-week campaign in all major markets.

Telecasting Notes: Advertising outlays this year will be about 10% above 1952 levels—even if predicted dip in business occurs. That's forecast of Eldridge Peterson, editor of *Printers' Ink*, whose advertising figures are generally accepted by industry. He said 1953 advertising bill, national and local, will come to \$7.7 billion, possibly as high as \$8 billion . . . Network TV outstripped all other media in advertising gains in August over August 1952, with 28% increase, *Printers' Ink* reports. Total ad volume was 11% higher for all media than in same 1952 week, with network radio's gain 4%, magazines 4%, newspapers 14%, outdoor 3%, business papers 5% . . . TV talent costs are at all-time high, reports Oct. 7 *Variety*, which says 4 of the 5 top-spending variety shows have had to boost their weekly budgets \$10,000-\$15,000 each above last year. These 5 shows—*Colgate Comedy Hour*, *Show of Shows*, *Milton Berle* (Buick), *Toast of the Town* (Lincoln-Mercury), *Jackie Gleason*—cost total of more than \$300,000 weekly for talent and production (excluding time); including network time charges they'll cost \$24,000,000 for 39 weeks, reports *Variety* . . . What to do about TV is one of magazine industry's major problems, *Tide Magazine* quotes publishing analyst Martin Roston of New York's Arnold Bernhard & Co. (investments). "For many publishing companies," he says, "TV poses a threat to survival itself," adding that in a period of "hard sell" TV will be preferred over magazines as advertising medium because it's "fast sales-producing medium," and that color TV will further injure magazines by attracting more cosmetic and fashion advertisers . . . NAM's weekly TV film series, *Industry on Parade*, begins fourth year with claim it's telecast by more stations than any other program—one in each of 125 markets—plus stations in 9 foreign countries through Voice of America; formerly filmed by NBC, since Oct. 1 it has been produced by new Arthur Lodge Productions Inc., 550 Fifth Ave., N. Y.; Lodge was producer of NAM's series for NBC . . . TV boosts radio in new NBC campaign; o-&o stations to use announcements plugging new NBC-radio shows and local NBC-AM out-

Personal Notes: George Burbach, gen. mgr. of *St. Louis Post-Dispatch's* KSD-TV & KSD, was honored by stations' staff this week at party on his 40th anniversary with newspaper . . . Leland Matthews, ex-asst. to Sparks-Withington pres. and onetime *Jackson* (Mich.) *Citizen-Patriot* staffer, appointed station mgr. of Sparton Radio's WWTW, Cadillac, Mich. (Ch. 13), due in Nov. . . . Barton K. Feroe named station mgr., WDEL-TV, Wilmington, Del., succeeding Gorman Walsh . . . Jerry Burns named TV director, Wm. Connelly sales director, of upcoming KOOL-TV, Phoenix (Ch. 10) . . . F. J. Brott named engineering director, S. D. Bennett chief TV engineer, Paul Morris technical coordinator of upcoming KOMO-TV, Seattle (Ch. 4), due in Nov. . . . Shaun Murphy, ex-WTVE, Elmira, N. Y., appointed commercial mgr. of upcoming KCRI-TV, Cedar Rapids (Ch. 9) . . . Lee Kerry resigns as promotion mgr. of KPHO-TV & KPHO, Phoenix, to join Bill Burton, station's former exec. producer, in Los Angeles talent management venture . . . Dixon Lovvorn, ex-WHAS-TV, Louisville, named production supervisor of upcoming WIS-TV, Columbia, S. C. (Ch. 10), due in late Oct. . . . George Ross, ex-W. S. Grant, appointed national sales mgr. of new KHSL-TV, Chico, Cal. (Ch. 12), with new offices in Central Tower Bldg., San Francisco . . . Donald P. Wise, ex-WBZ-TV, named chief engineer of upcoming WWOR-TV, Worcester (Ch. 14) . . . Lawrence L. Shenfield, co-founder of Doherty, Clifford, Steers & Shenfield, retires as chairman, will continue to serve as consultant . . . Howard Gordon, ex-Diamond Adv., San Francisco, appointed production mgr. of upcoming WPPA-TV, Pensacola, Fla. (Ch. 15) . . . S. J. Frolick named director

lets, keyed to out-of-home listening: "Wherever, whenever you listen to radio, listen to NBC radio" . . . Mayoralty candidates in hot New York race using TV in big way; 4 major contenders said to have some \$250,000 earmarked for TV-radio, with about 75% of that going for TV . . . Hour-long telecast marking 40th anniversary of B'nai B'rith Anti-Defamation League to be carried by all networks Nov. 23 7-8 p.m. from Washington, staged by Rogers & Hammerstein and with President Eisenhower, Bernard Baruch, Eleanor Roosevelt among guests . . . Truce in bitterness between NBC and Norfolk's WTAR-TV, which switched from NBC to CBS: NBC okayed World Series for WTAR-TV as well as area's NBC affiliate uhf WVEC-TV, and WTAR-TV thanked RCA-NBC chairman David Sarnoff in full-page ads . . . ABC film syndication div. under v.p. George T. Shupert, acquires distribution rights to *Racket Squad* (96 episodes) and *Playhouse*, formerly *Schlitz Playhouse of Stars* (26) . . . O. Henry stories go on TV film in next few weeks for national sponsorship in series of 39 half-hour films, Gross-Krasne productions having acquired TV rights to the 240 O. Henry stories from Doubleday & Co. . . . New twist in open-end TV films: Charles Michelson Inc., radio transcription firm, enters TV field in Jan. with *Capsule Mysteries*, series of 5-min. films for local sponsorship, with series' star John Ridgely to appear in commercials tailor-made for local sponsors who order series before filming is completed . . . Peabody awards entry blanks and descriptive material available this month from Dean John E. Drewry, School of Journalism, U of Georgia, Atlanta; closing date for 1953 entries is Jan. 9, 1954 . . . WJAR-TV, Providence, releases Rate Card No. 6, effective Oct. 1, raising Class A hourly rate from \$850 to \$1000, 1 min. or 20 sec. spots from \$50 to \$160 . . . WROW-TV, Albany (Ch. 41), due on air shortly, publishes Rate Card No. 1, effective Oct. 1, establishing Class A hourly rate of \$250 . . . Upcoming KANG-TV, Waco (Ch. 34) sets Class A hourly rate of \$150 in Rate Card No. 1, effective Sept. 1.

of TV-radio commercial dept., Fletcher D. Richards Inc. . . . Carl Cooper, international v.p. of International Alliance of Theatrical Stage Employes (IATSE), elected pres. of Hollywood AFL Film Council; Ralph Clare re-elected v.p., Edwin T. Hill, treas. . . . Fred M. Farha will be commercial mgr., Douglas Carruth program director of upcoming KMPT, Oklahoma City (Ch. 19) . . . O. K. Garland named chief engineer, Wm. B. Shell program director of upcoming WJHL-TV, Johnson City, Tenn. (Ch. 11) . . . David E. Partridge, ex-gen. sales mgr. for Crosley TV stations, named adv. & sales promotion mgr., Westinghouse Radio Stations, succeeding late W. B. McGill.

Oswald F. Schuette, 71, ex-newspaperman who successfully directed attack on setup of RCA as originally organized by GE, AT&T, Westinghouse and General Motors, died Oct. 8 of heart attack at Washington's National Press Club. Acting for group of radio manufacturers, he led fight that resulted in anti-trust consent decree of 1932 which left RCA an independent corporation. Schuette had been an extremely active newsman, was last reporter to leave Berlin after war was declared in 1917, served as president of National Press Club in 1913.

Newly elected officers of SMPTE announced at New York convention: Axel G. Jensen, Bell Telephone Labs, engineering v.p.; Barton Kreuzer, RCA, financial v.p.; George W. Colburn, George W. Colburn Lab Inc., treas. New members of board of governors: F. N. Gillette & G. C. Misener, eastern district; R. O. Painter & R. H. Ray, central district; L. D. Grignon & R. E. Lovell, western district. Herbert Barnett is president.

TV PRODUCTION UP, INVENTORIES DOWN: Most gratifying feature of TV picture is not only high production level but fact that inventories have fallen correspondingly. Little-noticed in acclaim for high output, inventories at all levels fell average 10% in both Aug. and Sept., stood at slightly above 500,000 at factory at end of Sept., with RETMA spokesman estimating about 1,400,000 TVs in all pipelines.

It's important evidence of healthy status of TV trade, as sales eat into production, not only in new markets but in big pre-freeze markets as well. In fact, RETMA spokesman attributed upsurge in old-market sales as one of biggest factors contributing to declining inventories. He ventured the opinion that second-set and replacement markets were finally taking hold as a factor to be reckoned with.

Happy situation was duly noted this week by Sylvania pres. H. Ward Zimmer. Speaking at cornerstone-laying of Sylvania's new TV plant at Batavia, N.Y., he said good inventory condition resulted from greater coordination between factory, dealer and distributor in keeping inventories at bare minimum, added:

"Like any relatively new industry whose products obtain unprecedented public acceptance, the TV industry has had its share of growing pains. In 1950 and 1951, for example, factory production got out of line with demand, and the industry succeeded in producing its own recession.

"Now that better information is available and is more effectively studied and utilized, the possibilities of the industry and the ultimate consumer getting out of phase with one another have been considerably decreased."

Radio inventories present a different picture. They have been rising slowly in last 2 months, standing at about 660,000 at factory level at end of Sept. and the prospect is that some cutbacks in production in fourth quarter may be necessary to head off possibility of "dumping" in first quarter of next year.

* * * *

Coupled with low TV inventories has been continuing high production. Output for 9 months ended Oct. 2, including 5-week Sept., was about 5,590,000, compared to 3,670,591 in first 9 months of 1952. Notwithstanding possibility of some TV output cutback in final quarter, total 1952 production of 6,096,279 seems likely to be surpassed by end of Oct., leaving 2 full months, including 5-week Dec., to shoot for 1950's record production of 7,463,800. It's doubtful that production this year will beat that record, most industry "guesstimates" now ranging from 7,000,000 to 7,200,000. Nine-month output in 1950 was 5,028,200.

Earlier fears of overproduction seem to be pretty well shot. No major TV manufacturer plans to cut back in the final quarter, though some smaller companies, notably Hallicrafters, have announced moderate reductions in output. Motorola, for one, has scheduled 25-30% increase in production over 4th quarter of 1952. Spokesman said third-quarter Motorola sales were 25% above same period last year.

Some companies are already announcing plans for next year. Sylvania, DuMont & Magnavox all anticipated increased TV production in 1954 in statements this week.

* * * *

TV production totaled 170,685 (8483 private label) week ended Oct. 2, up from 161,995 preceding week and 158,726 week ended Sept. 18. It was year's 39th week, final week of third quarter by RETMA calculations, and brought Sept. output to about 790,000 and quarter to about 1,710,000.

Radio production totaled 250,399 (82,518 private), down from 266,307 in the week ended Sept. 25 and 259,681 week before. It brought Sept. production to about 1,300,000 and quarter output to approximately 3,000,000. Radio output for year to date totaled about 10,200,000.

Topics & Trends of TV Trade: Federal Trade Commission's draft of trade practices for TV-radio industry moved no closer to adoption at what was supposed to be final hearing Oct. 8 and after all-day wrangling which saw discussion on only 11 of 29 rules in FTC's final draft (Vol. 9:37), session was adjourned until Dec. 7.

FTC hopes for quick adoption were jolted at outset of hearing when RETMA pres. Glen McDaniel asked for postponement until Dec. 7 to allow more time to study impact of color and recent resurgence of high-fidelity on trade rules. He said color provisions in final draft are the same incorporated in first draft in 1951 and are now obsolete, added final draft should also include definition of high-fidelity, on which RETMA committee is currently working.

Settlement was further delayed when attorney Wm. A. Roberts, representing DuMont Labs, interposed several objections, principally to wording of cabinet styling and labeling of used CR envelopes. McDaniel said Roberts' objections came as surprise to him, later explained that DuMont had been unrepresented on RETMA's industry committee working on problem since DuMont adv. mgr. Douglas Day resigned in July, added he hoped for replacement soon to present united front.

Greatest opposition came on Rule 6, in which FTC proposes to prevent deception in composition of TV-radio cabinets, noting misuse of "mahogany." McDaniel objected to rule as too sweeping, asked additional time to offer amendments. Spokesmen for furniture industry also objected to it and demanded complete rewording of rule, with specifications for each type of wood.

Biggest fight at Dec. 7 hearing is likely to center on controversial "Rule 33" banning discriminatory prices, discounts and other allowances on all levels of TV-radio merchandising. This rule, crux of Robinson-Patman Act, was included in first 2 FTC drafts, but was subsequently made an appendix on McDaniel's recommendation. It's known that National Electronic Distributors Assn. plans to renew its fight to get it returned to body of rules.

* * * *

Anti-trust consent judgment against GE and International General Electric Co. was entered Oct. 7 in Federal Court at Trenton in settlement of 8-year-old complaint charging companies entered into illegal cartel agreements with foreign concerns in several European and Asiatic countries for manufacture and distribution of electrical equipment. Consent judgment requires elimination of all restrictive agreements and provides that GE must license, on a "reasonable royalty and non-exclusive basis," the 600-odd U. S. patents relating to electrical equipment it acquired under cartel pact.

In another anti-trust case, a judgment was filed Oct. 4 by Federal Judge Philip Forman in Trenton against General Instrument Corp., Radio Condenser Co., Camden, N. J., Variable Condenser Corp., Brooklyn, and Condenser Development Corp., Newark. Judge found defendants had engaged in an "unlawful combination and conspiracy in restraint of trade and commerce in variable condensers," enjoined them from "limiting, restraining or preventing the sale of tools, dies, fixtures or jigs used in manufacture of variable condensers" and ordered dissolution of Condenser Development within 60 days.

Howard W. Sams & Co., big publishers of electronics service and technical data, to build new \$200,000 plant at 23rd St. & Sutherland Ave., Indianapolis, to consolidate all printing, warehousing and shipping operations now conducted in 5 different locations in city. Its administration, sales, engineering and analytical work will continue at company's main plant at 2201 E. 46th St. New 38,000-sq. ft. building is expected to be completed by April 1, 1954.

Trade Personals: Frank P. Barnes, ex-sales mgr. of broadcast equipment, promoted to marketing mgr. of GE's new commercial equipment dept. (Vol. 9:40), C. Graydon Lloyd named engineering mgr., Glenn R. Lord manufacturing mgr. . . . Robert C. Tait, Stromberg-Carlson pres., elected to board of newly-organized Electronic Control Systems Inc., 2138 Westwood Blvd., Los Angeles, headed by Leonard Mautner, ex-mgr. of DuMont TV transmitter div. . . . G. S. Perkins appointed Los Angeles district mgr. GE TV radio dept., replacing H. G. Randolph, named Houston district mgr. . . . Robert T. Shreve, ex-Magnavox, named Fort Wayne regional sales mgr., Capehart-Farnsworth . . . Aaron M. Krakower named mgr. of electronic and high voltage transformer sales, GE specialty transformer dept., Schenectady . . . S. W. Sorensen named defense contract mgr. of Crosley's new west coast office, 215 West 6th St., Los Angeles, reporting to C. G. Felix, gen. mgr. of govt. products . . . Ben Z. Kaplan, ex-adv. mgr. of CBS-Columbia Distributors, N. Y., appointed national sales coordinator, CBS-Columbia, reporting to sales v.p. Harry Schecter . . . Charles C. Kayhart named service training director, Magnavox . . . Harry E. Allen, ex-senior engineer, promoted to govt. products mgr., Jensen Mfg. Co. . . . Brig. Gen. Peter C. Sandretto promoted to technical dir., Federal Telecommunications Labs . . . R. B. Lanskaill named mgr. of govt. contracts administration div., B. J. Sibbold mgr. of engineering products, commercial sales div., RCA Victor Co. Ltd., Canada.

Picture tube sales in first 8 months of year totaled 6,710,440 valued at \$159,385,803 at factory, compared to 2,479,539 worth \$55,338,117 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 72% of sales. Aug. picture tube sales totaled 879,169 worth \$21,736,186, compared to 634,200 at \$15,155,870 in July and 394,605 at \$8,913,358 in Aug. 1952.

Receiving tube sales in first 8 months totaled 308,222,911 valued at \$210,533,254, compared to 211,269,893 at \$151,864,441 in same 1952 period. Of sales, 209,919,663 went for new sets, 76,899,976 replacement, 13,509,646 export, 7,893,626 Govt. For Aug., receiving tube sales totaled 38,600,494 worth \$26,886,528, compared to 24,462,069 worth \$18,243,030 in July and 30,141,536 at \$20,827,635 in Aug. 1952.

Distributor Notes: Philco appoints newly-formed South Alabama Distributors, Montgomery (Herbert F. Levy, gen. mgr.), replacing Walther Bros. Co., whose pres. Joseph P. Walther is retiring . . . Motorola appoints Harry Dooley & Co., 725 L St., Fresno (Harry Dooley, pres.), replacing Kierulff & Co., Los Angeles; Radio Service Laboratory of New England, Portland, opens branch at 703 Pine St., Burlington, Vt. (C. J. Cekutis, mgr.) . . . Crosley-Bendix appoints Carter-McIlroy-Johnson, Seattle (Stewart Carter, pres.), ex-Hoffman Radio distributor; Lone Star Wholesalers, Dallas (Crosley) opens San Antonio branch (W. F. Linville, mgr.) . . . Emerson appoints Appliance Wholesalers Inc., Portland, Me. (Peter A. Anderson, pres.) . . . Sparton appoints Reid Co., Johnstown, Pa. (A. J. Reid, pres.) . . . Stewart-Warner appoints Alamo Distributing Co., San Antonio (H. L. Roper, pres.) and new H. E. Verble Co., 2829 Hamilton Ave., Fresno (H. E. Verble, pres.) . . . Olympic Radio appoints Russ & Dorothy Gray Co., Miami; S. R. Slater, gen. mgr. of Olympic Appliances of New Jersey, elected v.p. . . . Warren-Cannolly Inc., New York (Hallcrafters) now controlled by v.p. Edward L. Frohlich, who acquired majority interest this week . . . Admiral opens factory branch at 700 Union St., Jacksonville, Fla., under gen. mgr. Charles B. Birchwood, ex-State Distribution Co., Jacksonville.

Philco International moved its sales & adv. depts. this week from N. Y. to Philadelphia.

Trade Miscellany: Lacy's, big Washington TV-radio chain (6 stores), filed petition of voluntary bankruptcy in U. S. District Court Oct. 8, listing about 200 creditors, with debts of \$320,000, was given until Oct. 23 to file schedule of assets and liabilities. It was second Washington chain to go out of business in recent months, Phillip's TV having been adjudged bankrupt and its assets purchased by George's, sole remaining chain . . . **Something new in promotions:** CBS-Columbia New Orleans distributor, Interstate Electric Co., piped Mississippi and Louisiana dealers aboard Mississippi River showboat to present its new TV line . . . National Assn. of Music Merchants exec. committee meets Oct. 15-16 at New York's Essex House to consider new assn. projects and finalize membership promotion plans . . . NARDA board to meet Oct. 14 at Louisville's Brown Hotel . . . Los Angeles area TV sales totaled 20,196 in Aug., bringing total sets-in-use to 1,652,206 in area embracing Los Angeles, Kern, Orange, Riverside, San Bernardino, Ventura and Santa Barbara Counties, reports Electrical League of Los Angeles . . . Sales of high-fidelity components will amount to \$70,000,000 this year, and together with phonographs will total \$200-\$300,000,000 next year, predicts RCA Victor v.p. Henry Baker . . . Radio Condenser Co. started production this week in its 90,000-sq. ft. plant at Camden, N. J., for tuner and special apparatus output . . . "UHF AutoBooster," uhf receiver booster made by Industrial TV Inc. (Vol. 9:40), lists at \$49.95.

Hoffman Radio sales for first 9 months totaled about \$39,000,000, up from \$25,728,140 in same 1952 period, estimates pres. H. L. Hoffman in statement this week. At present pace, Hoffman sales for 1953 will exceed \$52,000,000, increase of \$17,000,000 over the \$34,769,201 sales reported for 1952, he said, adding that Sept. sales volume this year was about \$7,000,000, best in company's history, up 50% over Sept. 1952. He also disclosed additional common stock offering may be made next year; it now has 574,726 common shares outstanding but public distribution is limited to 170,000 shares, held by some 3000 investors.

DuMont signed first contract this week with Local 420, International Union of Electrical Workers (CIO), covering 2500 production and maintenance workers at 5 company plants in E. Paterson, Clifton & Passaic, N. J. Two-year contract provides 10¢ hourly wage increase, with additional automatic 5¢ hourly increase on March 4, 1954. On another labor front, members of Hytron Employees Union of Massachusetts rejected offer of average 8¢ hourly boost covering 4000 CBS-Hytron employees in Newburyport, Danvers & Salem, Mass.

New entry in commercial electronics field is Thompson Products Inc., Cleveland, which this week purchased Bell Sound System Inc., Columbus, O. (high-fidelity amplifiers & tape recorders) for estimated \$1,000,000. Thompson, big producer of automotive and aircraft parts, will operate Bell as a subsidiary, will provide capital for expansion of Bell's line. Thompson, which has been making high-frequency electronic components for defense since 1950, appointed Wm. M. Jones, mgr. of its electronics div., as director of Bell operations.

Transvision Inc., New Rochelle, N. Y., specializing in manufacture of coin-operated TV sets which filed Chapter XI petition under Bankruptcy Act in N. Y. Federal Court Sept. 25 (Vol. 9:39), this week filed schedules listing assets of \$998,041, liabilities of \$722,589. Among principal creditors were Croyden Syndicate Inc., \$252,759; GE, \$18,645; Sylvania, \$15,093; Standard Coil, \$11,638.

Federal reduces prices of its TV microwave equipment, distributed by Graybar. Video link has been cut to \$13,000 from \$15,500, associated sound channel equipment to \$3690 from \$4500.

Network Accounts: Big-name shows have resulted in \$20,000,000 annual gross billings for ABC-TV in new fall business, reports v.p. Alexander Stronach Jr. He lists 23 new national advertisers in impressive fall line-up, adds: "That ABC has now established itself as a strong contender in the never-ending race of attracting blue chip sponsors is an established fact. What is more important and the proof of having established itself as a top competitor is our ability to hold these and other sponsors on our roster of national advertisers" . . . Four new sponsors for NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m.: American Maize-Products Co. (Amazo dessert), 18 partic. starting Oct. 27, thru Kenyon & Eckhardt; Magic Chef (ranges), 12 partic. starting March 22, thru Krupnick & Assoc., St. Louis; Brown & Haley ("Almond Roca" candy), 3 partic. starting Nov. 23, thru Honig-Cooper Co., Seattle; Kiwi shoe polish, 16 partic., starting Nov. 9, thru N. W. Ayer . . . Benrus (watches) sponsors *Meet Your Congress*, for 13 weeks, on DuMont, starting Oct. 18, Sun. 1:30-2 p.m. or 4:30-5 p.m., depending on football schedules, thru Cecil & Presbrey . . . Englander Co. (mattresses) buys Fri. 3:30-3:45 p.m. segment of Bob Crosby Show, on CBS-TV, starting Dec. 25, Mon.-thru-Fri. 3:30-4, thru Leo Burnett Co. . . . American Chicle Co. to sponsor *Name's the Same*, on ABC-TV, starting Dec. 1, on alt. weeks, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . Anacin to sponsor *John Daly and the News*, on ABC-TV, starting Oct. 12, Mon.-thru-Fri. 7:15-7:30 p.m., thru Biow . . . Carter Products (Arrid, Rise shaving cream) to be alt. sponsor, with Gruen watches, of *Walter Winchell* show, on ABC-TV, starting Oct. 18, Sun. 9-9:15 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Camels to sponsor *Man Against Crime* on both NBC-TV and DuMont, starting Oct. 18, Sun. 10:30-11 p.m., thru Wm. Esty Co.

Another uhf grantee asked FCC to approve fee-TV this week—making total of 7 CP-holders requesting subscription TV rules. WTTM-TV, Trenton, N. J. (Ch. 41), noted in petition that its area receives 7 New York and 3 Philadelphia stations, that only "exceptionally high quality, unique and different programming" could stimulate mass conversion to uhf. Also this week, the 4 original uhf petitioners for subscription TV (Vol. 9:32, 35-38) in new petition, told FCC that pendency of Rep. Hinshaw's bill (H.R. 6431) to make fee-TV a common carrier service (Vol. 9:31-32) "makes it highly desirable that the Commission thoroughly explore this issue at a hearing at an early date [so] that it and Congress may be fully advised in the matter." Meanwhile, Broadcasters for Subscription TV, formed at Philadelphia meeting called Sept. 17 by 4 petitioners (Vol. 9:38), issued first edition of its *Newsletter on Subscription TV*, summing up fee-TV activities to date. On other subscription-TV fronts, one ambitious pay-as-you-see test was cancelled and another apparently came closer to reality — both of them, oddly enough, in Palm Springs, Cal. At request of grantee Howard-Yale Corp., FCC cancelled STA for experimental booster station to relay "scrambled" signals from Los Angeles TV stations to Palm Springs (Vol. 9:13). Telemeter's Palm Springs community antenna system, with coinbox feature scheduled to be put into use next month, plans to televise world premiere of a movie by closed circuit from local theatre simultaneously with theatre showing as first pay-as-you-see attraction. Picture reportedly will be *Forever Female*, starring Ginger Rogers and Wm. Holden, made by Paramount.

CP for Ch. 57 was relinquished this week by WRBJ, Beloit, Wis., which told FCC it had been unable to sign up a network, that market is now well served from Milwaukee, Madison, Wis. and Rockford, Ill. To date, 13 uhf grantees and 6 post-freeze vhf grantees have given up.

All-industry TV set census plan being prepared by NARTB probably won't be ready for many months. Top-secret project, being studied by special committee working with researcher Dr. Franklin Cawl, is still in preliminary stages, requiring plenty of work on technical level, but it's understood current proposal envisions measuring not only sets-in-use by area but sets covered by each individual station. NARTB committee met in New York Oct. 8 in all-day session to give network researchers first look at initial proposals for survey (Vol. 9:40). Network representatives will meet for further study and report back their suggestions and recommendations in near future. "Following subsequent conferences," says NARTB, "it is anticipated that the study will be in form for general presentation," but no timetable has been set up for the project. Robert D. Swezey, WDSU-TV, New Orleans—who also is chairman of NARTB TV board—was elected chairman of TV circulation study group at N. Y. meeting.

TV sets-in-use passed 25,000,000 mark during August, reaching total of 25,233,000 as of Sept. 1—increase of 338,000 over 24,895,000 sets-in-use on Aug. 1 and 6,521,000 over Sept. 1, 1952 figure. Figures are latest estimate by NBC research director Hugh M. Beville Jr. They indicate more than 55% of U. S. homes now have TV.

"Converting to vhf" is unique problem in Portland, Ore. where vhf KOIN-TV (Ch. 6) began test patterns last week just as KPTV (Ch. 27), the rather young granddaddy of all uhf stations, was celebrating its first birthday. Portland servicemen are busy making vhf "conversions"—adding vhf antennas to present installations and "touching up" Ch. 6 tuning strips. Some sets which were improperly converted to Ch. 27, or which feed uhf signal through Ch. 6 strip, must also be altered by servicemen. Summing up year of uhf TV, *Portland Oregonian* staff writer Wallace Turner estimated that city is at least \$6,000,000 richer as result of profits from sales and maintenance of TV sets, and that "there are probably 1200-1500 persons making a living off TV [sales and servicing] that were in other lines of work a year ago."

Three new TV applications were filed this week, 2 for channels newly allocated by FCC. With 5 dismissals this week, total applications pending dropped to 460. The applications: Hatfield, Ind., Ch. 9, WOMI, Owensboro, Ky., publisher of *Owensboro Messenger and Inquirer*; Bloomingdale, N. Y., Ch. 5 (allocated to nearby Lake Placid), by principal stockholders of WIRY, Plattsburg, N. Y.; Asheville, N. C., Ch. 13, by insurance dealer-accountant Wm. W. Orr. [For further details about these applications, see *TV Addenda 17-N* herewith; for complete listings of all grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Power increases: WGN-TV, Chicago (Ch. 9), Oct. 3, from 11.2 kw to 115 kw; KTVH, Hutchinson, Kan. (Ch. 12), Oct. 5, from 20 to 240 kw. RCA Oct. 6 shipped 50-kw unit to WOOD-TV, Grand Rapids (Ch. 8), and 10-kw to WTVR, Richmond (Ch. 6). On Oct. 9, GE shipped 35-kw amplifier to WTVJ, Miami (Ch. 4), and reports order from KJEO, Fresno, Cal. (Ch. 47), for 12-kw amplifier, for Dec. delivery. It's first GE 12-kw ordered by station operating with lower-power transmitter of another make (Vol. 9:39). DuMont 25-kw amplifier is slated for delivery to WDTV, Pittsburgh (Ch. 2) within 2 weeks.

Three more TV stations have been interconnected for live network service, AT&T announced this week. They are WBAY-TV, Green Bay, Wis. (Ch. 2), connected by 110-mile microwave link between Milwaukee and Green Bay; KJEO, Fresno, Cal. (Ch. 47); KAFY-TV, Bakersfield, Cal. (Ch. 29). Total interconnected stations in U. S. is 204 in 130 cities.

Sale of profitable uhf WSUN-TV (Ch. 38) and radio WSUN, municipally owned, was voted unanimously Oct. 6 by St. Petersburg, Fla. city council, "providing a satisfactory offer is received and [disposition of city-owned stations] may be legally consummated." Vote came after several months of discussions by city council with TV performer Ted Mack and Lou Goldberg who with 10 associates own TV's *Original Amateur Hour*. Group told city it will submit firm offer if stations are put up for sale. City has also received informal proposals from other groups. City and station attorneys are pondering legal obstacles involved in transferring station which has transmitter on land leased from state, studios on city-owned pier. Council resolution favored disposal by "lease or sale," and sealed bids would be required. WSUN-TV's first 4 months of operation (it started May 15) showed operating profit of \$50,974, excluding depreciation and some overhead, but it's understood it showed profit even with all expenses considered. Combined TV-radio operation has obligations totaling \$465,000—owing \$201,000 for AM and \$264,000 for TV equipment.

Former FCC chairman Paul Walker popped back in the news this week, pleading for support of Chicago's non-commercial Ch. 11 in address to group of local civic and business leaders. He declared that 11% of America's adults are illiterate, said it was obvious what help TV teaching could be to them "in the comfort and privacy of their homes." Among other educational TV developments this week: (1) Dr. John Adams, pres. of Hofstra College, Long Island, and chairman of educational TV committee, American Council on Education, told panel discussion TV was so important no college could afford to ignore it. (2) KTHE, Los Angeles (Ch. 28), formerly KUSC-TV, started experimental programming from Los Angeles County Fair, Pomona, appointed Philip Booth station production director. (3) New TV-radio production center to open shortly at U of Michigan, to be headed by Dr. H. K. Newburn, ex-pres., U of Oregon. (4) WQED, Pittsburgh (Ch. 13) will use KDKA's FM tower, will have studios in \$300,000 bldg. at 4337 Fifth Ave., donated to U of Pittsburgh by Pittsburgh Plate Glass Co., whose v.p. Leland Hazard is prime mover in Pittsburgh grantee.

Basic revenue-expense statistics of TV-radio stations will still be gathered and published by FCC on basis of revised Form 324 adopted this week, but detailed balance sheet information will no longer be required. Commission also eliminated Form 324-A—preliminary financial data; therefore, figures will be issued only once a year for each service, in final form. Commission had considered dropping the statistics entirely, but industry impressed it with continued need for accurate, official figures on financial trends. New form probably will comprise two sides of one sheet, compared with 8 pages of old form.

Price of KCMO-TV, Kansas City (Ch. 5), with KCMO & KCMO-FM (Vol. 9:40), paid by Meredith Pub. Co. to owners Tom Evans and Lester E. Cox, is \$2,000,000, plus long-term debt not to exceed \$450,000. New owners plan to spend additional \$500,000 in building program. Station will be Meredith's 4th. This week, FCC approved \$125,000 sale of Murray Carpenter's 50% holdings in WABI-TV & WABI, Bangor, Me., to ex-Gov. Horace Hildreth who owns other 50%.

New TV books, by John Battison, National Radio Institute, Washington, to be published by Macmillan Co.: *Battison's Television Broadcasting, Planning and Producing TV Commercials, Special Effects for Movies & TV*.

Novel color systems, proposed to FCC by petitioners Otto Luther, New Preston, Conn. and Marshall Soghoian & S. L. Cooke Jr., Richmond, Va., were tossed out by Commission which said they are "merely paper systems."

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COLOR GO-AHEAD BY NOVEMBER OR DECEMBER: FCC approval of compatible color has been foregone conclusion for months. Now, after smash all-industry demonstration for the Commission Oct. 15, only thing left for Commission to do is to write a decision.

This doesn't mean a decision tomorrow. Comrs. Webster and Bartley are out of town, won't be back until Nov. 1, want to be in on decision. When they return, it will take 2-3 weeks to produce final document. Then there's question whether Commission will decree new standards effective immediately or declare them effective 30 days after publication in Federal Register; such delay is matter of FCC discretion, though it's customary, and several commissioners haven't made up minds on it.

So it's late November or late December -- that's the current estimate.

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We talked to most members of Commission and top staff members after industry's tremendous performance at New York's Waldorf-Astoria this week, found none with any serious questions or desire for further proceedings. Commission has some minor questions, but they're meaningless in absence of any alternative standards to those endorsed unanimously by entire industry.

Commissioners were impressed not only by excellence of color demonstrated but by ample evidence of competitive forces at work -- 13 color sets made by 13 manufacturers, 3 different makes of tubes, 2 kinds of camera pickup equipment. Even the veteran commissioners seemed to be excited at prospect of firing starting gun in the vital color TV sweepstakes.

Everything went off without a hitch under demonstration committee chairman David Smith, of Philco, and top assistant Knox McIlwain, of Hazeltine; latter had previously ridden herd on NTSC engineers during months of laborious field tests.

All 13 receivers worked satisfactorily most of time. Quality varied somewhat among them, but top half dozen or so ran neck and neck. Eleven had tubes made by RCA. Zenith used its own, mask-type, built by subsidiary Rauland. CBS employed mask-type built by its CBS-Hytron div. (Vol. 9:41), and it became clear immediately that CBS's poor showing of last week (Vol. 9:41) was due to pickup vagaries, not to the tube -- because tube performed beautifully this time. All tubes were same size, producing about 11½-in. picture in 15-in. glass envelope.

Manufacturers were limited to one set each, and observers soon learned who produced which even though they were supposed to be anonymous. Those showing were: CBS-Columbia, Hazeltine, Admiral, Zenith, Hallicrafters, Westinghouse, Sylvania, Crosley, RCA, GE, Motorola, Philco, Emerson. To demonstrate compatibility, 3 conventional black-&-white sets were displayed.

NBC presented first part of demonstration -- studio program telecast over WNBT. It was the now-familiar series, performed with usual brilliance -- singer Nanette Fabray, lovebirds, dancers, Kukla, Fran & Ollie, commercial products.

NBC and AT&T then showed intercity transmission. At 30-second intervals, signal was switched from microwave to coaxial to a direct cable pickup from AT&T

control room to Waldorf. Most important part of this series was to show that color can be sent over ordinary 2.6-mc coaxial by converting 3.6-mc color subcarrier to 2.4-mc. Both coaxial and microwave were fed to Washington and back. Most observers sat at more than normal viewing distances -- up to 15-25 ft. -- couldn't tell a bit of difference. Even closer, differences were still negligible.

CBS put on second part of show, remote pickup, employing its novel field-sequential camera and "Chromacoder" setup (Vol. 9:41). To everyone's relief, it was vast improvement over last week's press show, but it was still well below quality of other parts of demonstration. Some sets failed to pick up colors when remote began, had to be adjusted. CBS showed zoom shots of skyline and program of ballet, songs, etc. at Museum of Modern Art. At its best, quality was quite good.

DuMont then transmitted standard NTSC test slides with uhf signal and flying spot scanner. These were exceptionally fine, gave FCC experts opportunity to look for nuances not apparent in live pickups.

Commissioners returned after lunch, to adjust dials and tune sets to their hearts' content. They had no trouble, appeared satisfied.

Then came a surprise sequel. NBC had set up a remote program, showed it to commissioners and few others remaining. Results compared very favorably with NBC's studio program -- superior to CBS's remote -- featured truck-borne carousel, several brightly-clothed children, fiery red Buick convertible.

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FCC Chairman Hyde told reporters, when show was over, that he was "very much impressed"; that Commission would move expeditiously; that no further proceedings were scheduled; that approval by Christmas "is not an unreasonable estimate."

We asked Comr. Sterling what he considered next step. "Write the standards, I guess," he said. Comr. Doerfer considered demonstration excellent, said: "Off-hand, I see no need for further proceedings, though I want to compare notes with the other members and the staff." Brand new Comr. Lee said: "I'd like the public to have it in a hurry, but I've got some studying to do." Comr. Webster's comment: "It was certainly an improvement. I've got to study the technical standards some more. I'd like to know, for example, whether the fuzziness of the CBS remote was due to the equipment or the standards. I doubt if more proceedings are needed." Comr. Hennock was all atwitter, and she seemed quite impressed.

House Commerce Committee had a large delegation led by Chairman Wolverton (R-N.J.) who said: "Color is ready for the public. There is no reason for any more delay." Other members present: Reps. Heselton, Hoffman, Carrigg, Derounian, Klein, Granahan, Carlyle, Williams, Thornberry -- plus staff members Elton Layton, Andrew Stevenson, Kurt Borchardt. No Senators were there, but Interstate Commerce Committee staff specialist Nick Zapple was present.

Whole affair was something to see. Seldom if ever have more industry chairmen, presidents and v.p.'s been gathered in one spot. There were more than 400 people, including govt. representatives from Canada, Britain and Australia. We spotted ex-FCC chairman Paul Walker, ODM telecommunications director Wm. Porter, Commerce Dept. electronics expert Donald Parris, NARTB engineering chief Prose Walker -- and about 50 reporters, most of whom found little fault with demonstration.

Several FCC staff members had been at Waldorf all week, watching receivers and cameras being aligned, observing innumerable rehearsals. Only problem on their minds -- and it's minor -- is interference. They would have preferred more data on interference, but they seem to feel that any problems involving interference can be solved by careful (if more expensive) receiver design and production.

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Though open competitive warfare won't break out until FCC gives the word, intensity of backstage struggle deepens. No Lawrence-type tubes were used, but we're told several almost were. Chromatic TV Labs pres. Richard Hodgson said time was just too short. Crosley has made set with the Lawrence tube, had it at Chromatic's Paramount Bldg. labs. Others remain impressed with tube, and one quite savvy engineer says his company has licked one of tube's major bugaboos -- too much radiation.

Then the CBS-Hytron tube got plenty of attention, after what New York Times' Jack Gould termed its "dramatic comeback" from week before.

Notably absent among receiver demonstrators was DuMont. We asked Dr. DuMont why. "We'll show a big picture when we show," said the man who pioneered big tubes in the early days of black-&-white. "These pictures," he added, "are no bigger than our old 12½-in." Asked about CBS-Hytron tube, he said there's no question about its potential for cutting costs in mass production -- but he didn't disclose whether his company will use the CBS-Hytron approach.

BUFFALO NEWS STATIONS SWITCH TO CBS: The ever-changing face of network TV -- and radio -- is once again reflected in the forthcoming shift of Buffalo News' pioneer WBEN-TV (Ch. 4) to CBS, along with its radio station WBEN (5 kw on 930 kc). It's second such defection from NBC since CBS began series of "raids" on longtime NBC-TV affiliates last spring, weaning away Norfolk's WTAR-TV & WTAR (Vol. 9:20-23).

WBEN-TV actually won't change until next Nov. 2, when it becomes a primary basic of CBS-TV at present base network rate of \$1125 per hour. Radio WBEN, an NBC affiliate more than 20 years, becomes "secondary basic" of CBS Radio immediately at \$315, but because NBC contract runs to May 31, 1954, that network continues to have first call on its option time until then -- unless NBC arranges earlier to switch to WGR (5 kw on 550 kc) whose contract with CBS expires June 1, 1954 or to WEBR (5 kw on 970 kc, MBS), owned by Courier-Express, whose editor is veteran radioman Cy King.

Change caught NBC unawares, was engineered by CBS station relations v.p. Herbert Akerberg with publisher Edward Butler, his v.p. A.H. Kirchhofer and WBEN-TV gen. mgr. Robt. Thompson. Butler issued statement in Buffalo saying "we can't tell at this time when all the changes will take place" and adding that they were being made to bring Buffalo "the dynamic program facilities and resources of the CBS."

First station in Buffalo and its only vhf to date, WBEN-TV has been basic NBC since inception in May 1948, had been getting choices of all 4 networks until uhf WBUF-TV (Ch. 17) began operating Aug. 17 and procured some ABC, DuMont & CBS. Second uhf, WBES-TV (Ch. 59), began operating Sept. 5.

Since Buffalo's other 2 vhf allocations seem to be inextricably tied up in competitive hearings not yet held -- and could be delayed for year or more -- the assumption is that NBC will turn to one or other of the uhf and give it same promotional push it's giving new uhf affiliate WVEC-TV in similar one-vhf Norfolk area.

That would not only be another fillip for uhf in another major market (14th in J. Walter Thompson rankings) but would further commit NBC to speedier program and technical buildups of uhf in general. Even CBS takes position it's encouraging uhf, and fast-rising ABC-TV & DuMont are necessarily committed to it.

There seems to be little doubt about uhf's strength where it gets in first (as in Portland, Duluth, Fresno, Sacramento, Wilkes-Barre, Peoria, Rockford, etc.) and where it offers only competition in otherwise single-station vhf markets (such as Buffalo, Pittsburgh, Milwaukee, St. Louis, Norfolk, etc.).

But there's no doubt that CBS hit NBC where it hurt -- not only its pride but its pocketbook. Timebuyers are still inclined to favor vhf, and uhf still has big job to do to build up comparative "circulation" in old vhf areas.

Though later into TV than NBC, fast-moving and intensely competitive CBS-TV has also taken away NBC's long-standing lead in network TV billings. But the NBC-TV people are inclined to laugh that off as a "temporary condition which the sale of one or two daytime accounts will overcome." Actually, CBS-TV August billings jumped some \$1,200,000 ahead of NBC-TV's (see PIB figures, Vol. 9:40).

Also taken by surprise -- and hurt -- by the switch was CBS's longtime AM affiliate WGR, whose head is veteran Leo J. Fitzpatrick, the man who handled major shift of Detroit's 50-kw WJR to CBS a score years ago; WGR's gen. mgr. is I.R. (Ike) Lounsberry, ex-chairman and still member of CBS Affiliates Advisory Board.

But the current legend in the broadcasting industry -- that "network loyalties are only dollar deep" -- is particularly apparent today, with jockeying for top position in TV the dominant motivation of networks and stations.

6 CPs GRANTED AFTER COMPETITORS DROP: Six CPs this week -- 3 via final decisions -- plus 2 initial decisions. All actions were made possible by dropouts of competing applications. The week's grants:

Wilmington, Del., WILM, Ch. 83; Orlando, Fla., WDBO, Ch. 6; Mason City, Ia., KGLD, Ch. 3; Cape Girardeau, Mo., KFVS, Ch. 12; Erie, Pa., WERC, Ch. 35; Duluth-Superior, Wis., WDSM, Ch. 6. Initial decisions favored: UAW-CIO Bcstg. Co., Detroit, Ch. 62; WHK, Cleveland, Ch. 19. And FCC cancelled a CP, for failure to build -- KTVR, Galveston, Tex., Ch. 41 -- grant held by oilman M.B. Rudman.

CPs produced by final decisions were in Wilmington, Erie, Duluth-Superior. Wilmington grant is first for highest frequency of all, Ch. 83, went to Hawkins family, including W.W. Hawkins Jr., drama critic of N.Y. World-Telegram & Sun. Duluth CP came after competing Lakehead Telecasters pulled out under option to acquire 49% of grant. Dropout of Civic TV Inc. paved way for Erie CP. Grant to UAW-CIO, when it becomes final, will be first to a union. UAW was once ardent FM grantee, lost enthusiasm and cancelled licenses when it failed to make go of it.

In further effort to speed hearings, Commission this week announced that before hearing starts, applicants must furnish detailed information on background and experience of principals, programs, studio and auxiliary facilities, management and staffing, budget for first year -- and whatever else examiner desires.

Commission also granted protest of WNET, Providence (Ch. 16), against CP issued to WPRO-TV, Providence, Ch. 12 (Vol. 9:41), set matter for hearing on date to be chosen. FCC also scheduled more comparative hearings, all starting Nov. 13: Portland, Me., Ch. 13; Charleston, W.Va., Ch. 8; Durham, N.C., Ch. 11.

8 NEW STATIONS BOW, 292 NOW ON AIR: Add 8 more to your log of on-the-air stations -- bringing total to 292, of which 199 are vhf, 93 uhf. Week's starters -- 3 vhf & 5 uhf -- bring first local pictures to Pensacola, Fla. & Lebanon, Pa., added service to 5 other areas. These new stations began test patterns and/or programs this week:

KOOL-TV & KOY-TV, Phoenix, Ariz., time-sharing grantees on Ch. 10, reported test patterns Oct. 17, scheduled first programming Oct. 24, splitting time schedule and CBS affiliation. Other stations in the area are pre-freeze KPHO-TV (Ch. 5) and KTYL-TV, Mesa-Phoenix (Ch. 12), which began Apr. 23. New stations share 5-kw DuMont transmitter, RCA antenna in South Mt. Park, and both have studios at 511 W. Adams St. It's third pair of share-time stations to go on air, others being in Minneapolis-St. Paul & Salinas-Monterey, Cal. KOOL-TV is 85% owned by cowboy star Gene Autry, who also owns 48% of KOPO-TV, Tucson (Ch. 13) and several AMs. KOY-TV is owned by principals of KYMA, Yuma, who are also officers of WLS, Chicago. KOOL-TV's gen. mgr. is Charles Garland, TV director Jerry Burns, commercial mgr. Wm. Connelly, engineering director Walter Stiles. KOY-TV pres. & 20% owner John Hogg is also commercial mgr.; 20% owner Albert Johnson is mgr.; Richard Goebel, TV director; Clifford R. Miller, chief engineer. Both stations have \$250 rate, with Blair as rep.

WPFA-TV, Pensacola, Fla. (Ch. 15), began test pattern Oct. 9, started commercial operation Oct. 16 with CBS & DuMont programming. Using 1-kw GE transmitter and Trilsch tower, station's "coverage is beyond all expectations", says v.p.-gen. mgr. F.E. Busby. Nearest TV is in Mobile, Ala., 53 miles away; Pensacola's second station, WEAR-TV (Ch. 3) expects to begin in Nov. or Dec. WPFA-TV's principal owner is Charles W. Lamar Jr., who owns 75% of upcoming KTAG-TV, Lake Charles, La., and minority interest in WAFB-TV, Baton Rouge. Max L. Anderson is program mgr.; N.V. Pieler, chief engineer. Base hour rate is \$150. Rep is Adam Young.

KCRI-TV, Cedar Rapids, Ia. (Ch. 9) became second in that city when it began tests Oct. 14, NBC & ABC programming Oct. 16 after inaugural show Oct. 15. Using DuMont 5-kw transmitter, antenna atop old FM tower, it has \$200 base rate, followed local WMT-TV (Ch. 2) on air by exactly 3 weeks. Largest stockholder is theatremen Myron Blank; under merger deal, Cedar Rapids Gazette will acquire 30% of stock and sell its radio facilities to grantee. Among minority owners is Harrison Spangler, ex-Republican national chairman. Frank D. Rubel is gen. mgr.; Robert Z. Morrison, ex-WJAR-TV, Providence, sales mgr.; Shaun Murphy, ex-WTVE, Elmira, N.Y., commercial mgr.; Carl Rollert, chief engineer. H-R Television is rep.

WARD-TV, Johnstown, Pa. (Ch. 56) is first local competition for pre-freeze WJAC-TV (Ch. 6), transmitted first test pattern Oct. 15 after month of delays caused first by equipment difficulties, then by rigger trouble. It has RCA transmitter, has been promised delivery of DuMont 5-kw by end of month. It's principally owned by local Rivoli theatre interests. Gen. mgr. is Robert R. Nelson, chief engineer is Millard Coleman, both from AM operation. Base rate is \$200. Rep is Weed.

WROW-TV, Albany, N.Y. (Ch. 41) put first pattern on air at 8 p.m. Oct. 14 from interim 100-watt GE transmitter and 5-bay GE antenna, will soon increase power, having received 12-kw transmitter Sept. 25. It's second in Albany-Schenectady-Troy area, first being GE's pre-freeze WRGB (Ch. 4). DuMont affiliated, it will carry some CBS programs, has base rate of \$250. "All reports wonderful", wires exec. v.p. & gen. mgr. Harry L. Goldman, who claims 50,000 sets already converted in 3-city area and converters selling at rate of "800-1000 a day". Area has 2 other uhf CPs, Schenectady's WTRI (Ch. 35) with Jan. target and Albany's WPTR-TV (Ch. 23), no date announced. Station is owned by Goldman and 5 local professional men, including Congressman Taylor (R-N.Y.), now in sixth term. Kay Feily is asst. mgr.; Leon Lewis, sales mgr.; Charles Heisler, chief engineer. Rep is Bolling.

KNUZ-TV, Houston, Tex. (Ch. 39), first uhf and second commercial outlet in that city, turned on test patterns afternoon of Oct. 10, begins regular programming Oct. 22. It has 1-kw DuMont transmitter and DuMont antenna atop 750-ft. Trilsch tower shared with the U of Houston's educational KUHT (Ch. 8), which began May 12. Houston's other local station is pre-freeze KPRC-TV (Ch. 2). Two-story building housing KNUZ-TV studios is first to be erected in new Texas TV Center. Management reports "signal coming in fine 40 mi. away on Gulf Coast area", 27,900 sets already converted. Sliding rate card begins with basic hour rate of \$280, goes up \$10 per hour for each additional 1000 converted sets until rate reaches \$340. David Morris is v.p.-gen. mgr.; Jack Healy, sales mgr.; Chauncey C. Brown, production mgr.; Roger Van Duzer, program mgr.; O.C. Crossland, chief engineer. Forjoe is rep.

WLBR-TV, Lebanon, Pa. (Ch. 15), in center of Pennsylvania's "uhf belt", went on air for tests Oct. 9, beating target by 6 days, goes commercial as non-network station Oct. 25 with \$150 base rate. RCA transmitter is on South Mt., with antenna 880-ft. above average terrain. Reports Julian F. Skinnell, operations & national sales manager: "Swamped with mail and calls reporting perfect reception in Harrisburg, York, Reading and Lancaster, with good signal at other points up to 72 miles". Sales and prospective business also very gratifying." Station is affiliated with Lebanon News. Lester P. Etter is pres. & part owner; Arthur Simmers, production mgr.; M. Leonard Savage, chief engineer. No rep has been announced.

Personal Notes: Clair R. McCollough, pres. of WGAL-TV & WGAL, Lancaster, Pa., & gen. mgr. of Steinman stations, elected chairman of TV-radio dept., Presbyterian Church in the U.S.A., succeeding Rev. Theodore F. Savage . . . James T. Quirk, ex-promotion mgr. of *Philadelphia Inquirer*, named publisher of *TV Guide*; Roger Clipp, gen. mgr. of *Inquirer's* WFIL-TV & WFIL who has been serving as business mgr. of *TV Guide*, returns fulltime to stations . . . Paul A. Walker, ex-FCC chairman, to open Washington law office by Dec. 1, location not yet selected . . . David C. Williams, ex-marshall of U. S. Court of Appeals in Washington and onetime secy. to late Rep. A. Piatt Andrew (R-Mass.), appointed legal adviser to new FCC Comr. Robert E. Lee . . . Karl Nelson, ex-sales mgr., advanced to commercial mgr. of WICU, Erie, replacing Don Boyce . . . Jack S. Atwood, ex-WRDO (AM), Augusta, Me., appointed national sales mgr. of upcoming WCSH-TV, Portland, Me. (Ch. 6), due about Dec. 1 . . . Hilliard Gates named asst. mgr., Carleton B. Evans commercial mgr., Calo O. Mahlock, program mgr., Eugene A. Chase chief engineer, of WKJG-TV, Fort Wayne, Ind. (Ch. 33) due in Nov. . . . Robert L. Sabin appointed operations mgr. of upcoming WKNY-TV, Kingston, N. Y. (Ch. 66), due on air in Jan.; Carl C. Egolf, ex-WHUM-TV, Reading, Pa., named chief engineer . . . Glen Robitaille is technical

director of CFPL-TV, London, Ont. (Ch. 10) due in Nov. . . . George Johannessen, ex-Harry B. Cohen Adv., named research mgr., Edward Petry TV-radio div. . . . Gunnar Rugheimer, ex-CBLT, Toronto, named mgr. of CBC's new TV news service, under chief news editor W. H. Hogg, headquartering at 354 Jarvis St., Toronto . . . Richard A. Jackson, ex-Sponsor Magazine, named business news editor, WOR-TV & WOR . . . John W. McGuire, ex-ABC-TV, named central sales mgr. of Motion Pictures for TV Inc. . . . Charles Vosso promoted to asst. chief engineer, WPIX, N. Y. . . . Ray Wagner named TV-radio mgr., Young & Rubicam, Hollywood . . . Charles L. Hutchins, from agency's Los Angeles staff, heads new TV-radio dept., Erwin, Wasey Co., London . . . Charles G. Baskerville, ex-gen. mgr. of WFLA, Tampa, appointed gen. mgr. of WNAO-TV & WNAO, Raleigh, N. C. . . . Chris Witting, DuMont Network gen. mgr., is TV chairman for Feb. 21-28 Brotherhood Week of Conference of Christians & Jews.

Arden X. Pangborn, resigning as gen. mgr. of WOAI-TV, San Antonio, returns to Portland Nov. 1 as editor of *Portland Oregon Journal*, which owns KPOJ there and is one of competitors for Ch. 12—not part owner of new KOIN-TV, as erroneously stated in this column 2 weeks ago. We regret the error.

Station Accounts: In addition to 90 local accounts and full NBC schedule, pioneer uhf KPTV, Portland, Ore., on occasion of first anniversary celebration Sept. 30, counted exactly 111 national and regional spot accounts. Besides general run of spot users—such as Dentyne, Bulova, Elgin, Canada Dry, Kools, Raleighs, Paper-Mate, SOS, General Mills, Lever, Servel, Toni, Kellogg, Lipton, Ford, Pabst, etc.—its national spot list includes: Casite Div., Hastings Mfg. Co. (Casite Products), thru Keelin Co., Chicago; Loma Linda Foods (Rusket Flakes) and Cinch Products, thru Elwood Robinson, L. A.; John C. Charles Co. (Formula 40 hair preparation), thru John Freiburg Co., L. A.; Chemicals Inc. (Vano Starch), thru Sidney Garfield & Assoc., S. F.; United Airlines, thru N. W. Ayer, N. Y.; Continental Airlines, thru Galen E. Broyles, Denver; Chun King Sales Co. (Oriental Foods), thru Stockton, West, Burkhardt, Cincinnati; Doughboy Industries Inc. (plastic toys), thru BBDO, Minneapolis; Plot-o-Products (toys), direct; 12 Products Inc. (42 Sho-Curl), thru McNeill & McCleary, L. A.; Florida Citrus Commission, thru J. Walter Thompson, N. Y.; Hawaiian Pineapple Co. (Dole), thru N. W. Ayer, N. Y.; Mason Root Beer Co., thru Irving J. Rosenbloom, Chicago; M&M Dietetics (Pream), thru Benton & Bowles, N. Y.; Pacific Tel. & Tel. Co., thru BBDO, S. F.; Plastone Inc. (Turtle Wax), thru W. B. Connor, Chicago; Shaler Co. (Rislone), thru Hoffman & York, N. Y.; Sperry Flour Co. (Wheathearts and pancake & waffle flour), thru Dancer-Fitzgerald-Sample, S. F.; Union Pacific R. R., thru Richard Montgomery Assoc., Portland; U. S. Envelope Co. (Self-Seal Envelopes), thru S. R. Leon & Co., N. Y.; Wesco Waterpaints Inc. (paints), thru Long Adv., S. F.; White Rock (cherry soda), thru Wm. Harvey, L. A. . . . TV doing well—but so's radio (see Telecasting Notes) and *Sponsor Magazine* points out: "Against Tea Council's \$1,000,000 all-TV ad budget, Pan American Coffee Bureau's betting entire \$500,000 ad wad on spot radio (100-plus markets)" . . . Coast Fisheries Div., Quaker Oats Co., starts TV-radio campaign Oct. 19 for its Puss N' Boots Cat Food, thru Lynn Baker Inc., N. Y. . . . National Carbon Co. (Prestone anti-freeze) launches annual 4-mo. campaign, using TV-radio spots, magazines and 510 newspapers, thru Wm. Esty Co. . . . Among other advertisers reported using or preparing to use TV: Iceberg Freezer Corp. (home freezers & air conditioners), thru Robertson Potter Co., Chicago; Louisiana Sweet Potato Advertising & Development Comm., Opelousas, La. (Louisiana yams), thru Fitzgerald Adv., New Orleans; Monsanto Chemical Co. (All detergent), thru Needham, Louis & Brorby, N. Y.; Anahist Co. (Super-Anahist), thru Ted Bates & Co., N. Y.; Evinrude Motors Div. of Outboard Marine & Mfg. Co. (outboard motors), thru Cramer-Kraselt Co., Milwaukee; Parker Pen Co. (fountain pens), thru J. Walter Thompson, Chicago; CBS-Columbia Inc. (TV & radio sets), thru Ted Bates & Co., N. Y.; Tea Garden Products Co., San Leandro, Cal. (preserves, jellies, syrups), thru BBDO, San Francisco; U. S. Plywood Corp. (Weldwood Plywood doors), thru Kenyon & Eckhart, N. Y.; Fairmont Foods Co., Omaha (frozen foods), thru Allen & Reynolds, Omaha; Gebhardt Chili Powder Co., San Antonio (Eagle Brand chili powder), thru Glenn Adv., Dallas; Weldon Farm Products Inc. (Alba non-fat dry milk solids), thru Doyle Dane Bernbach, N. Y.

Alfred I. duPont Awards Foundation this week invited nominations for its 1953 annual awards to a TV or radio news commentator for "aggressive and consistently excellent and accurate gathering and reporting of news in the public interest"; to a TV or radio station of more than 5 kw and to one of less than 5 kw for "outstanding public service." Nominations will be accepted through Dec. 31 by O. W. Riegel, Foundation curator, Washington & Lee U., Lexington, Va.

Network Accounts: Woolworth's, which last year sponsored Tournament of Roses, will pick up the tab for NBC-TV's colorcast of big event at Pasadena New Year's Day, making it one of first color TV sponsors . . . GE sponsors Bing Crosby's long-awaited TV debut as "leading man" Dec. 27 on CBS-TV, 9-9:30 p.m., in telefilm produced by Bing Crosby Enterprises. Supporting will be best of GE's TV-radio properties, including Fred Waring, Ray Milland, Joan Davis, Jane Froman; Bing's only 2 TV appearances to date were as guest on NBC Bob Hope show and in a charity telethon . . . Fedders-Quigan (air conditioners) buys 110 segments on NBC-TV's *Today* for \$400,000, one of 7-9 a.m. program's largest sales; they start Dec. 1 and continue to Aug. 1954, thru BBDO. Other new *Today* sponsors: Druggist Supply Corp., N. Y., 16 partic., starting Dec. 2, thru Ruthrauff & Ryan; Jarmas-Williamson Co., Portland, Ore. (Bag Boy golf carts), 1 partic. Dec. 1, thru Joseph R. Gerber Co., Portland . . . J. B. Watch Band Co. to be alt.-week sponsor of new Joey Adams comedy-quiz show, *Back That Fact*, on ABC-TV, starting Oct. 22, Thu. 9-9:30 p.m., thru Lewin, Williams & Saylor . . . Jergens Lotion buys Mon.-Wed.-Fri. portion of *Bride and Groom* on NBC-TV, starting Dec. 1, Mon.-thru-Fri. 12-12:30 p.m., thru Robert Orr Adv. . . . Purex powder bleach buys 7½ min. of Thu. 3:15-3:30 portion of *Kate Smith Hour*, on NBC-TV, starting Oct. 29, Mon.-thru-Fri. 3-4 p.m., thru Foote, Cone & Belding.

Replying to Hartford Telecasting Co. challenge of validity of granting TV licenses to insurance company-owned stations, Ch. 3 competitor Travelers Broadcasting Service Corp., which has combined with Dr. Franklin M. Doolittle's WDRC, cited 26 TV & radio stations presently owned by 11 companies in motion before Oct. 30 FCC hearing. Hartford Telecasting Co. has among principals Clifford S. Strike, chairman, 25.26%; Harry C. Butcher, pres. & gen. mgr., 24% (he would be resident mgr.); George E. Cameron Jr., oilman, onetime chief owner of KOTV, Tulsa, 24.21%; Charles F. Gannon, adman, 6.8%; and others. Study of records shows these insurance companies, in addition to Travelers, owning or applicants for TV, AM or FM stations (TV grants in parentheses): Durham Life Insurance Co.; Farm Bureau Mutual Automobile Ins. Co., Jefferson Standard Life Ins. Co. (WBTV, Charlotte, 100% & WFMY-TV, Greensboro 16.6%); Lamar Life Ins. Co. (WJDT, Jackson, Miss., CP 100%); Life & Casualty Ins. Co. of Tenn.; Midland National Life Ins. Co.; National Equity Life Ins. Co.; National Life & Accident Ins. Co. (WSM-TV, 100%); Riverside Insurance Co. of America (WTVI, Belleville, Ill., 4%); Standard Life Ins. Co.; Shenandoah Life Ins. Co. (WLSL-TV, Roanoke, 100%).

Wm. R. McAndrew, NBC-TV special events chief, with producer James Fleming, writer Arthur Helch and director Charles Christensen among recipients of Christopher Awards for third quarter 1953 for their *Assignment Tomorrow*; also cited were Dr. Frances Horwich for her NBC *Ding Dong School* and producer Judith Waller and director Reinald Werrenrath Jr. Also winning citations were radio writer James Poe and producer William Gay for CBS's *Sam Houston* and CBS newsmen Allan Jackson for his survey of educational conditions. Christopher movement was started by Fr. James Keller in 1945 to stimulate greater sense of personal obligation by individuals in education, govt., labor relations, journalism, literature and entertainment.

Signs of the times: Radio Executives Club of New England changes name to Radio, Television & Advertising Executives Club of New England (C. Herbert Masse, WBZ-TV, Boston, pres.).

Telecasting Notes: Business of broadcasting is booming, big and little AM stations alike reporting billings nicely ahead of 1952 and a few even talking of rate increases—almost a taboo subject since TV came on the scene. Local and spot are going great guns and even network is slightly ahead (see 8-mo. PIB figures, Vol. 8:40, p. 14). Washington's WWDC (MBS) actually reports "wait listing" new advertisers, because it's so full-up NBC Radio reports \$7,000,000 in new & renewal business (\$1,750,000 new) signed in 6 weeks Sept. 1-Oct. 15, making \$25,000,000 (\$3,750,000 new) since mid-June Best explanation of radio boom, despite upsurging TV, is (1) that advertising generally is doing extremely well, and (2) that the radio broadcasters, singly and collectively, have really put over the idea, as *Broadcasting Magazine* puts it, that radio "is still the least expensive saturation medium of them all" At NARTB district meetings, there's lots of backstage talk about letters from veteran broadcaster Wm. B. Way, KVOO, Tulsa, urging new trade association devoted to radio only—but nobody seems to be doing anything about it and project is expected to go way of most splinter proposals. NARTB looks stronger than ever to us, albeit some TV-only folk also object to "one big tent" structure for the same reason Bill Way does **Coup for network radio:** Socony-Vacuum Oil Co. signs to sponsor 22 NBC Symphony Concerts on NBC conducted by Toscanini in Carnegie Hall, starting Nov. 8, Sat. 6:30-7:30 p.m.; no TV appearances for the maestro yet announced **TV film industry,** just 5 years old, is crowding out 50-year-old movie business as principal Hollywood industry. Lee Zhito, in Oct. 17 *Billboard*, on basis of survey of Hollywood unions, reports: "TV film industry is today responsible for employing more than 50% of Hollywood's asst. directors, more than 40% of its directors, 40% of its film editors, cameramen and sound technicians, a third of its established screen writers. More than 50% of its Class

A actors are working in telepix. [And] film processing labs are working at new high to keep with TV's demands" Screen Extras Guild, among other contract demands submitted to Assn. of Motion Picture Producers, asks 5% additional payment for extras in theatrical films subsequently released to TV and for re-runs of TV films "TV film stock company" planned by veteran producer Hal Roach Sr., reports Oct. 17 *Billboard*, which quotes him as saying he'll put top stars and competent supporting casts under contract, using them to make both theatrical and TV films—following same formula he used in *Our Gang* comedies, Laurel & Hardy pictures, etc.; he's said to have national sponsors lined up already for 3 of 4 planned TV series **Plugging opposition,** Cleveland's vhf WEWS produces 20-min. promotional film, *Right Before Your Eyes*, tracing growth of TV in northeastern Ohio, showing plants and key staff members of 4 uhf stations, 2 grantees and one applicant in area, plus explanation of maximum power authorizations for 3 Cleveland stations, only time WEWS is shown or mentioned San Francisco's KPIX complaining that certain nearby stations are picking up its CBS network shows without authorization—and this week KSTP-TV's Stanley Hubbard tells FCC one station picked up its NBC World Series exclusive and is "pirating" NCAA football games Martha Rountree quits *Meets the Press* and *The Big Issue* in next few weeks, having ended partnership with Lawrence Spivak; she and adman spouse Oliver Presbrey own *Leave It to the Girls*, *Washington Exclusive*, *Nation's Press Conference* **Variety front-pages** "indications" that Pat Weaver will be next NBC pres. and that acting pres. David Sarnoff won't move back upstairs to RCA until March 1—but it's sheer guesswork "High School Day" set for Feb. 5 by upcoming WRTV, Asbury Park, N. J. (Ch. 58); students at local high school will "operate station," take over announcing, put on entertainment, even sell commercials.

S MALL MARKET TV can pay off—if you've got the right market, and the right formula. One telecaster who apparently has found the right formula—and the right markets—is W. D. (Dub) Rogers, who guided San Antonio's KEYL through TV's early red-ink days and then built KDUB-TV, Lubbock (Ch. 13) about a year ago. He let broadcasters in on some aspects of his formula at NARTB meetings in Seattle, San Francisco & Los Angeles.

Rogers' energetic plans for small market TV go beyond Lubbock (county pop. 101,000), which now has 2 vhf stations. He's building KPAR-TV (Ch. 12) in Sweetwater, Tex. (county pop. 19,800), which he intends to operate virtually as a satellite of KDUB-TV. Connected by private microwave, most programs will originate in Lubbock, with some local programming originating in Sweetwater. He has same plans for Big Springs, Tex. (pop. 26,700), where he has application for Ch. 4.

Talks to district meetings amplified and updated Rogers' comments as chairman of Small Market TV panel at NARTB 1953 convention, printed by us as Special Report May 9. His advice to would-be small-market telecasters: "Study your market, get as much information as possible [before deciding whether to build]. There is too little serious thought being put behind these proposed operations in many cases—too much aimless drifting."

Minimum outlay for station construction is \$185,000 using new equipment, or possibly \$135,000 with some second-hand equipment, he said. He gave this breakdown of revenue dollars received by his 11-month old non-interconnected station in relatively small 2-station market:

Local revenue accounts for 84% of total ("it is very simple to figure out who will be feeding you"); this breaks down to announcements 33%, programs 29%, production, camera, etc. 22%. National is 11% (announcements 7%,

programs 4%). Network revenues account for mere 5%.

As to operating costs, general & administrative are 32%, program 28%, selling 20%, technical 20%. Other cost statistics: (1) Sustaining film costs amount to 39% of total program costs. (2) Expressed in relation to total expenses, film costs are 25%, depreciation 12%, advertising & promotion 8%, salaries 31%. (3) "Overhead" items such as taxes, royalties, heat, light are 24% of total.

KDUB-TV has 35 fulltime employes, 6 part-time, working under "dual function plan"—most employes having one or more secondary duties in addition to their primary ones. "Without this plan," says Rogers, "the small market station cannot survive." Part-time employes are engineering and TV-radio majors at local Texas Tech.

Secret of building up local accounts, Rogers believes, lies in doing real educational job on TV as a medium. Local merchants' first reaction always is that TV is too expensive. "Why? Because they have been buying radio spots for \$1.50 up [and] when you approach them with an \$18 or \$20 spot rate they go berserk. But never let them compare the rate of a TV station with the rate of AM—but rather with the rate of the local newspaper. TV in a small market can deliver the audience on a cost-per-thousand basis just as cheaply as the large markets do. Most of the time we have a greater percentage of sets-in-use than the large markets—[because] we do not have the competition of the entertainment world that metropolitan stations have. You either go to a movie, or watch TV."

Live programming is a necessity in big or small market, says Rogers. "We produce 64 live shows per week—80% of them commercial." As for films: "In the small market station you cannot assume a bigger responsibility than that of a film buyer." Good film libraries are small-market best buys. "In a small market station I do not see at this time how anyone can keep program costs under 28%."

DUMONT SHIPPED 5-kw transmitter to KBOI, Meridian, Ida. (Ch. 2) this weekend, slated for shipment in next 2 weeks similar units to KFBB-TV, Great Falls, Mont. (Ch. 5) and KWWL-TV, Waterloo, Ia. (Ch. 7). DuMont also reports order for 25-kw transmitter from KGLO, Mason City, Ia., which got Ch. 3 grant this week, delivery due after first of year. DuMont announced this week it has shipped complete microwave equipment to: KVEC-TV, San Luis Obispo, Cal. (Ch. 6); KTVH, Hutchinson, Kan. (Ch. 12); KERO-TV, Bakersfield, Cal. (Ch. 10); KTYL-TV, Mesa-Phoenix, Ariz. (Ch. 12).

GE reports these uhf shipments this week: 12-kw transmitter to WJHP-TV, Jacksonville, Fla. (Ch. 36), Oct. 12; 100-watt driver to Michigan State College's commercial WKAR-TV, East Lansing (Ch. 60); and 100-watt unit to KSTM-TV, St. Louis (Ch. 36), to be followed by 12-kw Nov. 1. Latter station also has 1-kw RCA transmitter, presumably will sell it when GE installation is complete.

RCA shipped three 10-kw transmitters this week to upcoming new vhf stations KFVYR-TV, Bismarck, N. D. (Ch. 5), sent Oct. 13; WCSH-TV, Portland, Me. (Ch. 6), Oct. 16.

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

WJON-TV, St. Cloud, Minn. (Ch. 7), about 65 mi. from Twin Cities, is having site trouble and has postponed target from Oct. 15 to next March 1, reports counsel. Chief owner is Max H. Lavine, adv. mgr. of *Superior* (Wis.) *Telegram*. Equipment has not yet been ordered. Rep will be Rambeau.

KWTV, Oklahoma City (Ch. 9), contender for "world's tallest TV tower" with 1500-ft. Ideco, has moved up target date from April-May 1954 to early Dec. 1953, when it plans to begin interim operation with 10-kw RCA transmitter, 6-bay RCA antenna, according to gen. mgr. Edgar T. Bell, now also mgr. of KOMA (AM) which will be half-owner of KWTV. New station will be basic CBS, first vhf competitor for pre-freeze WKY-TV. Avery-Knodel will be rep. Two uhf stations—KMPT (Ch. 19) and KTVQ (Ch. 25)—are imminent, both with towers over 900 ft.

WNCT, Greenville, N. C. (Ch. 9) has again been delayed due to lack of tower, but erection begins in about week and station should be ready by about Nov. 15, reports mgr. A. Hartwell Campbell. RCA equipment will be used, and CBS & DuMont interconnections are due Jan. 1. Staff thus far selected: John G. Clark Jr., commercial mgr.; Mrs. M. J. Laughinghouse, bus. mgr.; Larry Carry, program director; Tom Chick, production director; Ec Wall, promotion mgr.; Malcolm Nicholson, film editor; Hank Tribley, chief engineer. Pearson is rep.

CKWS-TV, Kingston, Ont. (Ch. 11), recently recommended by CBC for TV grant, hasn't ordered equipment as yet, expects to get on air in 10-12 months, will connect Kingston studios via microwave with transmitter at Bath, 12 mi. to west of city, reports J. M. Davidson, asst. to pres. of Northern Bcstg. Co. Ltd. Northern operates radio CKWS and will operate TV for owner Brookland Co. Ltd. which also owns CHEX, Peterborough, Ont. Brookland Co. is 51% owned by Senator W. Rupert Davies, owner of *Kingston Whig-Standard*. Other owner is Roy Thomson, chain newspaper publisher. Rep not yet chosen.

WRAY-TV, Princeton, Ind. (Ch. 52), RCA transmitter now being installed, has reset target date to Nov. 1-7 and announced this staff: Robert L. Epstein, gen. mgr.; Warren Wittekind, program director; Ray Shigley, engineering director; Harold Bass, film director; Gene Peterson, news director; Al McElfresh, program director. Walker has been named rep.

WTAC-TV, Flint, Mich. (Ch. 16) has all RCA equipment on hand in new 12,000-sq. ft. building on Lapeer Rd. "in heart of metropolitan area," hopes to begin transmissions Nov. 1, reports Jack D. Parker of Parker Adv. Agency, Saginaw, handling station's promotion and publicity. Station is backed by H. Allen Campbell and George Trendle, former owners of WXYZ, Detroit, who own TV-radio properties *Lone Ranger*, *Sgt. Preston of the Yukon* and radio's *Green Hornet*. Rubin Weiss, TV-radio producer-writer-actor from Detroit stations, has been appointed mgr. City's other uhf grantee, whose principal is James F. Rubenstone, ex-WFIL-TV, Philadelphia, last month reported it is considering surrendering CP because of inability to get major network affiliation (Vol. 9:39). WTAC-TV rep is Raymer.

KVAN-TV, Vancouver, Wash. (Ch. 21) has ordered 5-kw DuMont transmitter, plans Jan. 15 debut, writes grantee Sheldon F. Sackett. Transmitter will be across Columbia River in Portland, Ore., studios in Vancouver. It will be first uhf competition for pioneer KPTV (Ch. 27) and third in area, where KOIN-TV (Ch. 6) began tests Sept. 29, programs Oct. 15. KVAN-TV hasn't chosen rep yet.

WHA-TV, Madison, Wis. (Ch. 21, educational), granted last week to Wisconsin State Radio Council, is buying RCA 1-kw transmitter and Workshop antenna, to be mounted on present FM tower, plans Jan. 1954 start, according to exec. director H. B. McCarty, who points out that state-owned radio WHA is the "oldest station in the nation." Studios in old Chemical Engineering Bldg. are ready, equipped with 3 GPL camera chains, kine recording equipment and projector. Allotment of \$19,000 provides for addition of TV personnel during 1953-54.

WMAC-TV, Massillon, O. (Ch. 23), awaiting FCC approval of changed site and lower power, has postponed target date to Dec. 7, reports commercial representative Jim Bushman. It's an Ed Lamb project, got GE equipment last month. Staff hasn't yet been mustered, though \$200 base rate has been set and DuMont affiliation signed. Rep will be Petry.

KTVU, Stockton, Cal. (Ch. 36), antenna on hand and GE transmitter due soon, has nearly completed conversion of East Theatre into studio bldg., now plans Oct. 30 tests. That's report from v.p.-gen. mgr. Knox La Rue, ex-San Francisco v.p. of Hollingbery, 20% owner. *Fontana* (Cal.) *Herald News* owns 75%. Transmitter will be 10 miles north of Livermore, Cal., on mountain-top 1620-ft. above average terrain. Rep is Hollingbery.

WKNY-TV, Kingston, N. Y. (Ch. 66) held groundbreaking ceremonies Oct. 19 at new transmitter site near Port Ewen water tower, west of State Hwy. 9-W. Construction of studio-transmitter building is scheduled to start Nov. 1 and tower work begins Nov. 15-Dec. 1, so that test patterns should start by early or mid-Dec., according to TV operations mgr. Robert Sabin. Rep will be Meeker.

Proposal to replace 2 St. Louis vhf channels with 4 uhf was filed with FCC Oct. 15 by St. Louis' KSTM-TV (Ch. 36) through Washington attorney Franklin C. Salisbury. Petition argues that competition by 7 applicants for the 2 vacant vhf channels will "deprive the people of prompt additional service," and removing vhf channels from city would prevent some grantees from enjoying "unfair competitive advantages" over others. Petition also "suggests" Commission reconsider allocation plan with idea of avoiding intermixture of vhf & uhf in "all other communities similarly affected."

Clint Youle, NBC's Chicago weather reporter, this week purchased the 100-year-old *Galena* (Ill.) *Gazette & Advertiser*, recently a daily, now semi-weekly.

PIPELINE TOTAL NEAR 2,400,000 ON SEPT. 30: Inadvertently, we didn't give full story last week in our trade report on TV inventories. The figure of 1,400,000, which we incorrectly stated represented TVs in all pipelines, actually related to factory and distributor inventories only -- failed to take into consideration estimates of dealer inventories for 9-month period, which were not then available.

It's now estimated that dealer inventories totaled between 900,000-1,000,000 at end of Sept., slightly above the 900,000 in dealer stocks at end of Aug. Added to 1,400,000 (factory 500,000, distributor 900,000), this makes quite a difference in the over-all inventory picture, of course, but industry spokesman believes that TV inventory position is good, as long as sales continue high.

Many manufacturers spaced their production more evenly this year for first time, this spokesman pointed out, keeping output higher than usual over lean summer months -- thus keeping inventories relatively high -- to avoid rush in final quarter.

TV industry has historically gone into fall season with very low inventories, a condition which found it unprepared to satisfy sudden calls for receivers in final quarter. Then usually begins big production push. Industry this year made concerted effort to alter this deficiency with higher output, as attested by the 1,322,704 sets produced in May, June & July, months when production is usually lowest, as compared to 1,075,460 in same months of 1952.

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Sales pickup in TVs was evident this week as fall season really started in earnest. Scattered but well-documented reports from the new and old markets alike pointed to steadily rising sales, sparked by World Series, football game telecasts, bigger & better variety and dramatic shows on networks, etc.

Reports reaching our desk from such widely-separated points as Winston-Salem and Seattle -- and many in between -- all reflect growing optimism about the TV trade picture, though usual regional differences existed on how long it would last. Many dealers were preparing big Christmas promotions, especially in new markets.

That sets were selling well, even in summer, is shown by RETMA report listing 3,546,407 TVs sold at retail in first 8 months, well up from 2,569,384 in same 1952 period. In Aug. alone, 430,101 TVs were sold at retail, up from 340,406 in July and 233,429 in Aug. 1952. Radios also held up well, totaling 3,875,293 (excluding auto sets) at retail in 8 months, compared to 3,505,516 in corresponding period year ago. Aug. radio sales were 491,431 vs. 366,666 in July, 417,327 in Aug. 1952.

Speculation still continues on effect of color on TV sales, as FCC decision on color system draws closer (for latest on color, see p. 1). Wall Street Journal reports some dealers complaining bitterly about effect of color publicity. Official of White House dept. store in San Francisco was quoted: "Even people buying sets on time wonder if they should continue their payments." Chicago dealers report need for intensified selling, one asserting: "Even though profit margins on TV sets now are the smallest for any big cost item, we can't afford to lose them."

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TV production got off to flying start in first week of final quarter, totaling 173,040 (6375 private label) week ended Oct. 9, highest for any week since Feb. It compared with 170,685 preceding week, 161,995 week ended Sept. 25 and 179,147 corresponding week year ago. It was year's 40th week and brought production to date to about 5,760,000. Output at same time last year was about 4,000,000.

Radio production totaled 247,289 (84,061 private), compared to 250,399 in week ended Oct. 2 and 266,307 week before. It compared with 206,855 corresponding week last year and brought this year's production to date to about 10,400,000. Week's radios: 99,856 home sets, 37,298 portable, 42,113 clock, 68,022 auto.

Topics & Trends of TV Trade: Side by side with TV, major appliances are also moving nicely. National Electrical Manufacturers Assn. this week reported substantial gains in factory shipments of several large appliances in first 8 months over corresponding period last year.

Household refrigerators led the advance, totaling 2,742,914 units, up from 2,376,318 in same 1952 period. Gain in refrigerator shipments is regarded by trade as especially significant in view of continuous reference to home refrigerator market as well-saturated.

Second largest gain was in electric ranges, totaling 855,453 units, compared to 630,370 in first 8 months last year. Other shipments: home and farm freezers, 628,682 vs. 534,325; water heaters, 425,952 vs. 358,437.

Though NEMA distributes figures without comment, manufacturers and distributors agreed that sales pickup in summer was largely responsible for good showing. Sales in first 5 months were poor compared to preceding year.

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TV service will cost about \$250,000,000 this year, compared to approximately \$150,000,000 last year, increase resulting from greater number of sets-in-use and larger proportion of older receivers. That was estimate of Frank J. Moch, pres. of big National Alliance of TV & Electronic Service Assns. at Chicago convention this week. On another service front, John F. Rider, technical publisher, advised TV service firms they could increase their incomes by including all electronic maintenance work and repair of home appliances. He told Greater Chicago TV Service Industry Group that TV servicemen have neglected repair of record players, high-fidelity equipment, home radios, electronic organs, room air conditioners, etc., added he searched N. Y. 4 months before he could find 2 men willing to contract for service of an electronic computer.

Bullish phonograph record business is described in comprehensive survey in *New York Times*, wherein financial reporter Alfred R. Zipser Jr. gives this explanation for recent buying upsurge: "Record manufacturers have discovered something that honest and canny Highland distillers of Scotch whisky have known for centuries. An acquired taste often becomes stronger and more enduring than an inherent one." In article, Emanuel Sacks, v.p. & gen. mgr. of RCA Victor's record dept., foresees industry-wide sales of \$225,000,000 worth of records this year, compared to \$200,000,000 last year. Other signs of prosperity: James B. Conkling, Columbia Records pres., says this will be company's best year, surpassing sales peak of 1952; Decca, with peak 6-month profit of \$430,000, looks forward to busy final quarter, says exec. v.p. Leonard W. Scheider; Capitol Records figures on 15-20% sales boost over 1952, may beat its "bonanza" 1948, when \$17,000,000 sales were achieved, says pres. Glenn E. Wallichs.

Space Cadet Dept.: TV sets in 1975 will be "two-faced"—with pictures on both sides of cabinet—and when placed in wall opening will permit viewing of same program in 2 rooms. That bold look in future came from Vivian Overand, Admiral home economics director, in talk this week to newspaper editors food conference. She added that future TV sets will be designed to look more like a framed picture, and that engineers may be able to design CR tubes 27 or 30-in. in diameter but no more than 10 or 12-in. deep, enabling sets to be placed in shallow wall cavities or on breakfronts where they won't be out of proportion to other room furnishings.

Thias Research Div., Standard Coil Products Co., is name of new entity resulting from separation of research and production operations. Headed by Standard Coil engineering v.p. Edwin Thias, division will encompass all research facilities for uhf, sound, color TV and other forms of advanced electronics.

Trade Miscellany: Lacy's, Washington TV-radio chain which last week filed petition of voluntary bankruptcy (Vol. 9:41), lists 197 creditors, with accounts payable of \$320,507. Among creditors: Greber Distributing Co., Washington (Capehart-Farnsworth), \$41,712; Philco Corp., \$40,923; General Electric Supply Co., Washington, \$25,747; Samson Distributing Co., Washington (Motorola), \$22,898 . . . Sylvania to lay off temporarily 100 of its 1540 employes at Seneca Falls, N. Y. tube plant in next 2 or 3 weeks because of "normal leveling off" of tube inventories, says personnel director Henry Prisky . . . GE to construct 44,000-sq. ft. addition to receiving tube plant at Tell City, Ind., will dedicate new 25,000-sq. ft. western regional tube warehouse at 11840 Olympic Blvd., Los Angeles, Oct. 22 . . . Stromberg-Carlson starts construction of addition to electronics engineering bldg. at Rochester, N. Y. . . . CBS-Columbia launches series of 19 service clinics, conducted by field service engineer Morton S. Klein, to be held in conjunction with distributors in Tampa, Miami, Atlanta, Knoxville, Johnson City (Tenn.), El Paso, Albuquerque, Phoenix, Houston, San Antonio & Dallas . . . Raytheon has min. and 30-sec. spot commercial films promoting its new TV line, available to distributors and dealers from TV-radio adv. dept., 5921 W. Dickens Ave., Chicago . . . Entron Co., maker of community antenna equipment, moves soon to larger quarters at 4902 Lawrence St., Bladensburg, Md. . . . Radios account for one-third of all RCA Victor sales, according to consumer products v.p. Joseph B. Elliott . . . Novel promotion: Canadian Admiral 17-in. TV table model (\$250 list) given free to purchasers of certain makes of new or used autos by Toledo Motors Ltd., Montreal . . . Coronet Television Corp., Windsor, Ont. (Wm. Hurwitz, pres.) plans to set up own TV receiver production line in Mexico in near future . . . Tax liability of manufacturers of phonograph player attachments is clarified in Internal Revenue Service Bulletin No. 21, dated Oct. 12.

Jerold showed its first 5-channel community antenna equipment Oct. 15 to 37 operators at meeting in Mahanoy City, Pa. City TV Corp. (Wm. McLaughlin, owner), previously carrying the 3 Philadelphia stations, now also feeds subscribers WEEU-TV (Ch. 33) and WHUM-TV (Ch. 61), Reading, Pa. New signals are converted to sub-TV frequencies 24.5-30.5 mc and 40.5-46.5 mc, fed through receivers' channels 5 & 3. Jerold estimates it costs about \$400 per mile to add 2 channels to its existing 3-channel systems. Company also reports construction of Reno, Nev. system under way by John Colling, operator of system in Grass Valley, Cal. System is to pick up San Francisco signals, bring them to Reno via AT&T microwave.

"The character, integrity and ethics of our business is in the process of slow but sure deterioration now. Unless we can get industry cooperation now, at all levels, to put respectability back in the business—it may one day be too late." This warning came from J. A. Broadhurst, Jenkins Music Co., Wichita, at meeting of TV-radio-appliance dealers in Omaha sponsored by NARDA and Nebraska-Iowa Electrical Council. He said misleading advertising "continues to corrode the structure of appliance retailing."

New "sandwiched" TV safety glass, made in 2 layers like auto glass, was announced this week by Pittsburgh Plate Glass Co. Slated to be available to set makers next month, glass is tinted gray, which Pittsburgh claims provides better contrast, eliminates "double reflections."

Paul Hetenyi, 63, retired pres. of Solar Mfg. Corp. (radio & electronic devices), who had lately been serving as Aerovox consulting engineer, died Oct. 14 in N. Y. Son of a Hungarian nobleman, he was cited by Govt. for war-time work in producing electronic devices for Signal Corps.

Trade Personals: Dr. O. G. Haywood Jr., ex-Air Force colonel who organized and headed Office of Scientific Research, Air Research and Development Command, appointed Sylvania mgr. of engineering planning . . . J. A. Frabutt, ex-govt. sales mgr., named gen. sales mgr. of Federal Telephone & Radio Co. (IT&T), succeeding R. S. Perry, now Federal pres. . . . Robert C. Sprague, chairman of Sprague Electric, named adviser to Senate armed services subcommittee studying continental defense . . . John D. Small, ex-Munitions Board chairman and onetime v.p. & exec. asst. to Emerson pres. Benjamin Abrams, elected exec. v.p. of Quiet Heat Mfg. Corp., recently purchased by Emerson as air-conditioner production subsidiary . . . John P. Boksenbom, ex-v.p. in charge of RCA Service consumer products div., elected pres. of American Dyewood Co. . . . Edward J. Davenport named chief of CR tube commercial engineering div., National Union Radio . . . James H. Sweeney named marketing mgr. for germanium products in GE's new commercial equipment dept.; James E. Keister appointed engineering mgr., Theodore E. Jamro manufacturing mgr.—Sweeney & Keister headquartering in Syracuse, Jamro in Clyde, N. Y. . . . Edward Altschuler resigns as marketing mgr., Kaye-Halbert, his duties to be absorbed temporarily by pres. Harry Kaye and adv. mgr. Jack Bremback . . . T. C. Gilliland resumes duties as San Francisco district mgr., GE TV-radio dept., after year's service in naval reserve . . . Alexander Cameron Jr., ex-Crosley, named Los Angeles district mgr., Arvin TV-radio div., succeeding Elmer C. Jorgensen, now div. merchandising mgr. . . . Wm. E. Skinner, ex-Arvin Distributors, Chicago, named Zenith Ohio regional sales mgr. . . . James N. Ryan, ex-Tele-tone, named sales & adv. mgr., DeWald Radio . . . Louis W. Selsor promoted to distributor sales mgr., Jensen Mfg. Co. (speakers) . . . Henry D. Clark appointed sales training mgr., Westinghouse TV-radio div., Metuchen, N. J. . . . James W. Shackelford named DuMont south-eastern regional sales mgr., Atlanta.

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Distributor Notes: Shares of Avco stock will be given N. Y. dealers with each large-volume purchase of Crosley or Bendix products before Dec. 24, according to plan revealed this week by new distributor Gerald O. Kaye & Assoc. Each dealer buying at least \$3000 worth of Crosley TV, radio or phonograph products in single order will get 20 shares; purchasers of 60 pieces of Bendix home laundry equipment or Crosley refrigerators, freezers, ranges & dishwashers (except Bendix Dialamat washer and Crosley 7-cu. ft. refrigerator) will get 25 shares; 27 units will bring 10 shares. Also this week, Kaye disclosed election of W. Lee Booth as treas. & controller of his firm . . . DuMont appoints Alliance Distributors Co., Wichita (Charles Fischer, pres.); Chicago factory branch promotes H. Joseph Sarlin to gen. mgr.; Standard Distributing Co., San Antonio (DuMont) appoints Robert Frank sales mgr. . . . Stewart-Warner appoints Ott-Heiskell Co., Wheeling (Henry Roth, pres.) . . . Arvin names Graybar, Providence (T. A. Purcell, mgr.) . . . Bruno-New York (RCA Victor) appoints Victor A. Harris, radio sales mgr., as secy. . . . Warren-Connolly Inc., N. Y. (Hallicrafters) elects Edward L. Frohlich pres., succeeding C. B. Warren, retired; Frohlich acquired majority interest in concern last week (Vol. 9:41) . . . CBS-Columbia Distributors Inc., N. Y., appoints Fred Okon adv. & promotion mgr., succeeding Ben Z. Kaplan.

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Harry Krich, 79, who acquired control of Krich-Radisco, Newark, in 1922 and became first RCA distributor in nation, died Oct. 11 at his home in Beverly Hills, Cal. After he retired as chairman, Krich-Radisco was reorganized in 1950, creating 4 corporations: Krich-New Jersey (RCA), Allied Distributors-New Jersey, Associated Distributors-New Jersey and K-R Services. His 3 sons — Max, Paul and Barney—manage the 4 corporations.

Financial & Trade Notes: RCA chairman David Sarnoff and pres. Frank Folsom, in virtually identical letters to stockholders dated Oct. 1, disclosed that on Sept. 22 they sold 75,000 and 37,000 shares of their RCA stockholdings, respectively, through Lazard Freres & Co. to a small number of investors and investment trusts. Gen. Sarnoff bought 100,000 shares and Folsom 50,000 last Feb. at 17¼ under an option agreement approved by stockholders in May 1951. On Sept. 22, RCA common closed at 23½ but sale was reportedly at 2 points below that level, leading *N. Y. Journal of Commerce* to estimate that Sarnoff's profit was about \$200,000 and Folsom's about \$100,000 after capital gains taxes.

Both Sarnoff and Folsom explained they are not wealthy men and had to obtain personal loans from banks to buy the stock, then had to sell to repay the loans. Sarnoff's remaining holdings are 30,000 shares, of which 25,000 were acquired under the option. Folsom now owns 13,000, of which 12,500 were from option. In his letter, Sarnoff stated:

"This represents substantially all my life savings. Because of my faith in the future of RCA and my belief that my investment in RCA stock is, and will remain, a sound investment, I intend to retain for investment the stock I now own and I have no present intention of distributing this stock." Folsom's letter said much the same thing.

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General Instrument Corp. reports net profit of \$711,400 (\$1.15 a share) on sales of \$19,139,300 in 6 months ended Aug. 31 vs. \$303,600 (50¢) on \$12,071,500 corresponding 1952 period. For quarter ended May 31, profit was \$456,077 (75¢ a share) compared to \$102,487 (17¢) same quarter last year.

Official Films Inc., TV film distributing firm organized by Isaac D. Levy, now chairman, and headed by pres. Harold L. Hackett, reports net income of \$76,882 before and \$69,632 after taxes for fiscal year ended June 30, contrasting with net loss of \$524,027 for preceding fiscal year. Income was \$1,685,700, and deficit in earned surplus dropped to \$717,867 as of June 30, 1953 from \$786,867 on June 30, 1952.

Among officers' and directors' stock transactions reported by SEC for Aug.: R. S. Pruitt sold 4000 Avco common, bought 200 pfd., holds 21,670 common, 481 pfd.; Richard A. Wilson bought 200 Magnavox (July), holds 400; H. W. Brown sold 573 Muntz TV, holds 6000; Courtney Pitt sold 200 Philco, holds 1070; Leslie J. Woods sold 300 Philco, holds 7899; Meade Brunet bought 100 RCA, holds 500; Alfred H. Busch bought 100 Stewart-Warner, holds 100; Milton Schulte bought 100 Tung-Sol, holds 2045.

Admiral stockholders voted last week to increase authorized shares from 2,000,000 to 2,400,000, clearing way for 20% stock dividend voted by directors on Sept. 4, in addition to 25¢ quarterly dividend, payable Oct. 15.

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Fight over commercial TV nears climax in Britain. Blow for competitive, sponsored TV was struck this week by Norman Collins, ex-BBC chief, now head of High Definition Films Ltd., big TV film company. He revealed BBC had rejected his offer of \$3,000,000 a year for use of TV studios for 7 hours daily when BBC-TV isn't on air. He tied his statement to recent BBC financial report showing govt. monopoly went \$2,000,000 in red last year, will be bankrupt by 1955 if present rate of losses continues (Vol. 9:37). Meanwhile, Admiral pres. Ross Siragusa, returning from business trip to England, predicted decision on commercial TV as early as next month. He said Britain is on threshold of prosperous period, reported TV as popular there as in U. S., despite limited programming, higher cost of sets and smaller screens.

Managing partners A. Donovan Faust and Larry H. Israel acquire 25% ownership each of Pittsburgh's WENS (Ch. 16), which began operation Aug. 25 with ABC & CBS service, in formation of Telecasting Inc., proposed new licensee. Formerly holders of 5% each and sparkplugs of the enterprise, they will hold titles of v.p., with pres. Thomas P. Johnson (now 44.5%) reducing holdings to 13.8% and Henry Oliver Rea (now 44.5%) to 8.35%. Mr. Johnson is a chief owner of Pittsburgh Pirates, and one of nearly a score of new stockholders will be John W. Galbreath, pres. of Pirates and Forbes Field (5.55%). Other stockholders include Tyrone Corp. (5.55%), which owns 35.2% of Mt. Washington Television Inc., grantee of Ch. 8 for projected WMTW, Poland, Me., and steelman Donald Lott (2.77%) who owns 14% of WPGH, Pittsburgh. Mr. Rea and brother W. H. Rea also own about 37% of WPOR, Portland, Me. Station lists assets of \$350,068 (franchise & license being down for \$6,755.27), with partnership investments of \$85,000 and operating loss of \$17,987 as of last June 30. Pro forma balance sheet as of Aug. 31 shows \$904,802 assets, including \$253,831 cash and \$452,149 in plant and equipment, with 18,000 shares of Class A capital stock outstanding out of 24,000 authorized and 2000 Class B out of 24,000 authorized.

Big Meredith Publishing Co. (*Better Homes & Gardens, Successful Farming*), which last week purchased KCMO-TV, Kansas City (Ch. 5) with KCMO for \$2,000,000, plus certain indebtedness (Vol. 9:40-41), lost \$198,638 on first fiscal year's operation (ended June 1949) of its WHEN, Syracuse, which it founded in Dec. 1948, lost \$204,423 in 1950 fiscal year, then earned net profits after taxes of \$42,704 in 1951 fiscal year, \$164,626 in 1952, \$135,936 in 1953 and \$19,564 in first 2 months of 1954 (July & Aug. 1953). Figures are revealed to FCC in official statement of publishing company's total earnings for same periods, which ranged from \$2,536,996 in 1948-49 to \$3,349,153 in 1952-53. Meredith also owns WOW-TV & WOW, Omaha, and KPHO-TV & KPHO, Phoenix, whose licensee subsidiary Meredith Engineering Co. showed profits for each of those years—but figures involve other properties than TV-radio.

Joe Brechner and John Kluge, who launched daytime WGAY, Silver Spring, Md., suburb of Washington, when they got out of service, have purchased 5-kw WLOF, Orlando, Fla. (5 kw on 950 kc, MBS) for \$215,000 from Jacksonville co-owners Wm. Sears & Walter Shea, and with it acquire contested application for TV Ch. 9. Brechner, who once wrote entertaining article in *Saturday Evening Post* about vicissitudes of small-town radio station operations, will own 26%, Mr. & Mrs. Kluge 35%. They placed \$50,000 in escrow, will pay additional \$50,000 when FCC approves, take \$115,000 in 5% notes to be amortized in 48 monthly payments. Blackburn-Hamilton was broker.

Have TV and radio helped make baseball a commercial enterprise subject to anti-trust laws? Yes, argued attorneys charging baseball with monopolistic conspiracy in 3 big test cases before U. S. Supreme Court this week. No. said representatives of baseball. Supreme Court hasn't said anything yet, is expected to announce a decision next spring. Cases are based on alleged unfair treatment of two minor league players and a minor league club owner. In 1922, the Court decided in a similar case that baseball was a sport of local and not interstate nature, hence not subject to anti-trust laws.

Last 2 stations to move to Empire State Bldg. antenna mast—WATV & WOR-TV—appear headed for photo finish. WATV's specially designed Andrew antenna was delivered Oct. 9, will be put in use Nov. 14. WOR-TV antenna, made by Alford Engineering Co., is now being put in place, slated for use "in 3-4 weeks."

Three TV applications this week and 8 dismissals brought total pending FCC action to 449, including 119 uhf. Week's applications were for Marquette, Mich., Ch. 5, by group headed by Jerome Sill, who owns 25% of upcoming WMIL-TV, Milwaukee (Ch. 31) and 50% of Ch. 38 application for LaCrosse, Wis.; for Traverse City, Mich., Ch. 77, by local WTCM; for St. Louis, Ch. 11, by hotel owner Harold Koplak and others, replacing application withdrawn this week by same principals. [For further details about these application, see *TV Addenda 17-0* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

TV stations averaged \$10.27 revenue for every TV set in their circulation areas last year, NARTB v.p. Richard Doherty told members attending second series of district meetings. Highest per-set revenue was \$13.60 in Cincinnati, lowest \$8.36 in Philadelphia. Average per-station operating cost in 1952 (excluding network-owned stations) was \$1,049,474. Lowest reported operating expense was \$166,366, highest \$2,944,371. He gave these breakdowns of expenses of average station: technical, 19.6% of total expenses; programming, 44.5%; selling, 8.4%; general administration, 27.5%.

Tiny RCA vidicon TV film camera tube (Vol. 9:40), weighing only 2 oz., was put into use by NBC-TV this week on 2 filmed shows—*Dennis Day Show* and *Superman*. New tube, said to produce picture "equal or superior in quality to that produced by the iconoscope tube," is 3 times more sensitive, contributes no appreciable noise to video signal and results in vastly improved gray scale, according to RCA. Compact TV film camera using new tube is slated for production early next year.

Legality of TV-radio giveaway programs will be reviewed by U. S. Supreme Court, with hearing to be conducted on date to be set. Court agreed to review case on FCC's appeal from special 3-judge Federal court ruling in New York that Commission's ban on giveaways should apply only when contestants have to furnish money or anything of value or have sponsor's product in their possession. NBC, CBS & ABC opposed Supreme Court review.

Power increases: WKY-TV, Oklahoma City (Ch. 4), Oct. 10, from 16.9 to 100-kw ERP; WJIM-TV, Lansing, Mich. (Ch. 6), Oct. 17, from 19 to 31 kw, with new 600-ft. tower, plans 100-kw in January. GE this week shipped 20-kw amplifiers to KTTV, Los Angeles (Ch. 11) & KGO-TV, San Francisco (Ch. 7), 1-kw uhf unit to WOSH-TV, Oshkosh, Wis. (Ch. 48), now using 100-watt transmitter.

TV has given possums new lease on life. Quoting conservation officials, UP reports from Montgomery, Ala. that time-honored southern sport of possum-hunting is dying out because more and more people would rather stay home and watch TV.

New Jacksonville-Orlando, Fla. microwave system was proposed by AT&T this week in petition to FCC. The 134-mile telephone route would release 2 additional channels on current Jacksonville-Orlando cable for TV service.

Yanks won the Series—or was it Gillette? Sponsor sold its wholesalers 2,600,000 "special offer" razor-&-baseball-book kits (to retail at \$1), featured on Series telecasts.

Delbert Clark, 53, ex-*New York Times* newsman who had been supervising educational TV fund grants for last 2 years as eastern representative of Ford Foundation's Fund for Adult Education, died suddenly Oct. 11 in N. Y. A graduate of U of Michigan, he served on *Times* for 20 years in N. Y., Washington and Berlin. was public relations officer for 5th Army in Italy during war and for Mediterranean theatre following V-J Day.

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

Television Digest

with **ELECTRONICS** REPORTS

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NO JACKPOTS FOR POORLY PLANNED STATIONS: From an expert who knows whereof he speaks comes note of caution about hell-for-breakfast pace of TV station expansion -- from NARTB's able employe-employer relations v.p. Richard P. Doherty, who is now winding up 17 district meetings all over the U.S. At each meeting, a heart-to-heart session on TV was conducted, so Dick Doherty's conclusions make a lot of sense.

Total TV revenues will exceed \$500,000,000 next year, he begins. This would compare with \$438,000,000 he estimates for this year and the \$324,000,000 in FCC's official audit for 1952. We think his 1953-54 estimates are somewhat low (see Vol. 9:33) -- but let that pass. Then he goes on to state:

"There will be no jackpot for many new stations during 1954. The year ahead will be one of overexpanded activity, during which new operations will tend to expand at a relatively faster rate than total TV revenue will rise. In all probability, at least 30% of the new stations will lose money during the next 12-15 months, and such red ink operations will include vhf as well as uhf, some of them network affiliates.

"The fault rests not with the dynamic character of the industry but with the naive innocence of many persons who have rushed into the field." Spelling this out:

* * * *

"TV income within a few years will adequately support at least 500 stations -- but the interim growth process will be rough on the inadequately conceived, over-capitalized and inadequately managed new stations. The impact of this new station growth will unquestionably also be felt by some of the established stations.

"Already we are seeing a few 2-station markets where a 50-50 split of income provides a very slim margin for each station. Other markets which have potential for 2 good profitable stations are in process of getting 3 or 4. Near-term marginal or even over-marginal operations are bound to emerge in such markets.

"The 'gold mine' of TV has attracted the venture capital of many persons and groups who seem to know very little about the economics of sound broadcast station management. They will learn the hard way, and the experience will cost them plenty of money before they turn red ink into legitimate profits.

"Marginal operations, moreover, are not likely to do the best programming and operating job and, if fairly widespread, the TV industry itself may suffer as a medium serving the public interest."

* * * *

What to do about it? Plan more prudently and enlist management know-how. Doherty says he has been "appalled" by the utter lack of understanding of some prospective TV operators concerning proper capital investments, market potentials, film costs and other essential details -- let alone "the art of practical broadcasting".

"They think that a license, backed up by physical facilities and some semblance of a staff are the only ingredients necessary to success. They need plenty of information, guidance and experience..."

Doherty thinks management know-how will "rise to the surface" within next 12-15 months and predicts: "By the end of 1954, the unsound and inadequately managed TV operations will be obvious to everyone, especially those who tossed their money into this 'sure thing' and figured a TV tower was akin to an oilwell derrick. Well-run stations, new as well as old, will prosper even in the face of mounting competition. TV as an industry has a fabulous future -- but the process of growth and expansion will be hard and cruel upon the inadequately managed stations."

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Note: If new station enterprisers expect FCC to worry about their economics, they might heed words of new GOP Comr. Doerfer before National Conference of Business Paper Editors in Washington this week. Noting average TV station in 1952 enjoyed \$492,000 income before taxes on gross revenue of about \$1,050,000, he said Commission "cannot promise that this bonanza will continue" and noted some stations are losing.

"Radio is a competitive business," said Doerfer, "with a chance of making a fortune or losing a fortune. Our responsibility in this respect ends when we determine that an applicant is legally, financially, technically and otherwise qualified to operate a broadcasting station."

3 CPs GRANTED, REVISED PRIORITY LIST OUT: FCC issued 3 CPs and an initial decision this week while publishing its revised bi-monthly hearing priority list. This new tabulation (for full list, see Addenda 17-P herewith) shows Commission has been getting 10 cities lined up for hearing each month, means virtually all contested applications should be well into their hearings by next year.

This week's CPs: Hartford, Conn., General-Times TV Corp., Ch. 18; Philadelphia, Pa., WIBG, Ch. 23; Aiken, S.C., WAKN, Ch. 54. Initial decision favored WQXI, Atlanta, Ga., for Ch. 36. Grant to WIBG (Paul Harron-Philadelphia Daily News) was via final decision after Lou Poller dismissed. Poller, president of new Ultra High Frequency TV Assn. (see p. 7), operates WCAN-TV, Milwaukee (Ch. 25).

Hartford grant resulted when General Teleradio (O'Neil) and Hartford Times (Gannett) joined forces. General Teleradio -- which controls Mutual network, operates WOR-TV, New York; WNAC-TV, Boston; KHJ-TV, Los Angeles -- keeps its WONS, Hartford, while Times will sell WTHT, acquire 45% of new corporation with proceeds of sale. General Teleradio also informed FCC it was dropping its 40% interest in Chesapeake Services Inc., Ch. 10 applicant for Norfolk, Va.

[For this week's actions on protests, channel changes, etc., see p. 14.]

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New hearing priority list has mere 63 cities -- 42 in Group A (those with no operating stations), 21 in Group B (those with stations now on air). Though FCC has processed contested applications -- sent them "McFarland Letters" -- at rate of 10 cities a month for last 2 months, even more cities should be moved in the next 2 months, because cities remaining are generally smaller and have fewer applications.

"McFarland Letters" to all currently contested applicants will probably be mailed within 4-6 months. This doesn't mean their hearings will start then. It is usually several more months before hearings actually get underway. After that, the length of hearings is impossible to predict, but it's certain that very substantial chunk of current contests will be resolved by end of next year.

EXACTLY 300 TV STATIONS NOW ON THE AIR: This week's new starters numbered 8 -- and they included first outlets in Wheeling, W.Va.; Billings, Mont.; Waco, Tex., and Anchorage, Alaska. They also included vhf going into 2-uhf Columbia, S.C. and first uhf in New Orleans, second uhf in St. Louis, third uhf in Norfolk. Also under way is first privately-owned station in Canada, making 4 in Dominion to date. Score for U.S. now is 300 on air -- 203 vhf, 97 uhf. Latest to get going:

WIS-TV, Columbia, S.C. (Ch. 10), first vhf in 2-uhf-station town, ran tests of 10-kw RCA transmitter and 582-ft. Ideco tower Oct. 23-24, was all set to go on daily 1-6 p.m. test patterns Sun., Oct. 24, plans 3 nights also of 8-10 p.m. tests and 2 mornings of 9:30-12 noon tests to help orient antennas. Commercial programming starts Sat., Nov. 7 when it will feed No. Carolina-So. Carolina grid game to

NBC-TV (NCAA), after which it will operate daily from 3:30 p.m., earlier Sat. & Sun. It's NBC interconnected at base rate of \$350, may get some CBS shows. It's 81% owned by Broadcasting Co. of the South (G. Richard Shafto, pres.) which operates radio WIS and WIST, Charlotte, and WSPA, Spartanburg. Managing director of TV station is ex-NAB television chief Charles A. Batson, with Thomas F. Daisley, sales mgr.; Adrian Munzell, program director; Dixon Lovvorn, production mgr.; Herbert Eidson Jr., chief engineer. Rep is Free & Peters.

WTRF-TV, Wheeling, W.Va. (Ch. 7), first station in populous area between Pittsburgh & Parkersburg, began test patterns Oct. 23, planned interconnected NBC service Oct. 24 with "secondary agreements" also with ABC & CBS. It's result of consolidation, owned 34% by Wheeling Intelligencer & News-Register, 29.9% by Albert V. & Gordon C. Dix, publishers of Bellaire (O.) Leader and string of other Ohio-W.Va. newspapers, 30.1% by Thomas M. Bloch interests (tobacco). Mr. Bloch is pres.; v.p. & gen. mgr. is John W. Ferguson, 6% owner, formerly with Dix newspapers. Staff includes H. Needham Smith, sales mgr.; Judith Lawton, program director; Howard Daubemeyer, chief engineer. Equipment is RCA. Base rate is \$400. Rep is Hollingbery.

WJMR-TV, New Orleans (Ch. 61), first new outlet in pre-freeze one-station vhf city, began testing Oct. 15, is now on commercial schedule, has enough billings to assure in-the-black operation from outset, reports exec. v.p. Geo. Mayoral, ex-GE uhf specialist. His gen. mgr. James E. Gordon also wires: "Have wonderful pattern throughout the area and have certified count of 56,443 sets capable of tuning us." Nearby Baton Rouge has had uhf since April, and uhf sales and conversions have been going good in New Orleans too, said Mayoral. Station joins ABC, CBS, DuMont at \$250 base rate, is affiliated with WJMR (AM) and WCMR (FM), the latter carrying Muzak and specialized programs. It has 12-kw GE transmitter and 416-ft. Andrew tower atop Jung Hotel. Attorney Chester F. Owens is chief owner. Bolling is rep.

WTOV-TV, Norfolk, Va. (Ch. 27), affiliated with AM local WLOW, Portsmouth, began tests Oct. 22 with RCA transmitter and 410-ft. tower -- third uhf to start in area within last few months. Others are WVEC-TV (Ch. 15) and WACH (Ch. 33), former the new NBC outlet replacing vhf WTAR-TV. Latest starter reports it's affiliated with ABC & DuMont, and exec. v.p.-gen. mgr. Robert Wasdon wires its tests are being received in downtown appliance stores with indoor antenna and that estimated conversions in area now total 42,000. Jack Siegel, who with Wasdon and pres. E.L. Scott, shares equal ownership of station, is technical director. Rate is \$300, rep Forjoe.

KSTM-TV, St. Louis (Ch. 36) was to begin commercial operation Sun., Oct. 25 after week of test patterns, giving area its second uhf competitor to pre-freeze vhf KSD-TV (Ch. 5). It will carry ABC & CBS network programs, has published \$450 rate (vs. \$400 for WTVI, Belleville-St. Louis, DuMont outlet which started on Ch. 54 last Aug. 10). KSTM is in unique position of having 2 transmitters -- an RCA 1-kw, GE 100-watt, with 12-kw GE due for delivery by Nov. 1. Pres.-gen. mgr. is Marshall Pengra, longtime broadcaster recently at KGKB, Tyler, Tex.; sales v.p., Alvin M. King; program v.p., Edward F. Murphy; engineering v.p., Ted Favors. Pending Nov. 12 occupancy of own new studio-office building, operations are from temporary quarters at 5915 Berthold Ave., with offices at 632 Buder Bldg. H-R Television is rep.

KANG-TV, Waco, Tex. (Ch. 34) began test patterns and short films on Oct. 17 and expects to start commercials in early Nov. It's first station in city, which is about 100 mi. south of Dallas-Ft. Worth. It's also first to install new Type PA-714 1-kw uhf transmitter manufactured by Continental Electronics Mfg. Co., Dallas (James Weldon), prototype of units to be marketed by General Precision Laboratory. Station is owned by Clyde Weatherby, auto dealer, who also owns KCLW, Hamilton, Tex. and is managed by Bob Walker, with J.H. Smith as chief engineer. It will be ABC & DuMont outlet, starts with \$150 base rate. Pearson is rep.

KFIA, Anchorage, Alaska (Ch. 2) brought first test pictures into that boomtown Oct. 16, with commercials due to start Nov. 1. It's first of 2 Alaskan outlets projected by Kiggins & Rollins, San Diego, partnership of ex-ABC v.p. Keith Kiggins and financier Richard R. Rollins, ex-Des Moines, a director of Solar Aircraft Co. Other outlet will be KFIF, Fairbanks (Ch. 2), due about Jan. 15. Stations will get ABC, CBS & NBC shows via kinescope, start with \$150 base rate. KFIA has composite

transmitter with 3-bay RCA superturnstile atop downtown Westward Hotel. Its mgr., also directing the installation of Fairbanks outlet, is James Duncan, recently at KFMB-TV, San Diego, who also is chief engineer. W.R. Williams is operations supervisor; Phil Howarth, sales mgr.; John H. Lueken, program & news director; John Mihelich, technical supervisor. Rep is Art Moore & Son, Seattle-Portland.

KOOK-TV, Billings, Mont. (Ch. 2), state's third outlet (2 others, both vhf, in Butte), began testing DuMont transmitter Oct. 23, according to DuMont field report. It has DuMont transmitter, RCA antenna, affiliates with CBS-TV on non-interconnected basis at \$150 rate, same as KOPR-TV, Butte. Owners are C.L. Crist, pres., and J. Carter Johnson, v.p., with V.V. Clark as gen. mgr.; John Conner, commercial mgr.; Edmund Peiss, program mgr.; Grant French, chief engineer. Weed is rep.

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CKSO-TV, Sudbury, Ont. (Ch. 5), more than 200 mi. northwest of Toronto, put on first test patterns Oct. 20 from RCA transmitter and tower atop modern new office building overlooking northern Ontario's nickel basin. It's first privately-owned TV station in Canada, due to be followed next month by CFPL, London, Ont. (Ch. 10) and CFCM-TV, Quebec City (Ch. 4) as well as CBC's CBUT, Vancouver (Ch. 2). It will get CBC as well as U.S. network programs via kinescope, starting with commercial debut Oct. 25. It will sign on at 6:45 p.m. daily, 3 p.m. Sun., starts with \$150 base rate. W.J. Woodill is gen. mgr. All-Canada TV is Dominion rep, Weed in U.S.

Note: In reporting debut of Phoenix's time-sharing KOOL-TV & KOY-TV last week, we erroneously stated they would have CBS affiliation. They will get CBS film service, but KPHO-TV has CBS basic affiliation in that city and KTYL-TV is NBC basic.

PITTSBURGH—BIG-CITY VHF-UHF MARKET: Uhf is off to a running start in Pittsburgh -- nation's biggest "single-vhf city" and second biggest "uhf market" (Boston is first).

Three months after first uhf station went on air there, and 2 months after debut of second, most TV dealers are enjoying biggest demand since TV's early days. Estimates of uhf sets-in-use range all the way from 50,000-110,000, depending on who is doing the estimating. Thanks to heavy promotion, every Pittsburgh resident who isn't deaf and blind knows about uhf, and good programming is building up bigger demand for sets and converters.

Admittedly, uhf stations there still have long way to go, and there are some troublesome obstacles ahead for them.

We visited Pittsburgh this week, talked with TV set distributors, parts wholesalers, dealers, servicemen, telecasters and just plain viewers. Our observations there reinforce our oft-expressed view on uhf's No. 1 fact of life:

The key to success in uhf, as in vhf, is programming.

Second to good programming, we are convinced that big-city uhf's most important need -- especially in mountainous regions like Pittsburgh -- is high power.

* * * *

Pittsburgh's only TV station from Jan. 1949 to July 1953 was DuMont's WDTV (now on Ch. 2). Many Pittsburgh homes also watch Johnstown's WJAC-TV (Ch. 6), and the number has increased since station's power boost.

Pittsburgh's other commercial vhf allocation, Ch. 11, is tied up in 3-way contest by Westinghouse's pioneer KDKA (NBC), WJAS (CBS) and independent WWSW. Five others seek Ch. 4 in suburban Irwin. Because Pittsburgh and Irwin are well down on FCC's priority list, these applications appear to be bottled up for some time -- but anything can happen, so there's no way of knowing when city will get more vhf.

City's second station and first uhf was WKJF-TV (Ch. 53), backed with steel money by Agnes J. Reeves Greer, who also owns radio and newspaper properties in West Virginia and Ohio. It's managed by F.G. Raese, who took over ailing FM-only WKJF several years ago, put it in the black through specialized programming and "saturation sales" plan. WKJF-TV went on air July 14.

A month later, WENS (Ch. 16) made programming debut with Pittsburgh Pirates-St. Louis Cardinals game from Forbes Field. Its president and principal financial backer is Thomas P. Johnson, chief owner of Pirates. Station's dynamic sparkplugs are managing partners A. Donovan Faust and Larry H. Israel, both ex-WDTV.

Pittsburgh's educational WQED (Ch. 13) is slated to begin early next year. Third uhf grant, WTVQ (Ch. 47), is quiescent pending FCC action on proposed transfer of ownership to Edward Lamb interests (Vol. 9:30).

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Tieup of vhf channels by competitive applications gave new uhf stations big break in programming. Though neither has affiliation contract with CBS or NBC, both are getting good quantity of top-network shows which sponsors can't clear through WDTV. For example, WKJF-TV has such choice NBC items as NCAA football, Milton Berle, Show of Shows, Kraft Theatre, Philco-Goodyear Playhouse, Kate Smith, Garroway evening show. WENS has CBS's Godfrey Talent Scouts, Strike It Rich, Lux Theatre, Edw. R. Murrow, etc., and in addition is basic ABC affiliate. Both stations have base hour rate of \$350, compared with \$1200 for WDTV, which claims 683,000 sets in its area.

Both uhf stations are completing studios at their transmitter sites to permit staging of big local shows.

What will happen when city gets its 2 additional vhf stations? Facing the facts, operators of both uhfs know they have very little chance of hanging onto the biggest networks. They have other programming plans -- but they know that good shows now build conversions, and they're making hay while the sun shines.

WENS is placing great stock in ABC's rise in the network firmament -- but its trump card is sports. This summer it televised 4 Pirates games -- first time home games have been seen on Pittsburgh TV screens -- and it's arranging to dish up plenty of baseball next year. This winter it will televise Duquesne U basketball, both from Pittsburgh and New York's Madison Sq. Garden, has other sports lined up.

Commercially, WENS is off to good start. "In a month we expect to be in the operating black," Faust told us, "and by December we should be showing a profit considering all expenses". But he added: "We're prepared for a long haul, if necessary." Currently, station's revenue breaks down to 40% local, 35% national spot, 25% network, with network due for increase as new fall shows come on. Of 44 network commercial shows on station, 17 are CBS, the rest ABC.

Station has 41 employees, will add more when studios are completed next month. As to conversions, Faust and Israel estimate they'll hit 25-45% by Jan., 50% by next April, 100% by end of baseball season.

WKJF-TV carries some 36 hours of network programming weekly -- 21 hours of it commercial -- plus 8 hours of local. It has 42 fulltime employes, plus 3 which it shares with its FM operation. Gen. mgr. Raese wouldn't venture prediction as to when station would be showing profit. What if he loses network shows to a vhf competitor? Well, he points out his FM is bucking tide, yet showing profit -- and he indicates he has plenty of ideas for independent TV.

* * * *

It's really ironic when you consider optimism about uhf in Pittsburgh, for you'll recall that during allocation hearings Pittsburgh was always cited as prime example of rough terrain where uhf could scarcely compete with vhf propagation-wise. Yet uhf is working there today -- and servicemen say there are very few places in city and immediate suburbs where at least one good uhf signal can't be received. Surprising number of sets which aren't in line-of-sight are picking up reflected signals from hills and buildings. Uhf stations' transmitters are in opposite parts of town -- both on high hills -- and there are areas where it is difficult to pick up one or the other.

WKJF-TV has 1-kw RCA transmitter, WENS 12-kw GE, which hit its peak power 2 weeks ago after period of exasperating difficulties. Servicemen and dealers report "tremendous improvement" since latter station went to its full 200-kw ERP, and they feel that more power -- when it's available -- will clean up most of the remaining problems. They point out some sections of Pittsburgh were "blind" to vhf in early days, before they were cleared up by more sensitive sets, better antennas and increase in station power.

* * * *

Best news of all in Pittsburgh is that people are buying. Both uhf stations enjoy good relations with trade and with press -- and the uhf fever which began last

July and rose sharply when the second station went on air continues at high pitch, although it isn't expected to reach epidemic stage until cold weather sets in.

"The timing was perfect", we were told time-&-again by tradespeople. Good business replaced usual summer slump, and best of all, uhf supplied the push that started second-set business rolling.

New set sales and converter sales are running neck-&-neck, TV distributors told us -- not including the sizable converter business by parts jobbers who don't handle sets. From 2 big dealers we got estimate that 90% of set sales were second sets. "Everybody seems to want to replace his old 10-or-12-in. klunker," said one. But very few sales are on trade-in basis, old sets generally going to kids' rooms, bedrooms, etc. Needless to say, there's no market for vhf-only sets in city.

Distributors reported shortages of certain models. RCA said demand exceeds supply for 60% of line, principally in lower end. Philco and Sylvania both reported shortages of 21-in. consoles.

RCA's Sept. sales in Pittsburgh area were double last year's, and ran 25%-30% above last year all summer, said radio-TV mgr. Ralph Will of Hamburg Bros., big RCA distributor. They would have been much higher, he added, were it not for shortages. Others reported sales up 25%-100% over last year. One big dealer said Oct. sales are already biggest in his history. Two service chains said they were 10 days behind on installations, but dealers we queried said they were now keeping up-to-date.

One downtown dept. store, however, called business "about average for this time of year"; another reported "a slight pickup". Neither store had installed permanent uhf antenna; both showed rather poor uhf pictures.

We made our own unscientific survey, counting antennas as we passed through various parts of city. Of 100 masts, 22 had uhf as well as vhf antennas -- but we noticed sharp dropoff in percentage of uhf antennas outside of city.

Personal Notes: J. Howard McGrath, ex-Attorney General under President Truman, has been appointed exec. v.p. of Edward Lamb Enterprises Inc., Toledo, which include WICU, Erie, CP for WMAC-TV, Massillon, O., 3 radio stations, and recent acquisition of 70% interest in White Products Corp., Middleville, Mich., manufacturing hot water heaters. McGrath will continue his Washington & Providence law offices . . . James O. Juntilla resigns from FCC hearing div., plans to join private TV-radio law firm . . . Theodore C. Streibert, ex-pres. of WOR-TV & WOR, ex-chairman of Mutual, presented with plaque of appreciation this week by WOR-Mutual employees; he's now director of U. S. Information Agency, in charge of Voice of America . . . Geo. Mayoral, GE uhf project engineer at Syracuse, resigned Oct. 15 to devote full-time as exec. v.p. & chief engineer of new WJMR-TV, New Orleans (Ch. 61); Jack Petrick, ex-GE & WOW-TV, Nov. 1 becomes technical director . . . Wm. Phillipson, ABC western div. gen. mgr., has resigned as of Nov. 1 . . . Henry T. Hede promoted to administrative mgr. of ABC-TV network sales . . . Hugh B. Terry, pres. of KLZ and upcoming KLZ-TV, Denver (Ch. 7), appointed TV-radio's first representative on accrediting committee of American Council on Education for Journalism . . . Wm. H. Fine-shriber Jr., NBC v.p., and Earl Johnson, Mutual v.p., added to NARTB AM committee . . . Richard B. Wheeler, ex-gen. sales mgr., WTOP-TV, Washington, and a son of ex-Sen. Burton K. Wheeler (D-Mont.), named gen. mgr. of upcoming WTRI, Schenectady (Ch. 35), headed by Col. Harry S. Wilder and due in Jan. . . . Charles Dillon, ex-chief of TV-radio branch of Defense Dept., with Henry Rau, ex-DPA consultant and former Memphis appliance distributor, have purchased Washington's WOL (250 watts on 1450 kc) for reported \$125,000 . . . Maurice Corken promoted to asst. gen. mgr. of WHBF-TV, Rock Island, succeeded as sales mgr. by Ted Arnold; Philip Nesbit, ex-WITH, Baltimore, named asst. to Forest Cooke, program director, and Don Wooten named TV production super-

visor . . . James T. Campbell, ex-Trans-World Airlines communications & sales depts., named Washington sales mgr., Standard Electronics (transmitters) . . . John Thompson, ex-Ted Bates & Co., N. Y., named production mgr., WCOV-TV, Montgomery, Ala. (Ch. 20) . . . Wm. Templeton, TV-radio director, Sherman & Marquette, elected v.p. in charge of dept. . . . J. G. (Buck) Weaver, ex-Crosley electronics adv. mgr., joins Benton & Bowles on Pream account . . . John Devine, J. Walter Thompson Co., new chairman of AAAA TV-radio production committee.

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Chris J. Witting, who joined DuMont in 1947 as an accountant and rose to managing directorship of DuMont Network, on Jan. 1 becomes pres. of Westinghouse Radio Stations Inc., with headquarters in Washington. One of TV's youngest top executives, he's 38, will report to E. V. Huggins, Westinghouse financial v.p. in Pittsburgh, will have as his chief aide Joe Baudino, exec. v.p. Westinghouse operates TV stations in Boston (WBZ-TV) and Philadelphia (WPTZ), radio stations in those cities and in Pittsburgh, Ft. Wayne & Portland, is expected shortly to announce acquisition of other TV properties. It's also expected to move headquarters next year from Washington to N. Y.

David E. Tolman, 42, attorney in Washington firm of Segal, Smith & Hennessey, was found shot to death in his office Oct. 20; he had been in ill health for some time, suffered nervous breakdown recently. Weapon was .35-cal. rifle kept in office, used for deer hunts. Native of Utah, Tolman came to Washington about 20 years ago, joined attorney Paul Segal as a stenographer before obtaining law degree from George Washington U. He leaves wife and 2 daughters, age 13 and 8.

Leslie W. Joy, 62, onetime NBC announcer who retired in 1947 as gen. mgr. of KYW, Philadelphia, died Oct. 22 at his home in Chester Springs, Pa.

Telecasting Notes: We nominate for the Pulitzer Prize—yes, the Pulitzer Prize in Journalism—and for TV's public service prizes of the year Ed Murrow's Oct. 20 *See It Now*. He and producer Ed Friendly took a "loaded" topic, did crusading job in the best traditions of journalism. Their "Case for Milo Radulovich," in fact, sets a new example for either audible, visual or printed journalism. He's the young ex-GI, now a meteorological student at U of Michigan, recommended for dismissal from Air Force Reserve by board of 3 colonels because his sister is alleged to have Communist leanings and his aged father was reported seen reading a pro-Communist foreign-language newspaper. He wasn't faced by accusers, board absolved him personally—and "guilt by kinship" thesis isn't likely to stick on appeal after the superb Murrow expose . . . Arthur disinherited 2 "little Godfreys" this week, evoking reams of publicity and this warning to his staff from CBS's No. 1 dollar-volume performer: "Do better or I'll drop you." Right in front of network audience, he bounced singer Julius LaRosa for breaking Godfrey "rule" in hiring an agent; Godfrey denied baritone's romance with singer Dorothy McGuire had anything to do with sudden dismissal . . . Bandleader Archie Bleyer got ax from Godfrey, too, because Cadence Records featured rival Don McNeill on new recording. Bleyer stays with *Talent Scouts* for 8 weeks and LaRosa, Godfrey discovery who is under CBS contract at reported \$900 a week, has signed for 2 guest appearances at \$3000 each and has movies in view . . . Godfrey's version: They got too in-

terested in money, lost "humility" that appealed to audience." Scuttlebutt has more trouble brewing in cast . . . "Prescription Television" is title of tribute to TV by medical profession in Oct. *Facts About TV*, published by NARTB's TV information committee, citing American Medical Assn. survey last May showing 91% of state medical societies, 77% of county medical societies were using TV & radio . . . Bureau of Independent Publishers & Distributors (George R. Klein, pres., gen. mgr. of Cleveland news company bearing his name) has earmarked \$250,000 for a TV film to promote magazine readership . . . World Broadcasting System has prepared for TV stations what it claims is TV's first transcribed service of music and sound, with new indexed catalog including all possible music, theme, backgrounds, bridges and sound that a program mgr. might need . . . George Sanford Holmes named Washington correspondent of KFEL-TV & KFEL, Denver; an ex-Denverite, he will file daily news dispatches about Colo. & Wyo. delegations in Congress . . . CBS's WBBM, Chicago (AM) raises daytime rates in new Rate Card No. 24 . . . Seven TV stations in N.Y. "no longer pose a threat to the economic well-being of the city's many radio operations," concludes *Variety*, which polled 8 independents and the 4 network-owned AMs and found their business better than last year; WNEW said Sept. was best month in its history . . . Canadian Broadcasting Corp. signs American Newspaper Guild agreement covering 60 TV-radio newsroom employes . . . Center Theatre, Rockefeller Center, to be demolished to make way for 19-story office building as soon as NBC lease expires next May.

FIRST MOVES of new Ultra High Frequency TV Assn., formed last week, will be to go to FCC with motions and petitions asking Commission to: (1) Vacate proposed assignment of additional vhf channels to such cities as Milwaukee. (2) Drop processing procedures which permit vhf grants at faster clip. (3) Set up rules whereby stations now operating, particularly uhf, can apply for different channels without quitting present operations.

Group also elected officers this week: Lou Poller, WCAN-TV, Milwaukee, pres.; A. Donovan Faust, WENS, Pittsburgh, v.p.; Harry Tenenbaum, WTVI, Belleville, Ill. (St. Louis), treas. Acting exec. secy. is Melvin Goldberg, formerly in DuMont sales research-promotion under research director Dr. T. T. Goldsmith, now a consultant in Govt.'s U. S. Information Agency. Public relations are handled by J. Bernard McDonnell, who has performed similar chores for DuMont through Washington counsel Wm. Roberts.

Directors, in addition to Poller, Tenenbaum & Faust: Ben Baylor, KEDD, Wichita; Marshall Pengra, KSTM-TV, St. Louis; Jack Garrison, KACY, Festus, Mo. (St. Louis); Sherwin Grossman, WBUF-TV, Buffalo.

Organization meeting was held Oct. 16 in Chicago's Blackstone Hotel, attended by most of officers and directors plus Wm. Johns, WOSH-TV, Oshkosh; Stanley Durwood, KEDD, Wichita; Robert Kilker, KACY, Festus; John Esau, KTVQ, Oklahoma City; Berthold Berkwich, WCAN-TV, Milwaukee; Harold Cowgill, WTVP, Decatur, Ill.

Counsel Roberts reports that 6 stations have signed up as founder members at \$5000 each and that association is seeking cooperation of Assn. of Federal Communications Consulting Engineers with idea of getting it to collect information on coverage, power, etc.

Roberts wrote FCC this week, informing it of objectives and charging that processing procedures have been changed drastically from what uhf entrepreneurs were led to expect by Commission's end-of-freeze decision. He said group is convinced that all TV must ultimately go to uhf. Outlining "serious disabilities affecting uhf," letter pointed to:

- (1) Delays in availability of high powered transmitters.
- (2) "Lack of adequate converters" and all-channel sets
- (3) "The new apparent disinclination of national networks to affiliate with uhf stations, largely the result of slower development of a uhf audience and prior history of standard broadcast affiliation with AM stations now operating vhf TV outlets."

Roberts also wrote FTC attorney H. Paul Butz, who has been conducting conference on trade practices (Vol. 9:41), urged that definition of TV receiver be written "so that term can only be used to describe a receiving set which is constructed for and capable of receiving with reasonable or adequate consistency all channels allocated by the FCC. If a receiving set is not capable of such reception, additional disclosure should be required in order to protect the consumer from deceptive advertising."

Association says it has no intention to splinter off NARTB. It was also made clear that it has no connection with group of uhf stations petitioning for approval of subscription TV.

It goes without saying that group will have tough job persuading FCC to change some of its procedures. It will take some doing to talk Commission out of adding vhf channels—or any other kind of channels—where they can be dropped in without disturbing allocation rules & standards. Tough, too, will be job of stopping vhf grants via mergers and dropouts among competitors.

Interestingly, new KSTM-TV, St. Louis, this week applied for modification to move from Ch. 36 to Ch. 11. Last week, it asked FCC to replace the 2 unused vhf channels in St. Louis with 4 uhf (Vol 9:42). Station said purpose of asking for Ch. 11 is to protect itself regardless how FCC acts. Another novel request was that of uhf grantee WITH-TV, Baltimore, which asks modification from Ch. 60 to Ch. 18, still uhf.



Non-TV homes in New York City area are 17% of total, compared with 36% two years ago, according to Advertest Research which predicts non-TV homes will decline to 9% in next 2 years.

Station Accounts: Those 111 national & regional spot accounts on pioneer uhf KPTV, Portland, Ore., some of which were published in this column last week, include Pacific Northwest sponsorships that merit listing because some are or will be national and they serve to point up the growing importance of that area as a source of TV business. Placed by Portland agencies: Acme Beer, thru Blitz Adv.; North Pacific Cannery & Packers (Flav-r-pack frozen foods), thru Coleman Adv.; Stanley Drugs, thru Richard H. Seller Adv.; Tillamook County Creamery Assn. (Tillamook Cheese), thru Burkett Adv.; Montag Stoves, thru Pacific National Adv. Placed by Seattle agencies: Alaska Fish Fertilizer, thru Burke Co.; Arden Farms (dairy products) & Columbia Aluminum Co., thru Adv. Counselors; Biscelgia Bros. (Paradise Wine), thru Penman-Neil Adv.; Centennial Mills (Crown Flour) & Union Pacific R.R., thru Richard Montgomery & Assoc.; Alt Heidelberg Beer, thru How. J. Ryan & Son; Dirks & Co. (Miracle Power), thru McGrath & Assoc.; Mission Macaroni Co. & Williams Potato Chips, thru Taskett Agency; Balley Potato Chips, thru Ruthrauff & Ryan; Olympia Beer, thru Botsford, Constantine & Gardner; Pacific Chemical Co. (Balance Soap), West Coast Airlines & Bardahl Oil Co., thru Wallace McKay Co.; Brew 66, thru Miller & Co.; Sunny Jim Peanut Butter, thru Dave Crockett Adv.; Brown & Haley Candy Co. (Mountain Bars), thru Honig-Cooper; Amalgamated Sugar Co. (White Satin Sugar), thru David W. Evans & Assoc., Salt Lake City . . . Standard Oil of California buys Walter Reed Productions film series, *Waterfront*, starring Preston Foster, for placement on 12

Network Accounts: Pitch for holiday and specialty advertising was made this week by NBC-TV with plan called "Run-of-Schedule Advertising—Holidays" (ROSAH) involving quick sale of 1-min. filmed commercial participations on unsold segments of any of 6 Mon.-thru-Fri. daytime programs at \$3530 gross for each partic. NBC will determine placement of announcements, and after program purchaser will be notified when it was run and circulation reached. Plan will run until Dec. 31, will take in *Ding Dong School* (10-10:30 a.m.); *Glamour Girl* (10:30-11); *Hawkins Falls* (11-11:15); *Bennett Story* (11:15-11:30); *Three Steps to Heaven* (11:30-11:45); *Follow Your Heart* (11:45-12) . . . CBS-TV reduces base rate for Sun. afternoon programs by 25% in Rate Card No. 10, effective Oct. 15, making Class B rates (75% of Class A) applicable to all network programs between 1-5 p.m. Sunday, local time; heretofore Class A rates have applied to this time period . . . Motorola became another ABC-TV "blue chip" sponsor this week, buying Motorola TV Hour for \$80,000 time-&-talent per show, alt.-week with U. S. Steel Theatre, starting Dec. 1, Tue. 9:30-10:30 p.m., thru Ruthrauff & Ryan . . . Longines-Wittnauer Watch Co., for 5th straight year, to sponsor hour-long Thanksgiving and Christmas music festivals on CBS-TV, 5-6 p.m., thru Victor A. Bennett Co. . . . Borden's Coffee to sponsor Wed. & Fri. segments of *Hawkins Falls* on NBC-TV, starting Oct. 28, Mon.-thru-Fri. 11-11:15 a.m., thru Doherty, Clifford, Steers & Shenfield . . . Procter & Gamble buys alt.-Mon. of *Welome Travelers* on NBC-TV, starting Oct. 26, Mon.-thru-Fri. 4-4:30 p.m., thru Benton & Bowles . . . Swift & Co. (Pard dog food) to sponsor *Kukla, Fran & Ollie*, on NBC-TV, tentatively set for Sun. 3:30-4 p.m., thru J. Walter Thompson . . . Parker Pen to sponsor filmed *Greatest Football Plays of All Time* for 15-min. following pro football telecasts on DuMont, Dec. 5 & 12 or Dec. 6 & 13, thru J. Walter Thompson.

Wm. Rogow, pres. of old Neff-Rogow Adv. Agency, onetime WOR salesman and partner of late Walter C. Neff, died Oct. 17 in N. Y., 3 days after death of his wife.

western stations, thru BBDO . . . American Maize Products Inc. (Amazo dessert) premiered *Adventures of Blinkey*, puppet series, on WABC-TV, N. Y. Oct. 17, Sat., 11:30-11:45 a.m., thru Kenyon & Eckhardt . . . Among other advertisers reported using or preparing to use TV: Dennis Chicken Products Co. (Dennis boneless chicken), thru Arthur Sampson Co., Boston; Martinson's Coffee Co. (Coffee Candy Gems), thru Anderson & Cairns, N. Y.; Russell-Miller Milling Co., Minneapolis (angel cake mix), thru Olmstead & Foley, Minneapolis; Presto Beverages (nonfattening beverages), thru Wexton Co., N. Y.; Grove Laboratories (Antomine), thru Harry B. Cohen, N. Y.; Mishawaka Rubber & Woolen Mfg. Co. (all weather boots), thru Fletcher D. Richards, N. Y.; Artistic Card Co. Inc., Elmira, N. Y. (greeting cards), thru Franklin Bruck Adv. Corp., N. Y.; Cities Service Co. (gasoline), thru Ellington & Co., N. Y.; White Cross Sleep Products, Philadelphia (Streamline Beauty mattress), thru David Zibman Adv., Philadelphia; Booth Bottling Co. Inc., Philadelphia (beverages), thru Fiengenbaum & Wermen, Philadelphia; Ben Hur Products, Los Angeles (Golden West coffee), thru Warwick & Legler, Los Angeles; Burgermeister Beer Co., San Francisco, thru Emil Reinhart, San Francisco; Cardinet Candy Co. (Cardinet candy), thru Elliott Agency, Oakland; Set of 7 (kitchen utensils), thru Philip E. Green Co., Los Angeles; Blue Magic Inc. (Easy Monday liquid starch), thru Adrian Bauer Adv., Philadelphia; Leader Electronics Inc. (Superotor antenna rotator), thru Sylvester & Walsh, Cleveland; Trix-Stix Inc. (toy kits), thru Monroe Greenthal & Co., N. Y.

Plugging uhf hard, ABC has issued *The P's & Q's of I's & U's*, 60-p. report on uhf "as a service to advertisers, advertising agencies and the TV industry generally." It's available from network, touches on many angles of uhf picture. ABC, with 49 uhf affiliates (out of total 154), stands to gain significantly by success of uhf. Booklet explains that launching of uhf stations "vastly improves ABC's clearance picture." The single-station market is rapidly disappearing, ABC notes, pointing out that of the 40 pre-freeze single-station markets, all but 13 now have more than one station. "Last year, before the thaw, ABC-TV had 63 affiliates. About 2 out of 3 were in single-station markets. By Sept. 1, ABC had 154 affiliates, 3 out of 5 in multi-station markets." Adds report: "This fall ABC will be able to deliver coverage of approximately 85% of all TV homes, against 2-network competition. [ABC] can now clear, in prime evening time, over 50 markets on a live basis."

Another subscription-TV petition was filed with FCC this week—by KBST, applicant for Ch. 4, Big Spring, Tex., joining 7 uhf grantees which had already asked approval of fee TV (Vol. 9:32, 35-38, 41). KBST's petition argued pay-as-you-see system "will enable TV stations in medium-size markets to provide a better program service and operate longer hours than would otherwise be economically feasible." Meanwhile, Skiatron showed subscription TV to physicians in New York Oct. 21, to demonstrate how it can be used to give doctors clinical instruction in their homes and offices without letting general public eavesdrop.

Frank Stanton, CBS president, and Niles Trammell, ex-NBC chairman now pres. of Biscayne Television Corp., applicant for Miami's Ch. 7, appointed to advisory board of Ford Foundation's TV-Radio Workshop (*Omnibus, Excursion*).

Forecast that radio spot & local will "probably increase by another \$100,000,000 in the next few years" was made by N. W. Ayer & Son exec. v.p. C. L. Jordan at NARTB Philadelphia district meeting Oct. 23.

FEDERAL reports shipping 7½-kw transmitter Oct. 19 to Sparks-Withington's WWTW, Cadillac, Mich. (Ch. 13), due on air next month (Vol. 9:41); also reports new order for complete uhf station from WAIM-TV, Anderson, S. C. (Ch. 40). This week, GE got orders for 5-kw transmitters for newly authorized Ridson station in Duluth-Superior, Wis. (Ch. 6) and for WAPA-TV, San Juan, Puerto Rico (Ch. 4), both for Nov. delivery. GE also reports 12-kw order from Tom Potter's WTVT, Chattanooga (Ch. 43) for Jan. delivery.

Previous orders shipped this week by GE: 5-kw Oct. 22 to KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13); 20-kw amplifier Oct. 22 to WSIX-TV, Nashville (Ch. 8), supplementing 5-kw shipped Oct. 6; 12-kw Oct. 23 to KTVU, Stockton, Cal. (Ch. 36), supplementing 100-w shipped Oct. 8.

These 6-bay vhf antennas have been shipped by GE since Oct. 17: KTTV, Los Angeles (Ch. 11); KTVA, Anchorage, Alaska (Ch. 11); WSIX-TV, Nashville (Ch. 8); WTVJ, Miami (Ch. 4); and 4-bay to KING-TV, Seattle (Ch. 5). These 5-bay uhf antennas have been shipped since Oct. 10: KCOK-TV, Tulare, Cal. (Ch. 27); WJMR-TV, New Orleans (Ch. 61); KMPT, Oklahoma City (Ch. 19); KACY, Festus, Mo. (Ch. 14); WKAR-TV, E. Lansing, Mich. (Ch. 60); WLOU-TV, Louisville (Ch. 41); and 4-bay to Polan's WUTV, Youngstown (Ch. 21).

* * * *

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

KGLO-TV, Mason City, Ia. (Ch. 3), has ordered 25-kw DuMont transmitter, plans start early next summer, writes exec. v.p. Herbert R. Ohrt. Ownership interlocks with *Mason City Globe-Gazette*. Weed will be rep.

KRGV-TV, Weslaco, Tex. (Ch. 5), has its 5-kw GE transmitter, awaits GE antenna for 750-ft. Phillips tower under construction in La Feria, Tex., now plans start between Thanksgiving-Dec. 1, reports owner O. L. Taylor, head of rep firm bearing his name, who also is applicant for Ch. 3 in Wichita, Kan. Barney Ogle is gen. mgr. Taylor will be rep.

KLZ-TV, Denver, Colo. (Ch. 7), has interim RCA equipment installed in new transmitter house atop Lookout Mt., should begin testing any day now with 55-kw ERP from temporary 6-bay superturnstile RCA antenna, according to pres.-gen. mgr. Hugh B. Terry. Power hike to 120-kw will be made after permanent 225-ft Lehigh tower goes up in Nov. Maximum 316-kw power awaits Jan. delivery of all units needed to complete air-cooled RCA 50-kw transmitter. New staff members are Lewis Thomas, TV promotion mgr.; Carl Akers, news supervisor; Ruth Willhite, traffic mgr. Hour rate will be \$380. Rep will be Katz.

KWWL-TV, Waterloo, Ia. (Ch. 7), with 5-kw DuMont shipped Oct. 23, plans Nov. 15-Dec. 1 start with 30-kw, goes to 316-kw when 50-kw is delivered later, according to pres.-mgr. R. J. McElroy. It will be NBC & DuMont affiliate. Headley-Reed will be rep.

KOMU-TV, Columbia, Mo. (Ch. 8), U of Missouri's commercial grant, has its 5-kw GE transmitter, but hasn't set specific target date, according to mgr. George J. Kapel. It will be primary NBC, but will also feed from other 3 networks. Hour rate will be \$200. Rep will be H-R Television.

CFPL-TV, London, Ont. (Ch. 10), owned by *London Free Press*, plans tests during week of Nov. 8 from 500-ft. Canadian Bridge Co. tower, using RCA equipment, and goes commercial Nov. 28, according to commercial mgr. Murray T. Brown. R. A. Reinhart is operations mgr.; G. Robitaille, technical director; R. Laidlaw, film & news director. Hour rate will be \$200. U. S. sales rep will be Weed; Canadian, All-Canada Television.

WMUR-TV, Manchester, N. H. (Ch. 9), plans to order RCA equipment, is remodeling existing studio & transmitter buildings for TV, will add 24-ft. to old FM tower on S. Uncanoonuc Mt. by Dec. 15, hopes to begin "limited network only" operation by Christmas, reports gen. mgr. Hervey Carter. It will be first TV in state. Full programming is planned for Feb. 1, 1954. Owner is ex-Gov. Francis P. Murphy who recently bought WFEA for \$175,000. Rep not yet chosen. WKNE-TV, Keene (Ch. 45), state's only other grantee, hasn't ordered equipment or announced plans.

KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13), has begun erection of 500-ft. Stainless tower, has transmitter-studio building on Hwy. 44, 16 mi. east of Holdrege, nearly ready for 5-kw GE due soon, begins tests approximately Nov. 1, according to station mgr. Duane L. Watts. It affiliates with CBS & DuMont, begins with films, gets interconnection next March. Hour rate will be \$200. Meeker will be rep.

WWOR-TV, Worcester, Mass. (Ch. 14), with RCA 1-kw transmitter on hand, is erecting 200-ft. Stainless tower next to new studio-transmitter building atop Asnebumskit Hill in nearby Paxton, now plans mid-Nov. tests, reports v.p.-gen. mgr. Ansel E. Gridley. It has signed as basic ABC-TV, will also get DuMont. Tom Sawyer is program director; Don Wise, chief engineer. Rep will be Raymer.

WLAM-TV, Lewiston, Me. (Ch. 17), 1-kw RCA transmitter on hand, will meet Nov. 15 test target, may begin programming by Thanksgiving Day, according to owner-gen. mgr. Frank S. Hoy. It will be interconnected with other Hoy station WPMT, Portland, which began last Aug. 27 as CBS primary affiliate, but feeds from all networks. WLAM-TV hours will approximate WPMT's 4 p.m.-midnight Mon. thru Fri. and noon-midnight Sat. & Sun. The two stations are said to cover about half of Maine population. Combination hourly rate is \$300. WLAM-TV hour rate is \$150; WPMT, \$200. Rep for both is Everett-McKinney. Other Lewiston-area grantee, WMTW (Ch. 8), has Sept. 1954 target.

KQTV, Fort Dodge, Ia. (Ch. 21), now plans tests of GE 1-kw plant week of Nov. 2, goes commercial week of Nov. 23, according to pres. & gen. mgr. Ed Breen. Hour rate will be \$150. Pearson will be rep.

KTAG-TV, Lake Charles, La. (Ch. 25), its Trilseh tower up, is now installing 1-kw GE transmitter, now plans Nov. 1 tests, commercial Nov. 5-15, according to exec. v.p. Warren Berwick. Ownership interlocks with WAFB-TV, Baton Rouge (Ch. 28), which began last April. Hour rate will be \$150. Adam Young will be rep.

WNAM-TV, Neenah, Wis. (Ch. 42), oft-postponed, now has its 1-kw RCA transmitter and aims for Dec. 1 start from new "Radio-TV Park," reports mgr. Steve W. Pozgay. It will serve Neenah-Menasha-Appleton area. George W. Clark will be rep.

WJHL-TV, Johnson City, Tenn. (Ch. 11), striving for start by last week, ran into bad break Oct. 17 when its 552-ft. Skyline tower collapsed, 5 sections falling on transmitter building in 2 places. Though one hit just over control room, no one was hurt and no damage was done to that equipment. New 550-ft. tower is planned, but in meantime the 60-ft. lower part of first tower, triangular-based, is being fitted with 140-ft. GE antenna with aim of getting on air in matter of days, according to gen. mgr. W. Hanes Lancaster Jr. Pearson is rep.

Network service was extended to WKLO-TV, Louisville (Ch. 21) and WTVH-TV, Peoria, Ill. (Ch. 19) by Bell System last week end, making total of 207 interconnected stations in 131 U. S. cities.

DEALERS DREAD COLOR IMPACT ON XMAS TRADE: Uneasiness over effect of "color talk" on sales seems to increase day-by-day among dealers, and they hope fervently that FCC will withhold its go-ahead on commercial color until after Christmas.

Most dealers appear reconciled to a transitional dislocation to come when color sets are actually on floors. In fact, they expect color to uncork a dramatic new boom -- eventually. What worries them is that a headline-bedazzled public will simply sit on its collective wallet through vital Christmas season, buying nothing.

Market for top-of-the-line 24-in. & 27-in. just hasn't grown as predicted -- and almost everyone attributes that partly to color news (see below). This disappointment has been absorbed with an unhappy shrug, but the real fear now is that demand for average bread-&-butter sets will narrow down to a critical trickle.

NARDA has surveyed dealers, found that "customers' talk about waiting for color is tremendous." It notes that Christmas season ordinarily accounts for 36% of entire year's volume, says any sizable dropout now would be "disastrous". Add that seasonal factor to the 2,400,000 sets in all pipelines (Vol. 9:42) -- and there's no question but that situation could become dangerous in a hurry.

What to do about it? Dealers are frankly imploring FCC to hold off decision until end of year, at least. As of today, however, with pressures from Congress and certain elements of industry to get the standards out quickly, chances are greater FCC will act before Christmas than after.

But there's no way to predict exact date beyond our estimate last week that it will come in late Nov. or late Dec. (Vol. 9:42); and, of course, burden is on the trade to tell public the real facts about color availability -- such facts as:

- (1) Color sets will be very expensive at first -- \$700-\$1000.
- (2) Initial pictures will be small -- actually about 11½-in. in 15-in. bulb.
- (3) Production will be negligible first year -- 50,000-250,000, perhaps.
- (4) Number of color programs will be limited -- for year or so, at least.
- (5) Equipping stations for color will take plenty of time.
- (6) Black-&-white sets are bigger, cheaper and better than ever before.

* * * *

Reflecting color's impact on consumer, is diminished demand for 24 & 27-in. models. Major manufacturers agreed it's at least partly due to holding off by the higher bracket buyers, against the day first color sets emerge.

"It's only natural that folks should hold off buying an expensive set," said Motorola's Robert Galvin, "when they read every day about color for Christmas or thereabouts. There doesn't seem to be much we can do about it. We just hope it does not affect the movement of 17 & 21-in. sets, which are holding up well."

An Admiral spokesman, while not minimizing color talk, said it isn't as big a factor elsewhere as it is in East, where tests were conducted and press coverage is much more extensive. But Philco blames color for slow sales of 24-in., which are "not moving nearly as well as anticipated" and 27-in., which are "not a big seller."

RCA intends to buck indifference to 24 & 27-in. sizes, apparently, for it reveals plans to start Dec. production of a 24-in. console, 2 models to be introduced early in 1954, no prices set yet. Its four 27-in. have enjoyed "only fair" sales, said a spokesman, but he too observed prices (\$700, \$750, \$760, \$810) may be reason.

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TV production maintains high pace, totaling 173,663 units week ended Oct. 16, compared to 173,040 in preceding week and 170,685 week ended Oct. 2. It was year's

41st week and brought year's output to date to about 5,930,000, closing in on 1952 total production of 6,096,279. Output this time last year was about 4,200,000.

Radio production totaled 234,705, down from 247,289 week ended Oct. 9 and 250,399 week before. It brought year's production to date to about 10,650,000.

[Note: New RETMA policy discontinues release of weekly figures for private label TV-radio production, as well as weekly breakdown on radio output by types of sets. This information will henceforth be released on monthly basis only.]

COLOR GO-AHEAD from FCC by late Nov. or Dec. is still best guess around Commission, with no intention to take action before all commissioners are on hand after Nov. 1 (Vol. 9:42). Sen. Johnson (D-Colo.), long-time color enthusiast, and Robert L'Heureux, counsel for Senate Interstate Commerce Committee, in letters to Commission urged speed, as did Rep. Wolverton last week.

Comr. Sterling, thinking over last week's demonstration, says he regrets not having sufficient time to tune receivers himself. He said he had checked only a couple before he was urged to watch something else. He's satisfied with those tuned but would have liked to work on all 13 sets and discuss tuning controls with engineers of each company.

Sterling says he appreciates great pressure to get demonstration over with, but that he's "smarting" under the "rush" he received. "I'd still like to check more sets," he adds, "not necessarily all in a group—perhaps individually." He also regrets that demonstration didn't include color film, says he would have insisted on it if he had been present when Commission arranged program.

RCA-NBC take color to Hollywood for first time Nov. 3 for demonstrations to movie executives, advertisers, agencies, talent, bankers, newsmen—and movement is already afoot, sparked by Blair TV's Lindsey Spight on behalf of San Francisco Ad Club. for showing there, too. Half-hour show will be sent over AT&T circuit from N. Y. Colonial Theatre to NBC-TV's big Studio A in Burbank, where 11 a.m. press showing will be followed by one for industry folk.

It will be longest line haul yet attempted with color, but is expected to offer no more difficulty than did highly successful recent showing before Assn. of National Advertisers in Chicago's Drake Hotel (Vol. 9:39). Show will have Ben Grauer as m.c., with Nanette Fabray, *Hit Parade* cast, and for first time excerpts from color film. Gear is being flown out this week, and RCA-NBC delegation going to Hollywood will include Sarnoff, Folsom, Jolliffe, Sacks, Weaver, Robt. Sarnoff.

Meanwhile, RCA announced that first technical color seminar for consulting engineers will be conducted in Camden Oct. 28-29, and some engineers are so impressed with importance of learning job facing stations that they're bringing along entire staff. RCA also announced that week that first deliveries of equipment to enable stations to rebroadcast color picked up from network—first stage of colorcasts—will begin in Dec. and that one or more stations in 57 cities have placed orders. Delivery of equipment for local color originations, including cameras, will start in March.

And NBC reminded that its first opera in color, *Carmen*, will be telecast Oct. 31, 5:30-6:30 p.m. All affiliates will have to rebroadcast program in black-&-white, since they're not equipped for color. NBC says there are no plans to make color monitors available in any city for VIPs, press, etc.

Yale campus will have own TV station, closed circuit, using DuMont camera donated by *Sponsor Magazine*. They intend to call it WEYC-TV, sell time, make station pay for itself.

Trade Personal: Wm. H. Kelley, Motorola sales v.p., resigns Dec. 31 to become DuMont v.p. in charge of marketing; he remains, until mid-Nov., at Motorola, where exec. v.p. Robt. W. Galvin states "no additions or changes of executive personnel are contemplated at this time" . . . Brig. Gen. Tom C. Rives (ret.), transferred from technical military liaison mgr. to mgr. of GE electronics div.'s new laboratories dept., Syracuse, comprising lab at Syracuse and Advanced Electronics Center at Cornell U . . . Wm. W. Garstang, works mgr., promoted to asst. v.p. in charge of manufacturing, Raytheon TV-radio div.; Francis D. Edes, from legal dept., named administrative asst. to Raytheon v.p. Henry F. Argento . . . James J. Shallow, sales mgr., Philco Distributors Inc., Philadelphia, appointed mgr. of accessory div., Philco Corp., succeeding Herbert S. Riband, transferred to refrigeration div.; Shallow is succeeded by David Brody . . . Arthur A. Currie promoted to Sylvania TV-radio sales mgr., John Suor to contract & special sales mgr. . . . Marcus N. Brooks, from standard control div., named purchasing agent, Westinghouse TV-radio div., Metuchen, N. J. . . . Gordon S. Humphrey, exec. asst. to David R. Hull, gen. mgr. of Raytheon equipment div., promoted to asst. v.p. . . . Frank R. Norton, ex-Magnavox, named to new post of Sparton engineering director . . . S. W. Muldowny, chairman of Lanston Monotype Machine Co., Philadelphia, onetime pres. of National Union Radio & v.p. of RTMA, elected chairman of Tele-Ray Tube Co., Yonkers, N. Y., following purchase of "substantial interest" in company . . . Kenneth R. Hesse promoted to chief engineer, Tel-O-Tube Corp. of America, E. Paterson, N. J. . . . Wm. P. Short appointed asst. to pres. John H. Briggs of Gabriel Co. (antennas), in charge of new product development in electronics div., Norwood, Mass. . . . Stanley W. Cramer, named acting mgr., special apparatus div., Radio Condenser Co., succeeding Frank A. Cowgill, resigned because of ill health . . . Patrick Irwin appointed mgr. of Ideco erection dept., supervising TV-radio towers as well as industrial & commercial steel buildings . . . Herbert A. Frank, ex-Majestic, Jackson & Starrett, named CBS-Columbia district sales mgr. for upper N. Y. State, Scranton & Wilkes-Barre . . . John DuBroy named CBS-Columbia resident field engineer for western U. S., C. H. Ehrhard for midwest.

New RETMA committee chairmen: promotion, H. J. Hoffman, Machlett Labs, and Jerome J. Kahn, ex-pres. of Standard Transformer Corp. who retired in July from management of new Chicago Standard Transformer Corp. shortly after merger of 2 companies, co-chairmen; jobber relations, J. A. (Shine) Milling, exec. v.p. & gen. mgr., Howard W. Sams Inc., and ex-NPA electronics director; sports, J. B. Elliott, RCA Victor (reappointed).

Boston Conference on Distribution, at 25th annual convention, named 122 industrial leaders to "Distribution Hall of Fame" for significant contributions to "advancement of distribution" in last 25 years. Included: David Sarnoff & Frank Folsom, RCA; Allen B. DuMont; Ralph J. Cordiner, GE; Victor Emanuel, Avco; Don G. Mitchell, Sylvania; Stanley Resor, Arno H. Johnson & Vergil D. Reed, J. Walter Thompson Co.

Topics & Trends of TV Trade: Giant Westinghouse, out to enlarge its share of TV receiver output, will produce at least 400,000 TVs this year. A spokesman said its share last year was about 4% of the approximately 6,100,000 TVs produced, which means nearly 250,000.

Behind-the-scenes glimpse into Westinghouse's expanding TV operations was afforded newsmen Oct. 21 when they visited new TV plant in Metuchen, N. J., which in Feb. replaced Sunbury (Pa.) plant now turned over largely to radio and a few TV models. Company spokesman also revealed that 27% of Westinghouse sets in current production are uhf-equipped; 80% have 21-in. screens, 10-15% have 17-in., remainder 24- & 27-in.; 60% of all sets are table models.

Though he said over-all business has improved recently, TV-radio div. mgr. T. J. Newcomb was exception to general industry belief that new-market sales are largely responsible. Actually, he said, new markets are "sticky" — attributing this to "generally poor programming, low power of many stations and small size of many new markets." He thinks importance of new markets has been overestimated.

Sales mgr. J. F. Walsh said sales picked up in last 3 weeks in new and old markets alike, somewhat later than anticipated, and are now moving nicely. Company had figured on spurt right after Labor Day, which he said didn't materialize to extent hoped.

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Trade Miscellany: Major TV manufacturers gave unofficial approval this week to plan of American Furniture Mart to open to public July 9-17, after annual summer market for buyers. Set makers said they saw no objection to plan, which will be submitted to Mart's board of governors in Jan. . . . RETMA publishes booklet, *The Kite and the Key*, tracing development of electronics and TV in non-technical terms . . . RCA laying off 350 workers at Cincinnati tube plant before end of year; plant employs 2000, is said to have been producing above normal capacity . . . Admiral publishes 12-p. booklet, *What You Should Know About High Fidelity*, available for 10¢ from adv. dept., 3800 Cortland St., Chicago . . . Canadian Admiral has agreed with IUE local (CIO-CCL) on 8¢ an hour general wage increase . . . Correction: J. B. Elliott, RCA Victor consumer products v.p., said portable radios account for one-third of RCA's total radio production—not that radios accounted for one-third of RCA total output, as we reported last week.

Shipments of TVs to dealers totaled 3,797,832 in first 8 months of 1953, when production was 4,754,285, according to RETMA's state-by-state and county-by-county tables released this week and available from RETMA upon request. It represented 39% gain over first 8 months of 1952, when shipments were 2,722,089, as against production of 2,914,925. Every state in nation shared in shipments, New York as usual leading, with 357,087; Pennsylvania second, 325,040; California third, 304,354. Wyoming, where Cheyenne's KFBC-TV (Ch. 5) is expected on air in Dec. as state's first station, trailed with 1743. For Aug. alone, shipments totaled 462,570, compared to 313,012 in July and 315,332 in Aug. 1952.

Predictions about color set prices are sometimes misleading, says pioneer set maker Frank A. D. Andrea, pres. of Andrea Corp. and onetime owner of Fada. "I have seen statements concerning the price of color TV receivers ranging from \$250 to \$700," he says, "with some individuals making the \$250 price prediction one day, and a few weeks later offering sets for sale for \$700." Andrea estimates that consoles will run \$800-\$1000, table models \$700-\$750, unless color component prices drop considerably, says he'll offer color in fall of 1954.

Disappointed with work on spurious radiations to date, FCC Comr. George Sterling feels that "the manufacturer needs to do more in the factory to lighten the burden in the field." In speech prepared for delivery at Oct. 26 session of RETMA-IRE U. S.-Canadian technical group in Toronto, he said industry has been too slow in cleaning up unwanted radiations in both transmitters and receivers. In TV transmitters, he said, FCC's interim requirement of 60-db suppression of harmonics still permits an airplane 10 mi. from 100-kw TV station to pick up 100 uv/m interfering signal. In TV receivers, he went on, Commission has urged, without success, further reduction from limits set in 1951. As for uhf receivers, he noted that industry has only a proposed standard of 500 uv/m at 100 ft. to be effective July 1, 1954. But, he said, FCC measurements in Portland, Ore., found radiations on fundamental oscillators of thousands of uv/m. He called attention to Comr. Doerfer's suggestion that local ordinances be passed to declare unwanted radiations a "nuisance (Vol. 9:38). "I will leave it to you," Sterling said, "to evaluate the merits of Comr. Doerfer's thinking on this subject and resultant impact on manufacturers if oscillator radiation is declared a nuisance and subject of municipal ordinances. While it would be the user and not the manufacturer who would be subject to the penalties for violations [the] fact remains that the reverberations in terms of local goodwill of the public is of vital concern to the manufacturer."

Community antenna system in Reno, Nev., now under construction by John Colling, Grass Valley, Cal. system operator (Vol. 9:42), will pick up San Francisco stations with antenna on Slide Mt., a remarkable 180 mi. from San Francisco. Signals will be microwaved, via AT&T, 16 mi. to Ryland Bldg. in center of Reno, fed out radially from there through Jerrold equipment. This week, Jerrold reports additional systems under way: Charlottesville, Va., by Kramer family which operates theatres in Washington and small southern towns, managed by Tom Carruthers, 511 E. Main St.; St. Johnsbury, Vt., St. Johnsbury Community TV Inc., 1 Southard St., Eugene S. Ellingwood Jr: mgr.; Montpelier, Vt., Montpelier Community TV Inc., 22 Langdon St., Phillip C. Lothrop mgr.; Windsor, Vt., Windsor Community Antenna Corp., Dr. L. J. Tomasi, owner. And J. J. Barni, operating B. K. P. TV Systems Inc. in Catawissa, Pa., is now feeding these additional towns from antenna: Bloomsburg, Danville, Riverside.

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Distributor Notes: Motorola-New York appoints Paul L. Lewis, ex-sales mgr. of major appliances (Hotpoint) of GE Supply Co., N. Y., as v.p. & gen. mgr., succeeding Edward L. Pincus, who returns fulltime as pres. of Motorola-Philadelphia. Motorola-New York also disclosed it was dropping distribution of all major appliances, with exception of some seasonal items, to concentrate on company's own electronic consumer products. Bruno-New York Inc. (RCA Victor) took over International Harvester freezers and refrigerators from Motorola, leaving Hamilton appliances line as only non-Motorola item with company . . . Hoffman Radio establishes Seattle distributing subsidiary, adds Davis Distributing Co., Norfolk; Graybar, Madison, Wis.; Straus-Frank Co., Dallas . . . Sylvania appoints Electronic Wholesalers Inc., Washington . . . Dumont appoints Pirmacs Distributors, Buffalo, replacing Kemp Distributors Inc. . . . Arvin appoints J. B. Mitchell Co., Baltimore . . . Stewart-Warner appoints Industrial Motor Service, No. Tonawanda, N. Y. and Keystone Sales Co., Sharon, Pa. . . . Mid-Atlantic Appliances Inc., Washington (Admiral) appoints Howard Rendelman TV-radio sales mgr. . . . National Electronics Co., Minneapolis (CBS-Columbia) appoints A. L. Toepel sales mgr. . . . Sylvania appoints Radio & Television Supplies Inc., Jacksonville.

Editor's Note: Willard Kiplinger's Washington newsletter and his magazine *Changing Times* are stalwarts of American business journalism. We also confess to a predilection for his brand of reporting because his counsel was of inestimable aid in getting *Television Digest* started just after VJ-Day. Moreover, this article so patly states what we ourselves learned on a recent business tour, during which we visited with many telecasters, distributors and dealers, that we felt it ought to be read by all management in the TV-radio-electronics fields, among whom *Television Digest* enjoys the bulk of its circulation. Accordingly, we secured permission from Mr. Kiplinger and the *New York Times* to reprint it in full.

From The New York Times Sunday Magazine, October 18, 1953

What's on the Mind Of the Business Man

His attitude on business, politics and economics is important because of the power he wields.

By **W. M. KIPLINGER**

IMAGINE yourself quitting your regular job and traveling out around the country for three or four months, north, south, east and west, talking to business men about what they think. Talk to some big shots that head up the big corporations. Talk to a lot of little fellows who run stores along the streets of the cities you visit, some with the aid of their families as store help. Talk to the men who run little factories, with fifty men or women working for them. Or talk to the women, too, for it's getting so that plenty of them are "business men."

Why do this? What does it matter? Who cares what business men think? They don't control elections, for there aren't enough of them to outweigh the other voters. They often don't control the city or county government. If a small community, yes, but if a big city with factories, no, for back behind the scenes the labor unions are more likely to control. Then why bother to find out what business men think?

The answer is this: They are the bosses of their groups of workers. They may have five or fifty or five thousand employes, but they are the bosses who sit in indirect control of that number of families. They are custodians of this separate portion of the economy, which is a fancy way of putting it. They don't rule, but they govern, at that all-important point, the job point. They exercise more influence, for good or for bad, than all the politicians and all the law-makers.

You might not think this from reading the newspapers, for the news is full of the doings at the court house,

the city hall, the state capital, or Washington, or the United Nations. But back behind all these news fronts, working on you every hour of every day, is the boss of your job, and the line of responsibility heads up in some business man. That's why the business man is a V. I. P.

THE first thing you realize after your visiting with business men is that they are not all alike, they think different things, they are not homogeneous, they really are not a "group" at all. Yes, but there are things they think more or less in common. Your impressions of these may be as follows:

On the outlook for business next year, half the business men you talk to think there will be a falling off, or a slide, or a softening next year. The other half don't say or think much about it, for they are too busy handling the business of the present. They haven't time to study the charts or the statistics, and they do not employ economists. You notice that the half who expected some sort of a decline were the bigger shots, the heads of the bigger corporations, who normally have facilities for looking further ahead than the average man.

On the severity of the slide next year, three-fourths are not alarmed. They think it will be mild, or moderate, or shallow, certainly not a "depression" or even a "recession," which is the medium word used by the sophisticated folks when they speak of a business "down." The bulk of business men are making their plans on the assumption that the business decline in 1954

will be a gentle down-rolling sort of thing, not a steep dip, not a bust.

By thinking of a slide, do they make a worse slide? No, it works to the contrary. By anticipating a down-grade they slacken their business speed to avoid a possible crash. They are lightening their inventories. They are avoiding the possibility of being caught with stocks of high-priced stuff which they might have to dump at lower prices. They are preparing against inventory panic, which means price panic. The advance sensing of a change in the business curve is the best assurance that the curve will be taken on all four wheels, instead of two.

On politics, two-thirds say they are Republicans, and probably three-fourths voted Republican last year. Not all of these are habitual Republicans. Quite a number voted merely as a protest against the New Deal or Truman Deal, or because "we needed a change," rather than out of enthusiasm for the Republican party. They do not say they are "conservative," for they think that is a term invented by fancy people who have more time to think than to do productive work.

MANY of them claim they are truly "liberal," more so than they are given credit for. They insist they think and work for the common good, not just for their own profits. You can't help noticing that many of the truly big business men are more "liberal" than the middle-sized or small. The reason is that their big corporations are strongly influenced by the currents of public thought. Although managed "privately," these corporations do a service which is essentially "public service." Nevertheless, on the average, the typical business man is what you'd call a political conservative.

As for Eisenhower, 90 per cent of them are for him, and wish him well. They think he hasn't had enough time to demonstrate. They tell you what they think he can do when he has a year or two more. What you discover is that they think he can do what they have previously thought he ought to do. You suspect that they have created Eisenhower in their own image. You have a vague feeling that they

are a little less in love with Eisenhower today than they were when they voted for him, but—still in love.

On next year's elections, you learn only one thing from talking to business men. You learn that Congress ought to back up the President, and that therefore, the good sense of the American people will back him up in the Congressional vote. There is hardly any doubt about it, so you learn. If you dare to suggest, in your talks with your interviewees, that the union men and the farmers might not feel too warm toward the Eisenhower Administration, you are slapped down by the suggestion that "you just wait and see."

Business men in rural areas: They dissent from the assumption that their customers will necessarily vote for the Republican candidate for Congress next year. They are Republican-minded, but they aren't very cocky about it.

On foreign policy, you feel a bit muddled after talking to the cross-section of American business men. You feel that most of them, down deep in their hearts, are for American interests first, and foreigners quite incidentally. Most of them seem to think we have done too much for the foreigners, with too little appreciation or results. Any move in Washington to reduce foreign aid would be popular with the business men. Those who think in world terms are distinctly in the minority. Of course this varies geographically. Easterners are relatively international in their thinking, and so are West Coast business men, and so even are many Southerners. But to the great bulk of business men in the interior, foreign affairs are pretty far off from the day-to-day realities.

On tariff, you find them talking both ways at the same time. Retail merchants, by and large, are for lower tariffs because they are the purchasing agents for consumers, and their interest is in a large quantity of goods to sell at the lowest possible prices.

Manufacturers of goods which are exported, such as automobiles and machinery, are for lower tariffs in order that foreigners can sell more in this market and consequently have more dollars to spend for American products. Many smaller manufacturers are pretty much protectionist. It is true that business sentiment in this country is slowly moving toward freer world trade, including lower tariffs of our own, but the movement is slow, and there is still plenty of protectionist thinking.

As for economic understanding of things, you find business men a good deal more alert than they were twenty or thirty years ago. They come closer to comprehending what makes the economic wheels go 'round causes and effects, than they formerly did. A larger proportion of them are economically intelligent. A higher proportion of them have been to college. They have embraced the idea of quantity production and relatively low price. They understand mass purchasing power, and the value of high wages as a business prop, and for this reason there is less resentment of high wages than once upon a time.

Attitude toward unions: Most business men don't really like the unions. Most would rather get along without them, and down deep they are inclined to think they would be fair to employes without union goading. But they "accept" the unions out of necessity, and work with them, some in harmony, some in a latent spirit of antagonism. But there isn't the violent "anti-union" sentiment that prevailed one or two decades ago. The unions have been integrated into business life and operations, and business men know they are here to stay. The top men of business feel much irritation at unions for their petty quarrels, their jurisdictional squabbles, their disruption of work over minor grievances. These are more disconcerting than

basic disputes over pay and benefits.

Business morals enter your mind when you are talking to business men. They don't talk morals any more than they talk religion, but you can't escape the impression that they always have in the back of their minds—in varying degrees—the welfare of their employes, and the welfare of their customers. Usually these considerations are secondary to their own business progress.

NEVERTHELESS, they are there in the background of the mind. Bigness or smallness of the enterprise does not seem to make as much difference in the "moral attitudes" as you might think, for some big employers are unusually sensitive to their obligations to society, and some little employers are the same. The variance is with the men, not the size of the business.

Wealth or income of business men varies, naturally. Most of them have better incomes than other people. They live in better houses, and in the suburbs. But you don't find them conspicuously "rich," as a couple of generations ago, but more likely of the upper middle income brackets. The heavy taxes have brought the "rich" business men down the scale toward middle, just like others.

Business men are great doers. In talking with them you get the sense of restlessness, of working always for something better, of never being satisfied, of trying new methods, new machinery, new products, and of thinking years ahead. (This is especially true of the bigger business men and their organizations.) They are not hidebound by tradition or custom. They switch from one idea to another without crying over the discarding of the old. Americans are undoubtedly the world's best business men, far superior in ingenuity and flexibility to the British, the French, or the others. Only

the Germans are a runner-up.

In political horse sense, you find many business men deficient. Having climbed in the business world, they are apt to think that politics can be managed like business. They cultivate their customers, their markets, but they are often inept when it comes to cultivating masses of people for vote-making purposes. They have yet to learn the arts of the skilled politician, and they don't learn very fast, for they often look down their noses at the politician. Observe the Eisenhower Administration of so-called business men. It is doing some things well, as all will admit. It is also neglecting the fine arts of wooing the millions by the psychological processes known as "politics."

THERE are differences in ways of thinking among business men, and these represent an excellent thing. If they all thought alike they would rule and dominate, and none of us likes to be ruled and dominated by any single class or group. But the outstanding fact about business men is that they are not merely business men. They are husbands, fathers, neighbors, church goers, sons-in-law and brothers-in-law, cellar tinkers, amateur gardeners, sound sleepers, light sleepers, and all involved in a thousand things other than business. They probably don't die of heart strain any more than others do. It is merely that their deaths are more conspicuous. They are just human beings, some well dressed, some not, some with trousers creased, some not.

In striving for something bigger, something better for their companies, they are usually motivated more by the idea of being big shots of one sort or another than they are by the mere wish to make money. Their idea is to appear big, to get ahead, to play the game in a bigger way—like grown-up boys at sport. They are entrepreneurs, organizers, builders, pioneers, managers, doers. Their specialty in life is busy-ness.

Financial & Trade Notes: American Broadcasting-Paramount Theatres Inc., pres. Leonard H. Goldenson, reporting Oct. 20 on third quarter, noted loss in operations of broadcast division (ABC) but profit in operation of theatres not only for the quarter but for year to date. But loss in broadcast operations, he stated, "reflects both the normal seasonal slack and the initial costs involved in reorganizing and strengthening the operations of the radio and TV networks of ABC." He forecast profitable fourth quarter for ABC.

Consolidated earnings for third quarter are estimated at \$1,009,000, including \$946,000 from operations and \$63,000 capital gains—equivalent to 22¢ per share on 3,967,518 shares of common stock outstanding. This compares with net earnings of \$1,927,000 in 1952 quarter, including \$1,627,000 from operations and \$300,000 capital gains—or 58¢ on 3,300,830 shares outstanding.

For first 9 months of 1953 estimated net was \$7,599,000 (\$1.82), of which \$3,182,000 was from operations and \$4,377,000 from capital gains, comparing with \$5,435,000 (\$1.65) for same 1952 period, of which \$3,970,000 was from operations and \$1,465,000 from capital gains. In third quarter, AB-PT divested itself of 12 theatres, 6 of them under terms of consent judgment under which it still has to get rid of 29 wholly-owned and 41 part-owned theatres by March 3, 1954.

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Sylvania enjoyed record sales of \$224,469,087 and record earnings of \$7,562,941 (\$2.73 on 2,425,506 shares) for 9 months ended Sept. 30 vs. sales of \$162,222,117 and earnings of \$5,031,701 (\$2.18 on 1,867,872) same 1952 period. Third quarter sales were \$75,376,155 vs. \$57,995,494 year ago, earnings \$2,393,849 (86¢) vs. \$1,632,925 (70¢) last year. Net income before taxes for the 9 months was \$24,572,941 vs. \$12,291,701 year ago, for third quarter \$7,185,849 vs. \$3,682,925 year ago. Pres. H. Ward Zimmer noted that demand for TV picture tubes is below beginning of year but still above 1952; that exports picked up toward end of quarter, though "competition from both American and foreign manufacturers is becoming greater"; that govt. business is slightly less than last year but unfilled defense orders have increased to \$100,000,000.

RCA sales of \$609,428,166 for 9 months ended Sept. 30, an all-time record, represented 29% increase over same 1952 period's \$473,501,673. Earnings before taxes were \$53,651,018 vs. \$36,443,110. Net profit after taxes were \$25,152,018 (\$1.62 per common share), up 41% from \$17,847,110 (\$1.12) same period last year. Third quarter also was record one, sales running \$198,742,004 vs. \$167,663,848 same 1952 quarter. Earnings before taxes were \$14,841,790 vs. \$13,106,180. Net profit after taxes was \$6,966,790 (44¢) vs. \$6,547,180 (42¢).

Magnavox reports record first-quarter sales of \$16,052,000 in 3 months ended Sept. 30, up 42% from \$11,336,000 for same period last year. It will reveal first-quarter earnings at stockholders meeting in Ft. Wayne Oct. 28. Pres. Frank Freimann predicted similar gains in second quarter, added there's "every indication" company's all-time record sales volume of \$57,979,669 for fiscal year ended last June 30 (Vol. 9:40) will be surpassed in current fiscal year by good margin.

Packard-Bell sales for fiscal year ended Sept. 30 are expected to exceed \$32,000,000, more than 40% ahead of record \$22,724,273 last year, exec. v.p. Robert S. Bell reported to stockholders' meeting this week. He estimated net profits before taxes will be \$3,450,000, after taxes \$1,100,000, compared to \$3,054,000 and \$968,051 year ago (Vol. 8:42). This is fifth consecutive year company has set sales record, Bell said.

Electronics Reports: Availability of transistors and crystal diodes for commercial research and development may improve as result of new order now being considered by Commerce Dept.'s Business & Defense Services Administration, successor to NPA. Civilian companies have found it difficult to obtain certain types of transistors and diodes where military services and contractors are gobbling up entire supply. At request of electronics industry, acting director Donald S. Parris of BDSA's Electronics Div. says agency is considering adding transistors and diodes to Order M-17, which now applies only to tubes. The order sets ceiling on amount of military orders any manufacturer is required to accept for any one type of tube. If order is amended, it will also provide that BDSA will assist any military contractor who cannot place a rated order for transistors and diodes because of M-17.

Transistorized test equipment is being used in CBS-Columbia's Long Island City TV plant. Pres. David Cogan said company is using transistors in high-gain low-level voltage amplifiers, used with uhf signal generators for testing uhf converter units. Use of transistors, he said, allows testing at low voltage levels, closer than ever before to those at which the converter normally operates—with minimum of hum and vibration.

Novel idea for video tape, reported in Oct. 21 *Retailing Daily*: Three engineers, including Lee Bunting, chief engineer of Bell TV Inc. (remote TV receivers), propose that tape be in shape of a tube, perhaps 6-in. diameter, and recording head revolve around it like a high-speed pipe-threader. They claim this would get away from moving tape at high speed. Tape could be flattened out when not in use.

GE's J. Milton Lang, tube dept. mgr., forecast growth of electronics industry on West Coast may be "several times the growth in the rest of the country," at Oct. 22 dedication of new GE western tube warehouse at 11840 Olympic Blvd., Los Angeles.

Earl B. Smith, General Mills v.p. & traffic director, named director of transportation & communications under Asst. Defense Secy. Charles Thomas. Position formerly covered transportation only under director Kenneth L. Vore, whom Smith succeeds.

Dr. David C. Luck, of RCA Princeton labs, wins Franklin Institute award "for his development of an omnidirectional radio range system."

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Big GE isn't satisfied with its low place on the TV totem pole—and is bent to get its "rightful share." Thus, in effect, spoke GE pres. Ralph Cordiner at board meeting in Los Angeles Oct. 20. He said GE's push will not be based on price, but big promotion will accent quality. Syracuse factory, hitherto tied up with govt. production, is now free for all-out production of home TVs, he said.

DuMont sales for first 40 weeks of 1953 to Oct. 3 totaled \$65,896,000, up 26.4% from \$52,128,000 for same 1952 period. Profit before taxes was \$1,910,000 vs. \$718,000 for corresponding 1952 period; after taxes, \$935,000 (36¢ per share) vs. \$359,000 (11¢). New record volume of sales is expected for full year.

Muter Co. reports net profit of \$315,690 (48¢ per share) on sales of \$11,625,109 for 9 months ended Sept. 30, which compares with \$256,555 profit (39¢) on \$8,691,609 in same 1952 period.

P. R. Mallory & Co., for 9 months ended Sept. 30, reports sales of \$55,411,671, net profit \$2,157,739 (\$3.19 a share); no comparison with 1952 available.

WJR The Goodwill Station Inc. reports net profit after taxes of \$346,543 on sales of \$2,416,816 for 9 months ended Sept. 30; sales for same 1952 period were \$2,424,610.

General Teleradio Inc., TV-radio subsidiary of General Tire & Rubber Co. headed by Thomas F. O'Neil, had consolidated gross sales of \$14,977,963, earned net profit of \$1,097,404 in calendar 1952, according to report filed with FCC in connection with this week's Ch. 18 grant in Hartford. Breakdown shows Yankee Div. total sales were \$4,994,406, net profit \$1,135,763; Don Lee Div.'s sales \$4,681,389, profit \$337,983; WOR Div.'s sales \$5,160,430, loss \$415,002. Yankee's WNAC-TV network revenues (ABC, CBS, DuMont) were shown to total \$1,129,587. WNAC-TV's rep-placed accounts totaled \$1,598,196 and local \$746,058. KHJ-TV showed \$404,995 & \$893,414, respectively. WOR-TV showed \$2170 & \$1,456,300, respectively, for Jan. 25-Dec. 31 period. Radio revenue and cost breakdowns were also included. Also this week, General Tire's report for 9 months ended Aug. 31, 1953 disclosed that General Teleradio earned approximately \$850,000 for parent company, whose consolidated statement showed net profit for that period of \$5,505,856 (\$4.34 per share) on sales of \$153,842,551, compared with \$4,449,570 (\$3.48) on sales of \$132,761,695 same 1952 period.

In variety of actions, FCC this week: (1) Let Ed Lamb dismiss his application for Portsmouth, O. (Ch. 30), for which he already had initial decision, because he has maximum of 5 stations or other applications pending. (2) Again denied WSSB protest against grant of Ch. 46 to WCIG-TV, Durham, N. C. (3) Issued an initial decision denying protest of WGRD, Grand Rapids, against grant of Ch. 35 to WTVM, Muskegon. (4) Stayed effectiveness of initial decision to Orange Belt Telecasters, San Bernardino, Cal. (Ch. 30), pending review. (5) Denied joint petition of WORA, Mayaguez, P. R. and Dept. of Education of Puerto Rico for reduction of adjacent-channel separation from 60 mi. to 58.6 mi., informing them other channels are available to avoid problem. (6) Finalized addition of Ch. 3 to Wilmington, N. C., Ch. 4 to Fayetteville, W. Va., denying other proposals. (7) Threw into complex Minnesota-Wisconsin channel situation another proposal—as alternative to one already proposed—to add Ch. 10 to Duluth, Ch. 13 to Buhl, Minn., delete Ch. 32 from Superior, Ch. 10 from Hibbing, Minn. & Hancock, Mich., Ch. 26 from Virginia, Minn.

Portland Oregonian's sale of KGW (5-kw on 620 kc, NBC) to group headed by Mrs. Scott Bullitt, KING-TV, Seattle, was approved by FCC Oct. 22. Sale by Newhouse interests for \$500,000 permits them to acquire half interest in new KOIN-TV, Portland (Ch. 6), for which they filed with FCC this week. Samuel I. Newhouse Jr. acquires 33⅓% interest in KOIN-TV & KOIN, Mitzi Newhouse 16⅔% for total of \$600,000. Other stockholdings are in voting trust to be voted by pres. Theo. R. Gamble & asst. secy. Harvey Benson. Gamble owns 21.75%, Howard Lane 15⅓%, Harry Buckendahl 5.87%. Lane is v.p. & mgr. for TV, Buckendahl for radio, each at \$20,000 salary. Gamble gets \$12,000 salary as pres., not devoting fulltime. Quenton Cox continues as KGW mgr.

Minimum of Federal control, more local regulation, was burden of FCC Comr. John Doerfer's address to National Conference of Business Paper Editors in Washington Oct. 22. Noting that FCC's 1954 budget, just submitted to Budget Bureau, asks \$300,000 less than current \$7,400,000, he said: "I believe that Federal regulation in the field of radio, TV and common carrier services should be limited to that which is essential to carry out the intent of Congress. I believe further that we can safely resolve doubts in favor of the people back home—especially those doubts which stem from either distrust in our American system or a blind uncompromising faith in a planned economy."

Three applications for TV stations—all uhf—were filed with FCC this week. Five were dismissed, bringing total pending to 444 (115 uhf). Week's applications included one for Hartford, Conn., Ch. 18, by combined General Teleradio and *Hartford Times* interests—replacing 2 competitive applications—and it was also granted this week. Others were for LaGrange, Ga., Ch. 50, by group consisting of *LaGrange Daily News* publisher Roy G. Swank, theatremen Wm. K. Jenkins & Arthur Lucas, and Fuller E. Calloway Foundation (charitable trust); for Baltimore, Ch. 18, by WSID, Essex, Md., controlled by Richard Eaton who also has 5 other AMs. [For further details about these applications, see *TV Addenda 17-P* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Power increases: WABT, Birmingham, Ala. (Ch. 13) now putting out full 316-kw ERP, using 50-kw Standard Electronics transmitter. GE Oct. 23 shipped 35-kw amplifier to its WRGB, Schenectady (Ch. 6) and 1-kw transmitter to KFSA-TV, Fort Smith, Ark. (Ch. 22), now using 100-watt driver, reports order from WCAN-TV, Milwaukee (Ch. 25) for 12-kw to be shipped in Dec. KOB-TV, Albuquerque (Ch. 4), on Oct. 21 moved transmitter to 10,800-ft. Sandia Crest, boosted ERP from 5.2 to 11 kw. KFDX-TV, Wichita Falls (Ch. 3) also increased transmitter power this week from 2 to 10 kw.

Transcript of extremely informative panel discussion, "The Future of TV," conducted by Assn. of National Advertisers in Chicago Sept. 22 (Vol. 9:39), is now available from ANA, 285 Madison Ave., N. Y.; NARTB also has supply. Session featured discussion of network growth and rates by CBS's Jack Van Volkenburg, color by NBC's Pat Weaver, FCC policies by chairman Rosel Hyde, rates and network policies by ABC's Robert Kintner, regional sponsorship by DuMont's Chris Witting, stations' viewpoint by Cox group's J. Leonard Reinsch.

Theatre-TV football was thrown for loss Oct. 17 when Box Office TV Inc. presented its first theatre telecast to sparse audiences in 10 theatres in 8 cities (Vol. 9:28, 34). Total theatre gross for Notre Dame-Pittsburgh game reportedly came to only \$6,000, heavy financial loss for Box Office TV, which paid line charges. Most exhibitors blamed competition of football on free home TV. Oct. 24 Notre Dame-Georgia Tech game is seen as crucial test of future of Theatre-TV football series.

TV is "squawking and wetting its electronic diapers just as radio once did," says Jerry Wald, Columbia Pictures exec. producer, dismissing TV competition with a sneer in Oct. 20 *Film Daily*. "When it is man-sized it will constitute man-sized competition," he goes on. "What puzzles us is the general assumption that the movie industry will not have learned how to control this brash youngster by then." Even now, he maintains, TV commercials are driving people back to movie houses.

Walter Reade Jr., 38, head of Reade theatre chain, builder of upcoming WRTV, Asbury Park, N. J. (Ch. 58), reported by *Variety* as likely next pres. of Theatre Owners of America, electing at Chicago convention Nov. 1-5. He belongs to "join 'em if you can't lick 'em" school of exhibitors, as did predecessor Mitchell Wolfson, Wometco chain (WTVJ, Miami). Possible opponent is E. D. Martin, of Georgia chain owning 50% of WDAK-TV, Columbus.

New portable microwave antenna, for field broadcast operations, is now in production by RCA. Lightweight reflector (RCA MI-26182-51) is designed for very short hops, is said to provide good performance in transmission paths up to 5 miles.

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

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MARTIN CODEL'S

October 31, 1953

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INDUSTRY WARNED ON TV INTERFERENCE: TV-radio and broadcast equipment makers were told sharply this week -- by an FCC commissioner and by leaders of their own industry -- to do much more about reducing the radiations from TV receivers and transmitters which interfere with reception on govt., aircraft, amateur and TV-radio bands.

In the new fields of color and uhf TV, industry was told to start with clean slate, lick radiation problems now, rather than try to patch them up later when they become virtually insurmountable.

Occasion was Radio Fall Meeting of combined RETMA, RTMA of Canada and IRE in Toronto, attended by some 600 top-echelon engineers in TV-radio manufacturing industry. There was no mincing of words at Oct. 26 TV interference symposium, led by RETMA engineering director Dr. W.R.G. Baker, at which main speaker was FCC's engineering Comr. George Sterling.

[Because of the importance of Comr. Sterling's appeal to manufacturers (and broadcasters) to redouble their efforts to cut down radiation, we have printed it as a Special Report herewith -- including extemporaneous remarks not in prepared text.]

* * * *

We attended the session, and it was apparent from reactions of engineers that Comr. Sterling's address had hit home -- along with warnings by industry leaders on radiation hazards in color and uhf receivers. Particularly noted by audience was a pointed departure by the commissioner from his prepared text, reminding manufacturer's of FCC's new power to issue cease-&-desist orders -- which in some cases could have the effect of putting an offending company out of business.

FCC received 22,264 interference complaints in fiscal 1953, said Sterling. More than 12,600 resulted from spurious responses of broadcast receivers -- 6100 from TV sets. Some 9600 were result of spurious radiations from transmitters. "By failing to take preventive measures," he said, "manufacturers are, in fact, limiting the market for their products."

Progress by industry in cutting down radiation and susceptibility to interference has been good so far, as indicated in report by Crosley's Lewis M. Clement, chairman of RETMA engineering dept. executive council. This Comr. Sterling called "encouraging". Based on manufacturers' replies to questionnaires, Clement reported that 25 out of 28 companies submitting data -- including all of the top 10 -- will be using the standard 41.25-mc IF (intermediate frequency) in all their sets by late 1953. Last year, only 8 used it in all sets.

Report also showed vast majority of manufacturers have now reduced spurious vhf oscillator radiation below RETMA's "interim" maximums (50 uv/m at 100 ft. for Ch. 2-6 and 150 uv/m for Ch. 7-13), whereas in 1950 only 2 manufacturers were below the current limit for low channels, and only 1 below limit for high channels.

Real challenges to design engineers and manufacturers were the reports by

industry's foremost engineers in RETMA radiation task groups, in NTSC and in JTAC -- indicating magnitude of job yet to be done. The highlights:

(1) Color TV receivers and amateur radio transmitters potentially can cause each other plenty of trouble. Color subcarrier frequency is within 3.5-4 mc amateur band, and its harmonics fall within several other amateur bands. Ad hoc committee of NTSC and American Radio Relay League, set up to deal with situation, reported complete agreement that good design of color receivers can prevent this trouble without unduly adding to costs, and urged manufacturers to "attack problem before it occurs".

(2) RETMA task group tentatively recommended reducing by half the present limitations on vhf oscillator radiation, to increase the margin of safety against interference with aircraft range and amateur bands. It also discussed tentative proposals for maximum permissible TV sweep circuit radiation (100 uv/m at 15 ft.) to cut down interference by TV sets to standard broadcast receivers.

(3) Uhf receivers and converters generally are more susceptible to interference, and emit more spurious radiations, than vhf sets. Because most uhf receiving devices employ the "temporary expedient" of double conversion -- using 2 intermediate frequencies -- many of them pick up interference from amateur and other services. GE's D.W. Pugsley, chairman of RETMA's TV receiver committee, recommended "companies which have sold such receivers or converters or turret strips assume it as a moral obligation to satisfy the customer in each case of complaint". Reports showed that oscillator radiation from average uhf set is far above maximum tentatively established by RETMA (500 uv/m at 100 ft.).

(4) While FCC established limits for spurious radiations from TV transmitters last June (Vol. 9:24), the necessary equipment to accomplish suppression of these radiations won't be available till first and second quarters of 1954.

(5) JTAC reported progress in monumental task, assigned to it last December by FCC, of making complete study of entire problem of spurious radiations throughout spectrum from 14 kc to 30,000 mc (Vol. 9:1).

7 MORE START, ONE-A-DAY PACE BETTERED: Ninety-eight new stations have gone on the air in the 91 days since Aug. 1, when we pegged prediction new starters would average one-a-day for remainder of year. This week, 7 took to the air (2 being time-sharers in Rochester, N.Y.) and that brought on-air total to date to 307 -- 208 vhf, 99 uhf. That means 199 new stations since freeze-end in July 1952, or 182 so far this year. Week brought first into Flint, Mich.; Johnson City, Tenn.; Temple, Tex. Rochester and Oklahoma City get first competition, Denver adds third. New starters:

WHEC-TV & WVET-TV, Rochester, N.Y. (Ch. 10), sharing time with separate studios and common transmission plant, were all set Oct. 31 to begin testing GE 5-kw transmitter and temporary antenna on Pinnacle Hill tower of rival WHAM-TV (Ch. 6). They go commercial Nov. 1 as basic CBS outlets, will also carry ABC & DuMont shows. Gannett Newspapers (Rochester Times-Union and Democrat & Chronicle) own WHEC-TV, with Glover DeLaney as gen. mgr.; Lowell MacMillan, asst. gen. mgr.; LeMoine Wheeler, gen. sales mgr.; Wm. Adams, program director; Bernard O'Brien, chief engineer. WVET-TV is headed by Ervin F. Lyke, has more than 100 stockholders, these top executives: Paul C. Louthier, program v.p.; Arthur Murrellwright, sales mgr.; F. Chase Taylor, operations mgr.; Ray Jobs, chief engineer. They divide time equally on staggered schedules (Vol. 9:33), with respective reps Everett-McKinney and Bolling empowered to sell across-board time and splitting commissions. Base rate is \$600.

KLZ-TV, Denver (Ch. 7) began preliminary tests Oct. 27, test patterns Oct. 29, goes commercial Nov. 1 as basic CBS outlet. RCA transmitter is used, with a temporary 6-bay superturnstile on Lookout Mt., to be mounted later on 225-ft. Lehigh tower still under construction. Power is 55-kw ERP, will be 316-kw when 50-kw amplifier is delivered by RCA. Quarters are in Shirley-Savoy Hotel pending move in month or so to own 34,000-sq. ft. TV-Radio Center. Project is headed by Hugh L. Terry, 16% stockholder, other major owners being theatremen Harry Huffman 13%, Frank Ricketson 13%, Ted Gamble 20%, and broadcaster J. Elroy McCaw 20%. Executive staff includes Clayton Brace, program director; Jerry Wyatt, production mgr.; Jack Tipton, sales mgr.; Eugene Jenkins, engineering director. Base rate is \$380. Rep is Katz.

WTAC-TV, Flint, Mich. (Ch. 16) got test patterns started Oct. 28, will keep them on until Nov. 14 when programming starts with NCAA football fed from NBC. The first station in auto metropolis, early reports tell of good signals and co-owner H. Allen Campbell (with George Trendle) says local dealers are in "fever pitch" over boom in set sales. Flint is 57 air mi. from Detroit, 48 from Lansing, nearest vhf cities, gets uhf from Saginaw's WKNX-TV (Ch. 57), 31 mi. Technicians say uhf Ch. 16 provides at least 45 mi. of Grade A service in flat terrain. Station is staffed largely by WXYZ veterans (formerly owned by Trendle-Campbell, who are originators and owners of such shows as Lone Ranger & Green Hornet), headed by J.R. McKinley, managing director; Rubin Weiss, station mgr.; James Gimbel, chief engineer. Network affiliation is ABC, with per-program arrangement with NBC. Base rate is \$200. Raymer is rep.

KTVQ, Oklahoma City (Ch. 25), heralded by enormous promotional buildup (Vol. 9:35) and rushing to be first uhf in one-station vhf city, put on first patterns at about midnight Oct. 28, then in morning began transmitting them regularly from tower atop downtown First National Bank Bldg. Pres. John Esau wires: "Reports from surrounding area indicate excellent picture. We are all tremendously happy." Buildup included full-pages in Daily Oklahoman (owner of vhf WKY-TV, pre-freeze pioneer) captioned "Facts You Should Know About UHF Television". Also rushing to get on air soon in city are KMPT (Ch. 19) and KWTW (Ch. 9). KTVQ has 12-kw GE transmitter, has as executives Harry Abbott, station mgr.; Raymond Ruff, sales mgr.; Bill Sadler, program director; Harold Coomes, chief engineer. It reports it will carry ABC & CBS shows. Base rate is \$300. Rep is H-R Television.

WJHL-TV, Johnson City, Tenn. (Ch. 11) began test patterns Oct. 28, exactly 9 days after collapse of its 552-ft. tower and partial destruction of transmitter house (Vol. 9:43) and was all set to begin commercial programming night of Oct. 31. It will get kine services from all 4 networks, starts with \$200 base rate. Equipment is GE throughout. W. Hanes Lancaster Jr. is gen. mgr. of project, headed by father, with Wm. Shell as program director; Patty Smithdeal, production director; O.K. Garland, chief engineer. Rep is Pearson.

KCEN-TV, Temple, Tex. (Ch. 6) wired at press time that it will have test pattern on air Oct. 31 and will carry NCAA football game from NBC as part of test, then open officially Nov. 1 with dedication program attended by Sen. Lyndon Johnson, whose wife owns KTBC-TV, Austin; FCC Comr. Bob Bartley, other notables. On coaxial between Waco and Austin, it starts as NBC interconnected, using RCA 10-kw transmitter, Ideco tower 672-ft. tall. Owner is Frank W. Mayborn, publisher of Temple Telegram and Sherman Democrat, with Harry Stone as gen. mgr., W.O. Crusinberry chief engineer. Base rate is \$200. Hollingbery is rep.

2 GRANTS, FT. WAYNE INITIAL DECISION: Two CPs and an initial decision this week -- latter coming the slow way, i.e., after competitive hearing. The grants:

Saginaw, Mich., WSGW, Ch. 51; La Crosse, Wis., WKBH, Ch. 8. Favored in initial decision for Ch. 69, Ft. Wayne, was Anthony Wayne Bcstg. (partnership).

WSGW's CP came via final decision after Tri-City TV Corp. dismissed. WKBH grant was result of agreement whereby La Crosse Bcstg. Co. sells its WKTY, buys 41% of grant, and La Crosse residents buy 10%; WKBH will have 49%.

Ft. Wayne initial decision, by examiner Annie Neal Huntting, concluded that partnership of James R. Fleming & Paul V. McNutt should be preferred over WANE for following reasons: better ownership-management integration; more local ownership; more diversified business interests of owners; greater civic leadership and community activities. Examiner Huntting also said that WANE hasn't always "fully effectuated" its past programming promises to FCC.

Also in Anthony Wayne's favor, she said, was its proposal to produce remote programs and general better program schedule. Cancelling each other, she said, was fact one owns newspaper (Journal-Gazette), other a radio station.

Principals of the winner: James Fleming is an attorney with several other business interests besides newspaper; Paul V. McNutt was a New Deal jack-of-all-trades -- including stint as high commissioner to Philippines, chairman of Federal

Security Administration, chairman of War Manpower Commission, etc. A 14.5% owner of WANE is Frank E. McKinney, former chairman of Democratic National Committee.

In other actions this week, Commission: (1) Assigned Ch. 50 to Washington, Ch. 43 to Corpus Christi. (2) Set Nov. 18 for start of hearing on protest by WNET, Providence (Ch. 16) against grant of Ch. 12 to WPRO-TV. (3) Informed KLIF-TV, Dallas (Ch. 29) it can't have more time to build without giving better reasons for delay.

Coming up next week is action extending TV stations' licenses from 1 year to 3 and finalization of the assignment of 35 new uhf channels to relieve a lot of tight spots (Vol. 9:37).

RCA TEACHES COLOR TV TO CONSULTANTS: Average TV station engineer has a lot to learn before he'll be able to handle color, and average station will put on some pretty awful color shows at first -- but broadcasters will certainly master color just as they did black-&-white. That about sums up views of 40-50 consulting engineers after Oct. 28-29 color seminar conducted by RCA experts in Camden, N.J.

"Sloppy practices can't be tolerated," engineer John Wentworth told audience in his brilliant 2-hour lecture on color fundamentals. Tolerances are closer, he said, but added that techniques for maintaining them are available. For example, color subcarrier of 3.579545 mc must not vary more than .1 cycle per second -- yet RCA equipment maintains it within 1 cycle per day, 5 cycles per week.

While attending sessions, we queried engineers, found them fascinated by every aspect of colorcasting, up to the ultimate -- live studio pickups -- but most concerned with first steps. These are: rebroadcasts of network color, originations of slide and film -- in that order.

RCA-NBC is putting first emphasis on rebroadcasts, too. Big goal currently is to put Jan. 1 Tournament of Roses, from Pasadena, on as many stations as possible. Present plans are to have stations in 14 cities, New York to Los Angeles, equipped to transmit color. RCA engineers indicated belief that stations with RCA equipment will be easier to adapt to color than those with competitors' gear.

Planning requires a nice balance of AT&T's ability to equip its facilities, RCA's supply of equipment and installation crews, priority of stations' orders for equipment, NBC's orders for AT&T service. As you can imagine, it will be quite a feat to juggle all these priorities and keep all stations happy. Beyond the Jan. 1 target, AT&T isn't telling its color expansion plans to RCA or anyone else.

It's assumed RCA will have at least one color receiver in each of the 14 cities, for maximum promotion, but RCA isn't confirming that yet. Incidentally, Rose Bowl game itself will not be colorcast. RCA-NBC will have only one mobile unit there, to pick up the famous parade.

RCA-NBC's major color efforts before Jan. 1 are the Oct. 31 colorcast of opera Carmen and Nov. 3 New York-Los Angeles closed-circuit transmission, latter bringing top company brass to west coast (Vol. 9:43). For Carmen, it turns out that some stations will carry it in color. Some of FCC staff members expect to watch it from WNBW at Commission labs in Laurel, Md. Westinghouse's WPTZ, Philadelphia, had plans to try to radiate the program in color.

* * * *

Aside from the solid "how-to" sessions, most significant development at Camden seminar was disclosure of details on color film equipment. Three methods were described: (1) Fast pull-down projector, 16mm. (2) Projector with 3 vidicons, 16 & 35mm, slides and opaques. (3) Continuous-motion projector, 35mm. RCA made it clear that only the first was ready; other 2 are in developmental stages.

Fast pull-down projector wasn't shown in action because NBC is using it in New York. But the 3-vidicon unit and continuous-motion model were demonstrated, appear to have considerable promise.

Fast pull-down unit is so-called because it pulls film down at 4-5 times speed of conventional equipment. In 1250 microseconds, it moves film from stop to 22mph to stop again. It doesn't wear regular film any more than other projectors, engineers said, though old stock and splices must be handled more carefully. Eastman Kodak is now working on more rugged splices.

The vidicon is emerging as a remarkable Cinderella of camera tube family. New type 6326 gives full resolution, has lower signal-noise ratio and better detail contrast than image orthicon. Though it's now less sensitive than IO, RCA scientists say it has potential of 100-1000 times present sensitivity, well above IO. Far cheaper than IO, it may well replace it for black-&-white as well as color. The 3-vidicon color setup, still in rough "breadboard" stage, was employed with film of girl model and a "Woody Woodpecker" cartoon.

Continuous-motion projector is based on principles worked out by Bell Labs several years ago. Such projectors have been age-old goal of movie & TV engineers, elusive as perpetual motion until recently. Now, with DuMont, Philco, Motorola and probably others working on it, it seems that electronics has supplied just what the mechanical engineers needed. On Nov. 15, DuMont starts shipping its continuous-motion projector, black-&-white, plans to deliver 30 by year's end. DuMont doesn't say when color version will be ready.

RCA also showed off flying-spot scanner for slides and 3-tube live camera. Both were excellent, and live pickup of girl model provided best color TV pictures we've ever seen -- and we've seen a lot.

Much of color film equipment is good for black-&-white as well, said RCA engineers. Furthermore, much of present black-&-white equipment can be used with color gear with relatively little modification.

* * * *

Engineers were welcomed by v.p. W.W. Watts, who said that RCA is convinced that it can best serve its own long-range interests, as well as those of entire industry, by disclosing its know-how, hastening growth of color, just as it did in black-&-white shortly after the war.

"We're sticking to things that are proved out," v.p. Ted Smith said. Then, taking a swipe at CBS's latest developments (Vol. 9:41), he said that RCA has long experimented with field-sequential pickup -- "in fact, we have a patent on it" -- but isn't satisfied with it.

More seminars are planned, for station engineers and others.

Personal Notes: Ted Bergmann, who rose from time salesman in 1947 to gen. mgr. of DuMont Network last spring, promoted to managing director, succeeding Chris J. Witting, resigned to head Westinghouse stations (Vol. 9:43) . . . Ralph L. Helmreich, operating v.p. of Mountain States Telephone & Telegraph, named operations director of AT&T's long lines dept., succeeding A. F. Jacobson, who moves up to asst. v.p. . . . Bernard Koteen has formed law partnership with Wm. C. Burt, ex-OPA and recently chief of CAB rate div., continuing offices as Koteen & Burt in Wyatt Bldg., Washington; Alan Naftalin, FCC attorney, has resigned to join firm . . . Tom Murray named v.p. in charge of TV-radio for Coca-Cola Bottling Co. . . . Slocum Chapin assigned by ABC to director of TV network; Don Durgin, TV sales development director; Donald Coyle, TV network research director . . . Oliver Treyz, research chief, promoted to director of ABC Radio network; Eugene Accas, network radio sales development director; Dean Shaffer, radio research director; Norman E. Cash, ex-WLW & NBC, asst. radio sales mgr. . . . Donn Tatum, ABC-TV western div. director, takes over functions of Ed Leven, resigned director of studio operations, programming & production . . . Charles E. Denny leaving management of WERC, Erie, Pa., to be gen. mgr. of newly authorized Ch. 35 station there; WERC successor is sales mgr. Arthur Ingram . . . Labe B. Mele has resigned as gen. mgr. of Reela Films Inc., subsidiary of Miami's WTVJ, to join So. Florida Television Inc., Ch. 7 applicant there: he's succeeded at Reela by Frank J. Brodock . . . Elizabeth (Beth) Black quits as media director of Joseph Katz Co. to become TV-radio timebuying chief of Harry B. Cohen Adv., N. Y., succeeding Mary Dunlavey, resigned . . . Fred

Wagenvoord, mgr. of WONS, Hartford, will be gen. mgr. of newly authorized General-Times Television Corp. Ch. 18 station in that city (Vol. 9:43) . . . George E. Ledell Jr., ex-KHJ-TV, appointed special Los Angeles-San Francisco representative of new KCCC-TV, Sacramento (Ch. 40) . . . Lionel F. Baxter resigns as radio operations v.p., WAPI, Birmingham, to become v.p.-gen. mgr. of WSFA, Montgomery, Ch. 12 applicant; Herbert M. Martin Jr. succeeds him at WAPI . . . David Scott promoted to national sales mgr., Erwin Needles shifted from AM to local TV sales mgr., WKNB-TV, New Britain-Hartford . . . Elmer F. Jaspian resigns as asst. gen. mgr. of WCAN-TV, Milwaukee . . . Thomas L. Thompson, ex-WBAP-TV, Ft. Worth, named program director, KGUL-TV, Galveston (Ch. 11) . . . Fred L. Vance, ex-mgr. of O. L. Taylor Co. Dallas office, named sales mgr. of KWTW, Oklahoma City (Ch. 9) due in Dec. . . . Charles E. Bell, ex-WBTV, Charlotte, named gen. mgr. of upcoming WAPA-TV, San Juan, P. R. (Ch. 4) . . . Bob Drepperd promoted to program director of WTOV-TV, Norfolk (Ch. 27) which began Oct. 22, continues also at radio WLOW . . . Jack Lewis, ex-KGFW, Kearney, named chief engineer of KHOL-TV, Kearney-Holdrege, Neb. (Ch. 13) due on air momentarily. Jack Gilbert, ex-WTTV, Bloomington, Ind., program mgr. Al Constant named station mgr., Jack Irvine gen. sales mgr. of KONA, Honolulu.

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Raymond B. Bottom, 60, publisher of *Newport News Daily Press* and *Times-Herald* since 1931, died Oct. 29 at his home in Hampton, Va. He had been suffering from a heart condition. He also headed company controlling WGH, applicant for Norfolk's Ch. 10.

Telecasting Notes: Networks abhor network-plus-spot placements of their sponsor's film shows, hope to see them diminish or end as interconnections increase—but the practice is quite extensive right now, reports *Billboard*. Even network-controlled *Ozzie & Harriet* on ABC-TV (Hotpoint & Lambert, alt. sponsors) goes to 32 additional stations on spot basis, magazine says; so do these sponsor-owned shows: Scott Paper's *My Little Margie*, CBS plus 16 stations; *Schlitz Playhouse*, CBS plus 23; *Ford Theatre*, NBC plus 17; Derby Food's *Sky King*, ABC plus 46; *Revlon Mirror Theatre*, CBS plus 23; GE's *Meet Mr. McNutley*, CBS plus 28; Chesebrough's *Greatest Fights*, NBC plus 40; Brown Shoe's *Smilin' Ed's Gang*, ABC plus several . . . "Even under optimum network conditions," *Billboard* quotes some reps as believing, "there will be some TV film sponsors who will want to supplement their network circulation with spot in order to get the deepest possible penetration and to spread the amortization of their talent cost thinner" . . . Major Hollywood studios aren't likely to make films for TV "in foreseeable future," said MGM's Dore Schary in Oct. 24 lecture, because they're "so economically geared that potential revenue from TV films makes it unwise and unprofitable." Republic pres. Herbert Yates, however, this week set up new subsidiary, Studio City Productions, saying movie business "can't afford to say out of TV" . . . NBC-TV added 27 affiliates in recent months, now has 126 on air, 12 about to start, reports station relations v.p. Harry Bannister . . . In the black after only 2 months on the air, is rep Joseph J. Weed's report on WTVI, which began testing Aug. 10 with transmitter in Belleville, Ill. and headquarters in nearby St. Louis—first of 5 uhf scheduled for St. Louis area to get going . . . Frank Leahy's much-publicized use of closed-circuit TV to coach Notre Dame football team from hospital bed this week was first time TV had ever been used this way. Hookup was arranged by gen. mgr. Neal B. Welch, WSBT-TV, South Bend . . . Red Barber quits play-by-play

for Dodgers to do before-&-after clubhouse telecasts for Yankees next season, sponsored by Camels . . . Bakeries using TV grew from 116 to 182 since end of 1952, advertising in 70 markets as compared to 51 in mid-1952, reports study on *The Baking Industry & Television* prepared by Edward Petry & Co. . . Elmer Davis, ABC commentator, retires on own volition for reasons of health; Austin Kiplinger takes over his spot . . . James Minifie, ex-N. Y. *Herald Tribune*, named Washington representative, Canadian Broadcasting Corp. . . After 15 years on radio and TV, *Author Meets Critics* was dropped by DuMont this week, provoking outraged comment by N. Y. *Times* columnist Jack Gould: "If there is a program that deserves to be saved, this is one [yet] it is now being asked to make way for, of all things, the likes of *Boston Blackie*. Scant wonder that a few viewers are beginning to shut off their TV sets and turn to something else. A good book, perhaps."

Rate increases are being announced by many TV stations, these being latest to issue new rate cards effective Oct. 15 or Nov. 1: WFIL-TV, Philadelphia, fixing new Class AA rate (8-10:30 p.m. daily) at \$2000 an hour, \$375 min., keeping Class A rate (7:30-8 p.m. Mon.-Fri., 10:30-11 p.m. daily, 6-8 Sat. & Sun.) at \$1500 & \$300; WNBQ, Chicago, up from \$1800 to \$2200 an hour, \$350 to \$450 Class AA station break, \$300 to \$330 Class A; WNAC-TV, Boston, new Class A 7:30-10:30 p.m. weekdays, 5-11 p.m. Sat. & Sun., up from \$1250 to \$1700 & \$250 to \$340; WTOP-TV, Washington, up from \$1100 to \$1250 & \$165 to \$195; KMTV, Omaha, from \$550 to \$700 & \$110 to \$140; KPTV, Portland, Ore., from \$350 to \$450 & \$75 to \$90; WABT, Birmingham, from \$500 to \$600 & \$100 to \$150; WJIM-TV, Lansing, Mich., from \$525 to \$700; WKBN-TV, Youngstown, from \$250 to \$300; WBAY-TV, Green Bay, Wis., from \$250 to \$300. Lowering their rates: WIFE, Dayton, from \$300 to \$150 per Class A hour; KONA, Honolulu, from \$175 to \$150 per Class B hour.

HIGHER POWERED UHF transmitter is slated to be unveiled by RCA in next few weeks. Tetrode powered, long-awaited first step up uhf power ladder by biggest transmitter maker probably will be rated somewhere between 10-15 kw, will be driven by RCA 1-kw transmitter.

It's no secret RCA has been losing some business to GE and DuMont because of inability to deliver uhf transmitters with power over 1 kw. In last few months, it has been bombarded with queries by consultants who say they've been unable to advise clients exactly how and when to move in high-power uhf. RCA promises answer very soon, and spokesmen say they haven't come out sooner with new unit because "we wanted everything to be exactly right, wanted to give it the proper life tests, and make sure it can handle color." They claim other uhf transmitters may have trouble transmitting color.

Only manufacturers now offering uhf transmitters rated at higher than 1-kw are GE with 12-kw and DuMont with 5-kw, both klystron powered. The really high powered transmitters of 50-100 kw, capable of producing FCC-established maximum of 1 megawatt, still appear to be long way off.

Meanwhile, Sarkes Tarzian, Bloomington, Ind. broadcaster-telecaster and electronic equipment manufacturer, revealed details of his low-cost uhf station package. He will sell "complete station," including 300-ft. guyed tower and building to house transmitter, control room, small studio and minimum offices, with 1-kw transmitter, for \$180,000. Also included in package are 2 studio vidicon cameras of original design, film & slide vidicon, 2 cold-light 16mm projectors, studio switching & monitoring equipment. Microwave gear and 500-ft. tower are optional at additional cost.

Prototype unit will be ready for showing in Jan., says Tarzian, who has set up plant in Bloomington to produce package. Microwave is already being produced in same plant by new Sarkes Tarzian Broadcast Equipment div. Morton Weigel, chief engineer of Tarzian's WTTV, is gen. mgr. of new division, assisted by engineers Wendell (Slim) Fuller, Biagio Presti, Miles Blazek and George Morel. Says Tarzian: "Our own station experience in operation and management will be applied to our final product. We have retained top-flight architects to work with us in designing the ultimate in using minimum building space in the most efficient manner."

Power increases: KCBD-TV, Lubbock, Tex. (Ch. 11), on Oct. 23 increased transmitter power from 2 to 10 kw; KROC-TV, Rochester, Minn. (Ch. 10), was slated to boost transmitter power from 2 to 10 kw Oct. 30—both with RCA transmitters. RCA shipped 50-kw transmitter Oct. 31 to WBAL-TV, Baltimore (Ch. 11); 25-kw amplifier Oct. 30 to WTTV, Bloomington, Ind. (Ch. 4); 10-kw driver Oct. 29 to WALA-TV, Mobile, Ala. (Ch. 10). DuMont this week shipped 5-kw amplifier to KCJB-TV, Minot, N. D. (Ch. 13), which plans to hike power early in Nov. WDTV, Pittsburgh (Ch. 2), has DuMont 25-kw transmitter on hand, is slated to go to maximum 100-kw ERP Dec. 1. GE reported orders for 20-kw amplifier for KVTU, Sioux City, Ia. (Ch. 9), and 12-kw uhf transmitter for WTVI, Belleville, Ill. (Ch. 54), both for Dec. delivery.

Clinic on uhf-vhf equipment's basic theory, design, operation and maintenance will be held at RCA Victor Camden plant, Nov. 30-Dec. 4.

It's now Colgate-Palmolive Co. as shortened name goes into effect Nov. 1.

SHIPMENTS of 5 vhf and 2 uhf transmitters were reported by RCA this week. The vhf were 10-kw that went to WEAU-TV, Eau Claire, Wis. (Ch. 13); WGCT, Greenville, S. C. (Ch. 4); WSTV-TV, Steubenville, O.; 5-kw to KMID-TV, Midland, Tex. (Ch. 2); 2-kw to WINK-TV, Ft. Myers, Fla. (Ch. 11). The uhf, both 1-kw, went to WKNY-TV, Kingston, N. Y. (Ch. 66); WSJV, Elkhart, Ind. (Ch. 52).

GE this week reported 20-kw amplifier will be shipped in Dec. to KATV, Pine Bluff, Ark. (Ch. 7), which got 5-kw transmitter in Aug. and last reported Nov. 20 target. DuMont's last uhf transmitter shipment, to WNOW-TV, York, Pa. (Ch. 49), was reported complete except for Prodelin diplexer, due Oct. 30, that was to enable it to be ready by Nov. 9. DuMont will shortly announce other uhf delivery dates.

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

WJDT, Jackson, Miss. (Ch. 3), transmitter house ready and new \$500,000 studio scheduled for Dec. 1, is due to have all RCA equipment by late Nov., plans Dec. 15 tests, goes commercial in Jan., according to secy.-treas. Fred Beard. Owned by Lamar Life, it will affiliate with NBC. Hour rate will be \$200. Rep will be Hollingbery. Other Jackson grantee, WSLI-TV (Ch. 12), owned by Standard Life, plans Jan. start. *Jackson News'* WJTV (Ch. 25) began last Jan.

WRBL-TV, Columbus, Ga. (Ch. 4), is adapting Ideco FM tower for 6-bay antenna, plans Nov. 8 tests with 5-kw GE transmitter, reports pres.-gen. mgr. J. W. Woodruff Jr., who manages WRBL and who, with father, owns 49% of new TV station. R. W. Page Corp. (*Columbus Ledger-Enquirer*) owns 51%. George Gingell will be operations director; Joe Gamble, technical director; Perry Jenkins, chief engineer. Hour rate will be \$200. Hollingbery will be rep. Columbus' first TV outlet WDAK-TV (Ch. 28) began last Aug. 27.

KABS, Honolulu (Ch. 4), has ordered DuMont equipment for Jan. 1 delivery, is now working on studio-transmitter plans, has commercial debut scheduled March 1, 1954 "or before," according to Herbert L. Pettey, pres. of Pacific Frontier Bcstg. Co. Ltd., which under recent reorganization took over grant from American Bcstg. Stations Inc., latter retaining 41% control. American Bcstg. operates WMT-TV, Cedar Rapids, which began Sept. 24. Rep will be Adam Young.

KFYR-TV, Bismarck, N. D. (Ch. 5), won't get going before Dec. 1, having run into insulator trouble on tower, which is temporary 20-ft. single-bay RCA antenna mounted atop 240-ft. State Capitol on edge of city, reports exec. v.p. F. E. Fitzsimmonds. Townsfolk are eager for first TV, so station had no trouble getting officials' permission. Next spring permanent 500-ft. Truscon tower with 12-bay antenna goes up. Blair will be rep.

KFBB-TV, Great Falls, Mont. (Ch. 5), with DuMont 5-kw scheduled for shipment soon (Vol. 9:42), now plans start around Dec. 15, according to TV director LeRoy Stahl. Pres.-gen. mgr. Joseph P. Wilkins is 58.8% owner; Fairmount Corp., Anaconda subsidiary and publisher of chain of state newspapers, is 23.8% stockholder. Wilbur Myhre will be chief engineer; Robert Froemming, program director. Weed will be rep.

WDSM-TV, Duluth-Superior (Ch. 6), which got its CP Oct. 14, has ordered 5-kw GE, will ask for construction bids shortly, but hasn't set target date yet, according to gen. mgr. Rodney A. Quick. It's controlled by Northwest Publications Inc., publisher of *Duluth Herald* and *News-Tribune* (Ridder), which also operates WCCO-TV, Minneapolis. Freec & Peters will be rep.

KLIX-TV, Twin Falls, Ida. (Ch. 11), won't take to air until May 1954 but in meantime already has fulltime salesman out selling, plans to add another, has published \$120 rate. Transmitter building on butte 14 mi. from town has been completed, and equipment is being engineered in workshop of part-owner Frank Carman. Frank C. McIntyre is v.p.-gen. mgr. Hollingbery will be rep.

WEAU-TV, Eau Claire, Wis. (Ch. 13), now plans either Dec. 6 or 13 start with RCA equipment from new studio-transmitter building at 2415 S. Hastings Way, according to mgr. Harry S. Hyett. It's controlled by Morgan Murphy-W. C. Bridges interests, part owners of Des Moines' grantee KGTV and applicants for Ch. 3 in Superior-Duluth. *Eau Claire Leader-Telegram* owns 24 $\frac{1}{3}$ %. Sales mgr. will be Robert Trump; chief engineer, T. O. Jorgenson. Hour rate will be \$150. Hollingbery is rep.

KCEB, Tulsa (Ch. 23), has elaborate new studio-transmitter building atop Lookout Mt. nearly ready for 1-kw RCA transmitter, hopes to get tower and antenna up within 2 weeks, reports gen. mgr. N. Ray Kelly, ex-NBC and recently in consulting business with Noran Kersta, now mgr. of WFTL-TV, Ft. Lauderdale, Fla. Originally slated for Oct. start, KCEB will probably test in Nov. It's backed by oilman Elfred Beck and will be first competition to pre-freeze KOTV (Ch. 6). Hour rate will be \$300. Bolling will be rep.

WDAN-TV, Danville, Ill. (Ch. 24), has plant nearly ready, with exception of tower, now expects to be ready for tests by Dec. 15. Robert J. Burow, bus. mgr. of *Danville Commercial-News*, grantee (Frank Gannett chain), will be gen. mgr., Miss Honore Ronan program director. No rate card has yet been published. ABC affiliation has been signed. Rep will be Everett-McKinney.

WBCK-TV, Battle Creek, Mich. (Ch. 58), has DuMont equipment installed and tower now going up, will not begin programming until interconnection is available, expected about Jan. 1, according to program director E. F. Cahill. It's DuMont affiliate. Hour rate will be \$250. Headley-Reed will be rep. Other Battle Creek station, WBKZ-TV (Ch. 54) began last May.

WRTV, Asbury Park, N. J. (Ch. 58), to be operated by Walter Reade Theatre interests, has 1-kw RCA transmitter on hand, is rushing completion of new studio-transmitter house at rear of Reade chain's Eatontown Drive-In Theatre, expects to meet Dec. 1 target, according to managing director Harold C. Burke, ex-WBAL-TV, Baltimore, and himself CP holder for Ch. 21, Lancaster, Pa. The 465-ft. tower due Nov. 15 will be one of the tallest structures in Jersey shore area. Newly named chief engineer is Donald L. Volkman, ex-NBC, recently asst. chief of field operations, Radio Free Europe. Programming begins approximately 2 weeks after tests, will stress local news. Rep not yet chosen.

WKAR-TV, East Lansing, Mich. (Ch. 60), owned by Michigan State College, has 1000-ft. Ideco tower up, topped by 34-ft. GE antenna, awaits early Nov. delivery of GE transmitter, plans late Nov.-early Dec. tests, according to director Armand L. Hunter. It's a commercial channel, but only educational non-commercial programs will be carried.

WAZL-TV, Hazleton, Pa. (Ch. 63), granted last Dec. and announced for fall of 1953, is holding plans in abeyance due to "lack of a network," according to pres. Victor C. Diehm. "I still think," he writes, "that the FCC certainly did a terrible thing in creating a difference in TV service. Radio is radio—whether your frequency is 550 or 1600. TV should be TV whether your channel is 2 or 83—not vhf or uhf."

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George Storer's CMTV, Havana (Ch. 11), known as Television del Caribe and headed by Al Shropshire, due to begin programming in early Nov.

Network Accounts: General Motors drops planned Nov. 7 "panorama" of 4 games on NBC-TV in favor of regional hookups of Florida-Georgia, Kansas-Kansas State, North-western-Wisconsin games and local (WIS-TV) of So. Carolina-No. Carolina; fans objected to "watching 4 parts of 4 movies at once" and NCAA agreed to regionalized "experiment" . . . 5 more sponsors sign on 7-9 a.m. *Today* on NBC-TV: Luden's Cough Drops, 9 partic., starting Nov. 2, thru J. M. Mathes Inc.; Pontiac, 8 partic. starting Dec. 14, thru McManus, John & Adams; National Cranberry Assn., 3 partic. starting Nov. 1, thru BBDO; General Electric (Mascot photoelectric exposure meter), 2 partic. Dec. 7 & 10, thru Foster & Davies, Cleveland; Pinnacle Orchards, Medford, Ore., 1 partic. Nov. 13, thru Carvel, Nelson & Powell, Portland . . . Miller High-Life Beer to sponsor Detroit Lions-Green Bay Packers football game Thanksgiving Day (Nov. 26) on DuMont, thru Mathisson & Assoc., Milwaukee . . . Pan-American World Airways to be alt.-week sponsor, with Revere Copper & Brass, of *Meet the Press* on NBC-TV, starting Jan. 3, Sun. 6-6:30 p.m., thru J. Walter Thompson . . . Old radio favorite, *Dr. I.Q.*, coming to TV in similar format as co-op on ABC-TV, starting Nov. 4, Wed. 9:30-10 p.m.

TELEVISION President's news conferences seems pretty much out of question as long as present regulation against quoting President directly remains in effect, in opinion of White House press secy. James Hagerty. He told Radio-TV News Directors Assn. convention in Washington that, in lieu of live telecasts, selected groups of TV-radio newsmen may be invited to film question-&-answer show periodically with President, with film submitted to White House for editing before release.

Atty. Gen. Herbert Brownell also told newsmen Justice Dept. may approve "in principle" idea of televising court trials if cameras and lights "can be modified so as not to upset courtroom decorum."

Following officers were elected: pres., James A. Byron, WBAP-TV & WBAP, Ft. Worth; v.p., Russ Van Dyke, KRNT, Des Moines; exec. secy., Bob Downey, WKAR, E. Lansing, Mich.; treas., Sheldon Peterson, KLZ-TV & KLZ, Denver. Elected to board for 3-year terms: Godfrey Hudson, CFQC, Saskatoon; Jim Monroe, KCMO, Kansas City; Ed White, WMCT, Memphis. For one-year term: Dick Cheverton, WMT-TV & WMT, Cedar Rapids.

WTVJ, Miami, for second straight year won RTNDA annual award as "outstanding TV news station" in competition conducted by Northwestern U's Medill School of Journalism. WBAP-TV won award for "outstanding TV reporting" for film coverage of southwest drought.

Kudos and comment on our p. 1 treatment of story captioned "No Jackpots for Poorly Planned Stations" (Vol. 9:43) received this week from gen. mgr. Ken Carter, WAAM, Baltimore: "A few years ago I helped put one TV station on the air and subsequently have been employed by 2 others. Also, I have talked with many men contemplating entering TV [and] am appalled at the incredible number of otherwise sound businessmen who are tossing their bankrolls into new TV stations in many parts of the country. We who have lived closely with this business during the early days and who have had to meet good, hard competition, know that many of them are going to lose huge sums of money needlessly. I honestly wish that every person contemplating entering the TV industry could digest thoroughly [NARTB's] Dick Doherty's remarks [for] I know that Dick Doherty has worked long, hard and very thoroughly to compile the figures quoted and I am betting that he's right."

Hoffman Radio reports net income of \$1,115,533 (\$1.92 a share) for 9 mo. ended Sept. 30 vs. \$994,282 (\$1.73) year earlier.

Financial & Trade Notes: Admiral's 9-mo. sales soared to record \$189,856,035, up 55% from same 1952 period's \$122,134,507, reports exec. v.p. John Huarisa, adding that fourth quarter prospects are bright and should enable company to set new sales record for full year. Net earnings were \$6,564,848, or \$3.34 a share on 1,965,230 shares outstanding, up 75% from the \$3,741,107 of 1952 (\$1.90). Third quarter sales were \$58,633,597, up 50% from \$39,119,116 in 1952 period. Profits were \$1,802,696 (92¢) vs. \$1,217,752 (62¢).

Motorola sales set records for both 9-mo. and 3-mo. periods ended Sept. 30, while earnings were at near-record level for those periods. Nine-month sales were \$158,603,127, up 48% from \$106,967,680 same period of 1952; profit was \$6,176,837 (\$3.19 a share on 1,935,131 shares outstanding) after taxes of \$9,816,303, compared to \$4,079,262 (\$2.11) after taxes of \$5,198,371 in first 9 mos. of 1952. Three-month sales were \$49,070,159, up 32% from \$37,174,629 same quarter year ago; profit was \$1,536,158 (79¢) after taxes of \$2,346,778 vs. \$949,558 (49¢) after \$1,200,087 taxes corresponding quarter last year. Pres. Paul V. Galvin said all 5 divs. showed substantial increases in both profits and sales.

Collins Radio reports profit of \$1,953,613 (\$4.50 a share) on sales of \$80,028,767 in fiscal year ended July 31 vs. \$1,685,651 (\$3.87) on \$64,130,371 preceding year. Company's backlog of unfilled orders increased to \$255,000,000 from \$250,000,000 at end of preceding fiscal year. Pres. Arthur A. Collins predicted record sales and earnings for current fiscal year. Govt. contracts form biggest part of company's business, but stronger market is seen for replacement broadcasting equipment as radio "adjusts itself competitively with TV."

Stromberg-Carlson reports 70% increase in earnings, 48% gain in sales in first 9 months over corresponding period year ago. Earnings were \$1,328,391 (\$2.84 a share on 445,822 common shares outstanding) after taxes of \$3,098,000 on sales of \$46,398,402, compared to \$779,614 (\$2.06 on 329,482 shares) after taxes of \$1,274,000 on \$31,333,382 first 9 months of 1952.

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Dividends: Sylvania, regular quarterly 50¢ plus 10% dividend, both payable Dec. 18 to stockholders of record Nov. 12; GE, \$1 extra, payable Dec. 15 to holders Nov. 17; Magnavox, 37½¢ Dec. 15 to holders Nov. 25; Westinghouse, 50¢ Dec. 1 to holders Nov. 9; P. R. Mallory, 50¢ Dec. 10 to holders Nov. 24; RCA, 50¢ Nov. 23 to holders Oct. 16; Howard W. Sams, 10¢ Nov. 16 to holders Oct. 31; Weston Electrical Instrument, 50¢ Dec. 10 to holders Nov. 24; Stewart-Warner, 40¢ (up from usual quarterly 25¢) Dec. 12 to holders Nov. 20.

Godfrey wasn't funny—to TV-radio sponsors with multi-million dollar stakes in broadcast advertising, who saw their vulnerability to contretemps of stars in stark outline during recent Godfrey-LaRosa-Bleyer affair (Vol. 9:43), says leading p. 1 story in Oct. 31 *Billboard*. Appalled by enthusiasm with which press and competitors went after Godfrey, sponsors were said to "realize that the lives and actions of their video artists are and must be wide open books for viewers to read and that one misstep may result in destruction for artist, network, sponsor and agency." Advertisers are concluding they must pick performers with irreproachable private lives and keep tight line on them. CBS, meanwhile gave Julius LaRosa own radio show, Mon.-Wed.-Fri., 7:35-7:45 p.m. Report was also circulating that Godfrey's sister, Kathy, who has TV-radio shows in Phoenix, is being considered for NBC show featuring ex-members of her brother's cast. Miss Godfrey denied publicity centering around Arthur had anything to do with it, said "It's been in the mill several weeks."

NOBODY KNOWS WHETHER TROUBLE'S AHEAD: As TV production for first 42 weeks mounted to very nearly the 6,096,279 total for all of prosperous 1952, industry leaders held varying opinions on threat of overproduction -- ranging from puzzlement to extreme optimism to dire foreboding. Nearly everyone expressed fear that "color talk," admittedly affecting current price-buying, may hurt sales for an indeterminable period -- maybe far longer than prospects of color's general availability warrant.

With 10 weeks more of RETMA figures to come, with industry producing 170,000-plus receivers each of last 4 weeks, it begins to look like 1950 record output of 7,463,800 will at very least be nearly approached. Good guess is 7,000,000 minimum, predicated on average of only 100,000 per week rest of year.

Yet Sept. 30 total pipelines of about 2,400,000 (Vol. 9:42) aren't expected to show much reduction when Oct. 31 figures are available, for unseasonably hot October wasn't too hot a month trade-wise. Natural question to ask the set manufacturers, tube makers and components people, was whether they anticipate cutbacks soon. We did query a sizeable cross-section, and the essence of what most said was:

"Cutbacks? Sure, the other fellow certainly ought to -- but not us!"

Whatever that portends, is anybody's guess. It's a fuzzy trade picture to try to piece together, with no one thread of thought seeming to run through what we're told. Everyone had his own opinion, based on his own company's experience and his own research sources. There were lots of "no comments" and nobody wanted to be quoted directly for fear of affecting the market adversely or of being held accountable later for bad guessing. It's easy to see why.

Frankest statement we got from anybody: "I don't know." This was one of the top figures in the industry. He admitted his firm cut back long ago, out of simple prudence. He thinks others did, too, and that this led to some companies rushing in to grab off what they expected would be a shortage market. His own planning?

"Well, we had a terrific last quarter of 1952, and a good first quarter 1953 which a lot of people thought was a pattern. But the fact is there are no patterns in this business, and we have to play it by ear. For our part, we're not running to the showers and I don't think we ought to talk ourselves into a depression. I don't see any collapse, and I still think there are a lot of people who are going to want to buy a lot of TV sets."

But he did admit his company is planning further cutbacks for 1954.

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Another keen observer saw "trouble ahead" because: "We can see inventories mounting and lots of deals are going around, unusual for this time of year." His company, he said, will taper off production in November and December, spreading output into January -- relatively easier this year because one-line-a-year policy means no full new lines until the spring of 1954.

Items now selling are mainly low end of line, \$275-\$375. "Anything over \$300 is tough to sell." Output of all high-end items ended this month at his plant.

On the very optimistic side, another major producer pointed to new-market sales which he estimated would account for 2,000,000 out of 7,000,000 production. He looked at things this way:

"We think business is going to continue good for the rest of this year. Fall business got off to a late start because of unseasonable weather all over the country -- the hot spell that lasted too long. People are now going indoors again, and we already see it reflected in better movement of sets.

"Dealers have been buying too cautiously to expect any trouble on account of their inventories, and of course we can lengthen production schedules from one month.

to the next. You simply can't cut back one week to next; there has to be 3-4 weeks, but we see no such need at this time."

Another declined to comment on threat of overproduction, said he would continue current production rate. Still another said he regarded inventories as "relatively low for this time of year" and saw no reason for cutbacks. This wasn't shared by spokesman for an equally large company, who said it had had one cutback this year but plans no more. This spokesman believes the industry may overproduce, and opines: "This year may separate the men from the boys among the manufacturers -- and some of the boys may get hurt."

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Four other second-echelon producers told us they share fear of overproduction -- but mainly of more expensive units -- but all said they plan no cutbacks. Several tube makers said they sense that "manufacturers are beginning to worry" and doubted whether their own output pace will continue rest of this year. One said he was down to about 80% of capacity, another pointed to fact that no longer are overtime shifts at work and no longer are there many advertisements for operators (though there was an ad in Oct. 29 Newark News for Tung-Sol, seeking operators).

Fact that RCA laid off 350 workers at Cincinnati tube plant (Vol. 9:43) may or may not be symptomatic. Tube makers often are barometers of the trade -- though not too accurate, inasmuch as some companies stock up heavily on relatively low-cost standard receiving tubes while competition is so keen in CR tubes that it's hard to point up a trend from what a few companies, however large, may say.

But receiving tubes have been in short supply for several years, so any curtailment in their output now could very well be indicative.

And one whose position enables him to draw usually accurate conclusions on set, tube and component operations -- and whose opinion we highly respect on basis of past experience, observes:

"Personally, I believe some cutback by late November is almost inevitable. That's the time production is normally on the rise, but the reduction may be needed this year to avoid a repetition of 1951, with its 'dumping' crisis. Remember that a good percentage of what's produced in late 1953 must be sold in the first part of 1954 -- and the industry wants to avoid what happened in early 1951."

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TV production totaled 173,114 units week ended Oct. 23, compared to 173,663 preceding week, 173,040 week ended Oct. 9 and 170,685 week ended Oct. 2. Radio output totaled 273,882, up from 234,705 week ended Oct. 16 and 247,289 week before, bringing year's radio output to date to about 10,920,000.

Trade Personals: Sir Ernest Fiske, ex-managing director of EMI and ex-chairman of Amalgamated Wireless, now an electronics consultant, in U. S. for month's visit, staying at Hotel Barclay, N. Y. . . . Dr. Harvard L. Hull, director of remote control engineering at Argonne National Laboratory, Chicago (atomic research), appointed v.p.-gen. mgr. of research & development div., Capehart-Farnsworth; Philo T. Farnsworth, v.p. & technical director, continues in charge of special research . . . W. C. Brown, mgr. of Raytheon's magnetron research & development labs, promoted to asst. v.p. . . . Ross Siragusa, Admiral pres., returned to Europe this week to complete TV survey . . . J. F. Walsh, ex-sales mgr., appointed marketing mgr., Westinghouse TV-radio div., replaced by R. L. Sandefur, ex-merchandise mgr., both reporting directly to div. mgr. T. J. Newcomb; A. H. Kuttruff named service mgr., reporting to Sandefur . . . Don Adams resigns as national sales mgr., Muntz TV, his duties absorbed by pres. Earl Muntz . . . S. H. (Steve) Simpson Jr., asst. v.p., district mgr. of RCA Communications & Washington representative of RCA International, named supervisor of communications labs, Southwest Research Institute, San Antonio; he's succeeded by C. J. Rennie, adv. & publicity

mgr., RCA Communications, N. Y.; R. J. Angliss, asst. adv. mgr., succeeds Rennie . . . Herman Kaye resigns as secy., Kaye-Halbert, but retains his large stockholdings . . . Tom Cronin appointed Hoffman Radio district mgr. out of Cleveland . . . Robert F. Lewis, ex-technical director, appointed v.p., Prodelin Inc. (waveguides, transmission lines), Kearny, N. J. . . . Martial A. Honnell elected v.p. & chief engineer, Measurements Corp., Boonton, N. J., electronics manufacturing subsidiary of Thomas A. Edison Inc. . . . Joseph S. Robb appointed engineering director, Radio Condenser Co.; Melvin V. Weiss named chief engineer of special apparatus & TV . . . Donald H. Stover, ex-RCA Service Co., named Sentinel Radio service mgr. . . . Fred D. Wilson, DuKane Corp. (intercoms), reappointed chairman of RETMA school equipment committee.

Willys Motors Inc. and parent Kaiser Motors Corp. will consolidate their electronics research & production facilities under v.p. Clay P. Bedford. John W. McGee, mgr. of Willys electronics div., will be gen. mgr. of new division, which will consist of Willys electronics plants at Toledo & Anderson, Ind., and Kaiser facilities at Nashua, N. H. & Arlington, Va. Willys recently announced plans to manufacture 1-kw uhf transmitters at Toledo (Vol. 9:30, 39).

'Blights on the Spectrum'

Solving the Problems of TV-Radio Interference

Full Text of Address by FCC Comr. George E. Sterling

Before Radio Fall Meeting Sponsored by RETMA Engineering Dept., RTMA of Canada and the IRE Professional Groups Committee, Oct. 26, 1953, Toronto, Ont., Canada

EDITOR'S NOTE: In view of the great expansion of TV, the old problems of interference resulting from spurious radiations have taken on added seriousness. Since uhf TV is still a very young service and since the advent of color is imminent—both with their particular interference problems—this address by engineering commissioner George Sterling is especially timely and contains important advice and implications for receiver manufacturers and TV-radio broadcasters.

I WELCOME this opportunity to tell you something about the Commission's problems of radio interference arising out of deficiencies of transmitters and receivers which are in essence, in my opinion, blights on the radio spectrum and retard its maximum and efficient utilization.

The Commission asked for the help of the Joint Technical Advisory Committee last December in making a re-examination of all phases of this problem. The response of the JTAC, with the support of the Radio-Electronics-Television Manufacturers Assn. and the Institute of Radio Engineers, is most gratifying to the Commission. We are looking forward to continued assistance from JTAC and also you as manufacturers, not only on some immediate problems, but also with respect to a long term program of spectrum conservation and utilization. JTAC, in its report entitled *Radio Spectrum Conservation*, made this important statement:

"As new regions of the radio spectrum have been explored and opened to practical operations, commerce and industry have found more than enough new uses to crowd them. As a result it has become increasingly clear that the spectrum is a public domain which must be conserved as carefully as if it were farm land, forest preserves, water power or mineral wealth."

I am aware that this is a tough and complex job, yet it is with a sense of encouragement and some disappointments that I come before you.

Non-Broadcast Interference Problems

I am particularly pleased to participate in this meeting with our Canadian friends and colleagues. Radio problems know no national boundaries and the spurious interference is no exception. The Commission has exchanged information on this subject with Cecil Brown, Controller of Telecommunications of the Department of Transport of the Canadian Government; however, we have been mostly on the receiving end. My impression is that the Canadians have a more comprehensive approach to the subject because of their basic act centralizing control of all sources of interference to radio reception.

As you are aware, interference can originate from a number of sources. Industrial, medical and scientific applications of radio frequency energy are regulated under Part 18 of the Commission's Rules through a program of equipment approval and field certification. I believe that progress is being made in this phase. However, there are continuing developments and new problems.

One particularly thorny problem confronting us has to do with the growing use of radio frequency energy for stabilizing electric arc welders. Oscillating sparks and arcs seem to offer operating advantages but at the risk of creating havoc with radio services over a broad frequency

band. We have been encouraged by a Canadian development using CW vacuum tube stabilizers operating on assigned frequencies.

The Commission is currently studying the problem of radio interference from community antenna systems as well as other carrier current communication, campus broadcasting systems, ignition systems and electrically operated apparatus.

However, today I am going to address myself to interference problems associated with communication and broadcast transmitters and receivers.

When it comes to interference from communication equipment, the Commission is usually caught in the middle between opposing considerations.

In the first place, when a new system or a portion of the spectrum approaches commercialization, the proponents concentrate on the service aspects without giving full consideration to the interference aspects. The Commission is interested and as a matter of fact required by law to "encourage the larger and more effective use of radio in the public interest," and is understandably hesitant to hamper a new development with restrictions and safeguards against dangers which may be largely theoretical at the time. I think that the best, or worst, according to one's point of view, example of this was the post-war vhf TV allocation plan which was urged upon us by the industry and which did not allow sufficiently for the vagaries of tropospheric propagation.

Secondly, we are asked by broadcast receiver manufacturers to withhold or limit assignments on certain frequencies in order to protect broadcast reception, principally on intermediate frequencies. While we are sympathetic to the reduction of receiver cost, it is impossible to find sufficient frequencies for other important and vital communications services. The need for better use of frequencies is of grave and immediate concern to the Commission. It seems that everything that rolls, and every industry, both within and outside its plants, is using or planning to use radio in its day-to-day operation. Representatives of industry tell me that having once geared their production to radio operation that the loss of it would seriously cripple their output.

Complaints from the Public

In the third place, when a service is a going operation, people suffering interference, particularly broadcast listeners or viewers, immediately write to their representatives in Congress, the Commission, or phone FCC field offices. In many instances the trouble is in the receiver itself. In such cases it is sometimes difficult to successfully assign responsibility and take remedial action. Our chief approach is to establish contact and understanding, through which co-

operative corrective action can be accomplished. However, I think that you will agree that the best place to solve many of these problems is at the factory before the equipment is fabricated.

The local amateur Television Interference Committees (TVI) which have been formed with the cooperation of manufacturers, servicemen and manufacturer's distributors, amateurs and broadcasters, with the assistance of our field staff, have done a fine job. The development of uhf and color will require further effort along this line. However, I believe that the manufacturer needs to do more in the factory to lighten the burden in the field. It is too much to expect that these voluntary committees will keep on functioning through the years resolving problems which obviously should be eliminated in the factories.

In order to keep pace with the continuously expanding dynamic communication industry and streamlining Commission procedures and adopting speed-up techniques, we can no longer give personal attention, as much as we would like, to individual problems. The Commission must necessarily place more responsibility on its licensees as well as look to the industry to help by building into each piece of equipment a versatility and reliability of operation under adverse signal conditions.

In response to a request from Mr. Arthur Loughren, the chairman of the JTAC, the Commission has been making a review of the interference complaints received during fiscal year 1953. It was a surprise to me, as it may be to you that they totaled 22,264. More than 12,600 resulted from spurious responses of broadcast receivers, over 6100 being from TV receivers. Some 9600 complaints resulted from spurious radiations from transmitters.

Originally, the Commission's Rules on spurious radiation were written as hopes that the equipment would be designed in accordance with "good engineering practice," or that the spurious radiations would be reduced "in accordance with the state of the art." Furthermore, it was left up to the licensee to correct any interference problems in the field. This did not give the transmitter designer a definite target and because of price competition has not proved to be practical. Also, other factors have made the field approach less successful. With this in mind the Commission has been revising its Rules, and for a number of years the land mobile service Rules have contained numerical values of attenuation of harmonics and spurious radiations required on a sliding scale basis with 60-db attenuation required for power just under 150 watts.

Spurious Emissions From TV Stations

The initial postwar expansion of TV was accompanied by harmonic interference with aviation instrument landing systems and communications. This problem was studied by the RETMA in the United States and it recognized the importance of further harmonic radiation reduction. However, the Commission was concerned to find that the post-freeze production of TV transmitters was in accordance with an RETMA standard of 30-db attenuation. To avoid large numbers of such transmitters being built without a reasonable amount of spurious emission attenuation, the Commission proposed a 60-db temporary attenuation of such emissions which was effective July 1, 1953. It was recognized this requirement would have to be increased at a later date, especially for high power equipment. Frankly, the Commission is disappointed by the slowness of the industry in designing filters which will meet the interim 60-db requirement. I think you will agree that this problem is serious enough to require more effort in the design and production of appropriate filters.

The inadequacy of the 60-db requirement for spurious emission attenuation of TV stations and the need for greater attenuations for high-powered TV stations can be demonstrated by an example:

Assuming a TV station on Ch. 2 or 3 with 100-kw power and 60-db attenuation of the second harmonic, we find that the harmonic power is a tenth of a watt. A tenth of a watt sounds like a small amount of power. But let's look at it from the point of view of an aircraft flying at high elevation and attempting to

receive signals from a ground station. At a distance of 10 miles from the TV station, the aircraft would be receiving a signal of the order of 100 uv/m on the second harmonic. Such a signal is greatly in excess of that which would be a perfectly usable signal on these frequencies.

That this problem is serious with existing stations, some of which do not attenuate their spurious emissions by as much as 60-db, goes without saying. With respect to each TV band there is a non-broadcast band directly above, or almost so. In the case of the lower vhf, there is the 108-132 mc aeronautical band, including the omnidirectional range, localizer, emergency, distress and other important aeronautical frequencies. Above the upper vhf there is the 225-400 mc band which is the govt. band. In the uhf there is the 960-1700 mc air navigation and traffic control band. Keeping these bands free of interference is of utmost importance to safety of life and property in the air as well as the areas surrounding airports.

Another immediate problem is that of small boat transmitters in the 2-to-3-mc band, the harmonic frequencies of which are jeopardizing the United States implementation of international commitments and allocations to the en route aeronautical frequencies.

The method of solving the long range problem of out-of-band radiations is in connection with our type acceptance program whereby manufacturers will be required to submit test data showing affirmatively that the external performance meets the Commission's requirements before the product is made available for licensing. It is expected that proposed rules on this subject will be forthcoming in the near future.

Receiver Radiation Problems

With regard to the receiver radiation problem, the Commission, in 1949, proposed radiation limits for radio receivers under Part 15 of its Rules. However, in the interim, there has been voluntary cooperation by the RETMA and progress has been made in this regard.

I am not sure that it is all that it might be. For example, radiation limit of 50 uv/m at 100 feet for the low vhf band and 150 uv/m for the high band, made effective in 1951 was regarded by the Commission as an interim standard. Since that time, we have urged the industry to consider a further reduction which is believed to be both practical and necessary. However, we have received no encouragement in regard to the prospects for improvement. This, too, is indeed disappointing to the Commission.

The Commission is in receipt of interference complaints from both the Civil Aeronautics Authority and the Department of the Air Force in regard to interference from vhf receivers, which has been temporarily solved by re-assignment of station frequencies; however, we can no longer consider reassignment of station frequencies to compensate for receiver deficiencies.

With regard to the uhf TV receiver radiation problem, I understand there is only a proposed industry standard of 500 uv/m at 100 feet, which is to be effective on July 1, 1954.

The Commission has been making extensive field measurements in Portland, Ore., the site of the first commercial uhf station, on the radiation from uhf TV receivers and converters. Making field intensity measurements outside of a home installation is not a precise technique, but it is a useful way of getting a measure of the problem with respect to a great variety of sets under actual operation conditions. Generally, it is believed that the values might be lower than if made by the standard IRE method.

Frankly, I believe that the results give great cause for concern. In the instance of strips and separate converters, excessive radiation was observed in the region between 200 and 500 mc. In many instances the fields were in excess of 100 uv/m at distances in the order of 100 feet. The radiation from fundamental uhf oscillators was in the order of thousands of uv/m, and in one instance a field of 10,000 uv/m at 100 feet was observed from a set of one of our major manufacturers. In one instance, even the second harmonic of a fundamental uhf oscillator falling on 900 mc

was 500 microvolts at 40 feet. In all, something like two-thirds of the models checked showed radiation capable of causing interference to other radio services.

Interference to Other Services

The likelihood of interference to other TV receivers is of major importance, but even more serious is the interference potentiality to other services particularly the aeronautical services in the 225 to 400 mc range, as I have previously pointed out. In the uhf TV allocation plan, there is some provision for oscillator radiation but the minimum separation protects only a service distance of 30 miles and is applicable only to 41.25 mc intermediate frequency with single conversion.

My attention has been called to one of the current technical publications describing a new vhf-uhf tuning device which embodies some significant improvements in performance. However, the worst vhf radiation was 165 microvolts and 2880 microvolts per meter at 100 feet on the worst uhf channel. The article reports that the radiation was reduced by a factor of 5 with the addition of a simple shield. However, I understand the shield has not been incorporated in production.

With respect to the matter of broadcast receiver selectivity and spurious responses, I realize that this is properly a matter of primary and direct concern between the manufacturer and the customer. However, I believe there is a need for more coordination between the Commission's service allocation and assignment plan and receiver performance. This is particularly true in the uhf TV band where the present assignment plan provides for some protection against oscillator radiation and some spurious responses.

For example, in the new TV rules and standards we have set up a mileage separation or "taboo" which attempts to limit the amount of interference to TV reception due to receiver spurious responses. The minimum spacings are based on a 41.25-mc IF upon which the industry has agreed and an attempt to achieve an interference-free service similar to that obtained from the co-channel spacings. It also assumes a rejection such as 30 to 40 db for the image frequency. This taboo table hits a balance between receiver design and the assignment of stations in order to solve these receiver problems.

The Price of Protection

It should be pointed out that even here a price has been paid in a greater limitation on the number of assignments that could be made in areas where there is a demand for uhf channels. It may well be that some of these taboos may be lessened as a result of receiver improvements and there is an incentive for further improvements in receiver design. This is the first instance in which the Commission has taken into account receiver spurious responses and, in a sense, it is a trial. So far, there may be some reservations as to whether this was a good idea or not.

Happily, the concern of the Commission and the long term self-interest of the industry are compatible. Maximum utilization of the radio spectrum and a healthy economy are compatible. By failing to take preventative measures to suppress oscillator radiation from TV receivers and provide better selectivity, manufacturers are, in fact, limiting the market for their products. To me this seems like a short-sighted policy on the part of the industry. The production of some sets which are "bloopers" ruining reception for a whole block is not promoting good will and user satisfaction for which all of you, as an industry, are striving. To me it seems like a throw-back to the days of regenerative receivers when each of us often ruined the reception of our neighbors. The time for reforming these wasteful practices is at hand.

Most of you are manufacturing radio receivers. I wonder if it is good business to omit a few cents worth of shielding on a TV receiver which by horizontal sweep radiation will limit the market for sound receivers. As manufacturers, most of you spend considerable money and effort to extoll the merits of your radio receivers to the public, including some with high-frequency bands, encouraging the public to listen in on international broadcasting,

marine and other services, but on the other hand you permit horizontal sweep frequency harmonics from TV receivers to interfere with aural reception on these bands; whereas, if a little shielding and filtering were added to the TV receivers, this interference would be eliminated.

I have heard complaints from those who love to listen to the Metropolitan Opera on Saturday afternoons, but since they live in buildings where a TV receiver is in the adjoining apartment they turn their AM receivers off in disgust because of the interference from the horizontal sweep frequency harmonics emanating from the TV receiver. When you return to your home, take one of your own radio receivers and tune through the standard broadcast band and you will understand the magnitude of this interference of which I speak.

Inconsistent and Shortsighted

So, it seems apparent to me that manufacturers are following an inconsistent as well as a shortsighted policy in the design and manufacture of communication equipment. Within the same family we find one branch manufacturing receivers for military, aeronautical and other services with high sensitivity and selectivity; whereas, another branch of the same family is manufacturing receivers as home products that spew their harmonics and other spurious emissions into the bands for which the other equipment was designed, thus defeating the whole effort looking towards maximum utilization of the spectrum by the gov't. and non-gov't. services.

Recently, one of our new Commissioners voiced his views on the subject of how these kinds of interference problems might be treated. Comr. Doerfer, speaking before the National Institute of Municipal Law Officers, stated as follows:

"This whole problem is a difficult one. While it is now the province of the FCC, municipalities could be of immeasurable assistance.

"Local ordinances could be devised which would declare proven electrical interference to be a public nuisance.

"It is the detection and proof which is difficult and expensive for local governments. The creation of another 'inspection department' in most cities may prove too costly for local taxpayer acceptance. But why could not the local officials, voluntary groups and inspectors of the FCC cooperate?

"The first step would be detection; the second, a marshalling of legal evidence; the third, a common sense appeal to the malefactor to adopt prompt and effective corrections; the last, enforcement of the ordinance, or FCC action.

"The detection and proof could be upon a Federal level. The facts could then be submitted to the local officials who, if they acted wisely and promptly, could retain control over their local affairs.

"Thus the Federal Gov't. could devote major efforts to a program of education. That is, contacting the manufacturer of the original equipment or appliances, pointing out the causes of interference and in a spirit of cooperation attempting to effect remedies at the source. The recalcitrants could be dealt with harshly.

"The local officials could use effectively technical assistance of the FCC without the creation of a costly 'inspection department' and at the same time take great strides in securing prompt relief."

FCC's Cease-and-Desist Authority

I will leave it to you to evaluate the merits of Comr. Doerfer's thinking on this subject and the resultant impact on manufacturers if oscillator radiation is declared a nuisance and subject to municipal ordinances. While it would be the user and not the manufacturer who would be subject to the penalties for violation of municipal ordinances, the fact remains that the reverberations in terms of local good will of the public is of vital concern to the manufacturer of the offending product.

The Commission now has the authority to issue cease-and-desist orders, and recently one was issued because of interference emanating from an industrial heating device

radiating radio frequency energy. The Commission has this legal weapon to combat all forms of interference arising from the operation of radio frequency devices and apparatus.

IF Interference Problems

I come now to the subject of Intermediate Frequency interference. The question is often asked, "Why do we not take care of interference to TV reception due to IF response by allocation principles?"

By allocation principles usually is meant the allocation of bands of frequencies to be left free of the assignments to stations so as to avoid this type of interference. With respect to the creation of unassigned bands, let us look at the services allocated frequencies in the currently used TV IF in the band 41-47 mc. These are: Government, Public Safety, Industrial, Maritime Mobile, Domestic Public, Land Transportation.

Here we find very important services already hard pressed for frequencies which can ill afford the loss of any channels.

The suggestion has been made that each service provide an unused channel in the frequencies allocated to it so as to solve IF interference problems. For example, if TV Ch. 2 could be kept open from TV assignments, interfering signals falling in the IF response of the receivers would do no harm. Here again a price must be paid, and in TV it would mean the loss of a valuable vhf channel. I will leave it to the RETMA to convince the broadcast interests and other users that we should give up a 6-mc vhf channel for the purpose of covering receiver deficiencies.

The inability of superheterodyne receivers to reject signals at the IF is not a new problem. Under the Cairo frequency allocation table, the requirements for the maritime mobile service made it necessary to assign coast telegraph station frequencies right through the band of frequencies normally utilized by the IF channels of receivers. For example, since 1928 and up to 1952, it was necessary to assign the frequency 462 kc to the high-powered RMCA coast station, WSC, Tuckerton, N. J.

The same problems existed in operating coast stations under the Atlantic City allocations when, in 1952, new assignments in the "IF" band were made. In the case of KOK on 464 kc near Los Angeles, thousands of complaints of broadcast interference arose immediately and it was necessary to issue a form letter explaining the situation. Under the international frequency allocations for the coast service, it is necessary to use these frequencies. In none of these instances has the FCC seriously considered the geographical reassignment of station frequencies.

Waste of Radio Spectrum

It is recognized that it might be possible to somewhat reduce the cost of broadcast receivers to the public by having the intermediate frequencies used as guard bands, but I think that any saving would not compensate for the loss of portions of our precious and irreplaceable frequency spectrum. Certainly, this is not consistent with

the recent JTAC report on *Radio Spectrum Conservation*. Furthermore, I believe that the ingenuity of the design and production engineers of your industry can find ways of improving receivers at a small cost.

I am familiar with the National Television System Committee tests on interference susceptibility which have led to the conclusion by the NTSC that color TV is not significantly more susceptible to interference than monochrome. The one exception, which may be more important than it seems, is the additional susceptibility of the chrominance channel. I think that this points up the need for extra concern to the spurious radiation problem and inadequate selectivity. I believe that the 41.25 mc frequency was originally selected so that the various spurious responses would result in beat frequencies lying in the 3-4 mc video band, which is least susceptible in the case of monochrome. This is now the part of the band used for the color information resulting in color receivers being 20 to 30 db more susceptible to interference according to the rather limited NTSC tests. Unless more selectivity is built into color receivers, the receivers would be more vulnerable to adjacent channel interference, as well as the communication channels adjacent to TV channels, which is particularly important in the band from 72-76 mc. The relation of interference to color TV to and from the amateur service is being covered by papers in this meeting by Messrs. Anderson and Grammer. It is the hope of the Commission that industry will comply with the recommendations of Mr. Anderson's Ad Hoc Committee. I congratulate them on the completeness and objectivity of their tests and findings.

Buyer Would Be Willing to Pay

I am aware of the existence of the competitive factors whereby a well-intentioned manufacturer, by spending effort and materials to provide a reasonable selectivity and freedom from oscillator radiation and spurious responses, may find himself at a disadvantage in the market place in competition with a manufacturer who cuts corners. I have a feeling, however, that the set purchaser, if properly informed, would be willing to spend the small additional cost which may be involved.

I think that a hard-headed look at the future will indicate that our growing use of the radio spectrum, particularly of uhf and color TV, is assured only if the industry takes prompt and effective action to minimize the potential interference problems. The blights on the radio spectrum I have discussed here today are not of the incurable kind, as many of you know. The cure is worth the cost of the remedy to you and the general public if we are to extract the maximum utilization from the precious radio spectrum and the constant and increasing demands on it.

The industry and the engineering profession have an important task in this field and you can be assured of the continued cooperation of the Commission in arriving at solutions which are for the public's benefit, which you, as manufacturers, and we, as Commissioners, have as a common interest.

MAGNAVOX grabbed the color dilemma by both horns this week, launched a "don't wait for color" campaign with nearly-full-page ad in Oct. 28 *Wall St. Journal*—first such attempt by a manufacturer, following pleas of dealers for any sort of action to forestall possible stagnation of pre-Christmas black-&-white sales (Vol. 9:43).

Over signature of pres. Frank Freimann, ad begins: "If you are the man who is driving an expensive foreign car and your wife owns a platinum mink, or if the trials of pioneering are a joy to you, you will want to be first in your set to own color TV. Magnavox will have one in the fall of 1954 and we'd like to have you on our prospect list."

Ad then goes on to tell why public should buy monochrome now: Color will be "in the \$1000 class"; picture will be "the same size we produced on a round 12½-in. tube in 1949"; cost of servicing will be proportionately more, etc.

Amplifying on costs: "Some color promoters wishfully promise that in a few years mass production and inventive genius will reduce the cost to not more than 50% above a comparable black-&-white receiver. That's like promising to bring the cost of an automobile down to the price of a motorbike. While, over the years, color receivers will become less costly, they always will be relatively much more expensive than the black-&-white receivers." Ad concludes by urging public to purchase black-&-white sets now and avoid "the position of the man driving a 'Model T,' awaiting the revolutionary improvement in automobiles."

Laymen may find ad somewhat confusing in that Magnavox refers to its present black-&-white sets as "Magna-

vox Chromatic Television." Plan is to run same ad in *New York Times*, *Time*, *Newsweek*, *U. S. News & World Report*.

In bulletin to dealers, Magnavox said it's estimated 50,000 color tubes will be produced next year. That many sets, it says, "will enable the industry to sample about half of the existing dealers."

* * * *

Dr. Allen B. DuMont, addressing Industrial Council at his alma mater Rensselaer Polytechnic Institute in Troy, N. Y. Oct. 30, said color is at same stage that black-&-white was in 1941—ready for standards, that's about all.

"However, in 3 or 4 years time," he added, "I believe that technical and manufacturing progress will be such that a color TV receiver with a screen size equivalent to present 21-in. black-&-white sets will be manufactured and can be sold for somewhere in the neighborhood of \$500. It is still a high price for mass usage and purchase, but there will be a fair number of consumers who will purchase color receivers at that price. I don't see any immediate widespread swing to color TV, because of these cost factors. But eventually over the 10 to 20 years, color TV will be integrated with our present black-&-white broadcasting."

* * * *

Seeking accurate color information, National Better Business Bureau has started survey, with RETMA approval, of all set and tube manufacturers, asking when they plan to make color sets, size of tubes, prices, etc. In Los Angeles, Electric League got reporters and manufacturers together in press conference on color.

Trade Miscellany: Suit for \$3,000,000 against George's Radio, big Washington appliance chain which for \$290,000 purchased assets of bankrupt Phillip's group in July, was filed in D. C. court this week by 2 ex-major stockholders in Phillip's—Philip & Wolfe Filderman. They allege interference by George Wasserman in business relationship between Phillip's and suppliers forced the bankruptcy . . . Phonograph industry will sponsor biggest Christmas promotion campaign in its history, capitalizing on resurgence of hi-fi interest, reports Oct. 26 *Wall Street Journal* . . . Philco radio div. sales mgr. John J. Moran promoting gifts of radios to employes, customers, business associates, etc., offering "special Christmas radio-bonus and gift plan" . . . RCA closed-circuit industrial TV system described in new 8-p. brochure *Supervision by Television*, available on request from RCA Victor, Camden, N. J. . . . Sylvania publishes consumer information booklet, *How You Can Be Sure Of Television Picture Tube Quality*, free from headquarters at 1740 Broadway, N. Y. . . . CBS-Columbia Inc. changed from subsidiary to a division of Columbia Broadcasting System.

TV sales by Canadian factories totaled 199,376 in first 9 months, at average price of \$411, compared to production of 253,326, reports Canadian RTMA. Projected production figures estimate 142,285 sets will be turned out rest of year. For Sept. alone, sales were 42,640, production 37,773, inventory 60,304 at month's end. Toronto led in sales with 14,083, Quebec second, 13,829; Hamilton-Niagara, 5309; Ottawa & eastern Ontario, 3494; Windsor, 2865; other Ontario, 1624; British Columbia, 1307; Maritime Provinces, 74; Prairies, 55.

Hallicrafters Canada Ltd. dedicated new 42,000-sq. ft. TV-radio plant in Don Mills suburb of Toronto Oct. 26. Participating in ceremonies were FCC Comr. Sterling, RETMA pres. Glen McDaniel & exec. v.p. James Secrest, Hallicrafters pres. Wm. Halligan and representatives of Canadian govt. & Canadian RTMA. Plant will employ 250, with production slated to begin Dec. 1. R. L. Russell, mgr. of factory branch operations, is acting mgr.

RCA Victor tube dept., under v.p. Richard T. Orth, organizes over-all marketing operation to unify all sales and commercial activities, creating 4 new marketing divs.: receiving tube & transistor (Kenneth G. Bucklin, mgr.); CR & power tube (Michael J. Carroll); electronic components (Harry B. Wilson); parts & equipment (Leonard J. Battaglia). Lawrence S. Thees, dept. gen. sales mgr., is promoted to gen. commercial mgr. and Douglas Y. Smith, sales operations mgr., moves up to new post of gen. marketing mgr. for all 4 divs., both reporting to Orth. New sales structure coordinates all activities in sales div. under Lee F. Holleran. Reporting to him are 4 section sales mgrs.: Harold F. Bersche, renewal; Lawrence D. Kimmel, equipment; Gene R. Rivers, govt.; Charles W. Taylor, tube industry.

Raytheon reduced prices by \$10 to \$50 on 20 all-channel sets in effort to stimulate uhf sales in large metropolitan markets, according to TV-radio v.p. Henry F. Argento. Also reduced were 3 vhf-only sets—2 by \$60, one by \$30. Raytheon's all-channel sets now start at \$200 for 17-in. table model, go up to \$550 for 24-in. console.

To ease logjam in transistors and crystal diodes for civilian use, Commerce Dept. Business & Defense Services Agency this week amended Order M-17 to establish ceiling on amount of military orders any manufacturer is required to accept for any one type (Vol. 9:43). Order previously applied to tubes only.

End-use controls on nickel will be discontinued Nov. 1.

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Distributor Notes: Legum Distributing Co., 108 Light St., Baltimore, takes over Washington distribution of Crosley-Bendix line . . . Raytheon appoints Appliance Assoc. Inc., Buffalo (Edward W. Watson, pres.); Raytheon Distributors, Chicago, appoints James Flora branch mgr. . . . Republic Electric Co., South Bend (Admiral) names J. H. Lowry sales v.p. . . . J. E. Miller Co., Pittsburgh (Philco) appoints Edward M. Brown sales promotion mgr. . . . Westinghouse Electric Supply Co., Los Angeles, appoints Hans E. Von Kahrs TV-radio sales mgr.

Network TV-Radio Billings

September 1953 and January-September 1953

(For August report see *Television Digest*, Vol. 9:40)

NETWORK TV BILLINGS rose to all-time peak in Sept., according to Publishers Information Bureau, with radio also on upgrade. CBS-TV again led monthly billings with \$8,504,925, all-time record for any network, NBC-TV running second with \$7,748,619. Total billings of \$18,232,127 for all 4 TV networks compared with \$16,251,393 in Aug., \$14,611,511 in Sept. 1952. For 9 months so far this year, network billings aggregate \$155,489,644 vs. \$128,842,631 same period last year.

Network radio billings ran \$12,158,189 in Sept., nicely ahead of the \$11,706,295 reported for Aug. and only slightly under the \$12,889,963 for Sept. 1952. For 9 months, radio was \$118,860,044, about \$250,000 ahead of same 1952 period. The PIB figures:

NETWORK TELEVISION				
	September 1953	September 1952	Jan.-Sept. 1953	Jan.-Sept. 1952
CBS	\$ 8,504,925	\$ 5,860,751	\$ 67,947,826	\$ 48,419,024
NBC	7,748,619	6,769,228	66,585,640	59,308,902
ABC	1,376,017	1,172,057	13,796,753	14,170,605
DuMont	602,566	809,475	7,159,425	6,944,100
Total	\$18,232,127	\$14,611,511	\$155,489,644	\$128,842,631

NETWORK RADIO				
	September 1953	September 1952	Jan.-Sept. 1953	Jan.-Sept. 1952
CBS	\$ 5,006,909	\$ 4,846,978	\$ 45,954,415	\$ 42,436,131
NBC	3,221,419	3,901,715	34,667,788	35,046,302
ABC	2,152,066	2,533,785	21,497,579	26,592,063
MBS	1,777,795	1,607,485	16,740,262	14,534,500
Total	\$12,158,189	\$12,889,963	\$118,860,044	\$118,608,996

NETWORK TELEVISION—January-September 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,083,619	\$ 932,794	\$ 7,604,638	\$ 17,275,943
Feb.	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar.	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr.	1,640,597	7,770,181	819,398	7,513,430	17,743,606
May	1,813,985	7,622,432	864,870	8,052,545	18,353,832
June	1,607,320	7,399,078	803,848	7,324,315	17,134,561
July	1,299,471	7,422,337	511,047	6,903,092	16,135,947
Aug.	1,244,993	7,783,813	657,746	6,564,841*	16,251,393*
Sept.	1,376,017	8,504,925	602,566	7,748,619	18,232,127
Total	\$13,796,753	\$67,947,826	\$ 7,159,425	\$66,585,640	\$155,489,644

NETWORK RADIO—January-September 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	1,995,478	4,342,082	14,661,464
Apr.	2,637,364	5,375,243	2,008,990	4,196,009	14,217,606
May	2,593,923	5,333,481	2,038,210	4,141,070	14,106,684
June	2,113,725	5,226,096	1,926,865	3,979,471	13,246,157
July	2,030,989	4,869,719	1,830,467	3,494,330	12,225,505
Aug.	1,958,683	4,790,114	1,738,248	3,219,250	11,706,295
Sept.	2,152,066	5,006,909	1,777,795	3,221,419	12,158,189
Total	\$21,497,579	\$45,954,415	\$16,740,262	\$34,667,788	\$118,860,044

* Revised as of Oct. 26, 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.

No new TV circulation figures can be expected from the networks this year—but A. C. Nielsen Co., for an unnamed client, is compiling them by states and by "NCS areas" (about 1500 counties or groups of counties) as of next Nov. 15 and hopes to have them ready for release by Feb. 1, 1953. Tables will show total families in each area, number of vhf & uhf sets, percentages of total. It will be first such survey showing uhf, last county-by-county figures compiled by NBC & CBS as of May 1, 1953 showing total sets only, along with families and percentages. (For the NBC & CBS tabulations, see *TV Factbook No. 17*). Neither network plans to update these figures, in immediate future at least, and Standard Audit & Measurement Services (Kenneth H. Baker) has abandoned plan to do so because of expense and lack of support. Meanwhile, NARTB committee is still mulling ways and means for providing regular counts, one of industry's urgent needs.

FCC has no intention of letting uhf stations apply to switch over to vhf channels. It made this clear this week in denying 2 such petitions—by Duluth's WFTV (Ch. 38) to amend rules to let operating stations seek channels allocated since end of freeze (Vol. 9:39), and by St. Louis' KSTM-TV (Ch. 36) to waive rules and let it apply for switch to Ch. 11 (Vol. 9:43). In decision on latter petition, Commission said purpose of current rule "is to prevent 'straddling' of channels by a permittee or licensee, thereby tying up 2 channels in same community." It told KSTM-TV it must decide whether it wants to continue operating on Ch. 36 or turn in its CP and compete with other applicants for Ch. 11—but it can't do both. Meanwhile, new Ultra High Frequency TV Assn. sent 2 communications to FCC: (1) Protesting latest revision of priority list (Vol. 9:43), which it said discriminates against uhf stations by removing from list cities where applicants had been sent McFarland letters, "thus assuring FCC action much ahead of the time the applications would have been reached in regular order." (2) Opposing proposal to assign Ch. 6 to Milwaukee area, and arguing that "piecemeal, city-by-city and case-by-case" assignment of new channels "distorts the assured [allocation] plan under which uhf stations were financed and built."

National Airlines applied for Miami's Ch. 10 this week—making total of 6 applicants for that channel. Another highly coveted channel—Buffalo's Ch. 7—got new applicant this week in group of 4 local businessmen headed by attorney-auto dealer-wine producer Michael J. Montesano. Only other TV application this week was for Chicago's Ch. 38 by Lewis College of Science & Technology. With 4 applications dismissed, total awaiting FCC action dropped to 441 (111 uhf). [For further details about these applications, see *TV Addenda 17-Q* herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Loss of part of FM broadcasting band to other services, considered an eventual possibility by FCC Comr. Webster in recent speech (Vol. 9:38), so worried broadcasters that Ben Strouse (WWDC, Washington), NARTB's FM committee chairman, asked him to say it isn't so. Webster wrote back this week, said he doesn't favor one service over another but is concerned about how long FM band can be used with less than maximum efficiency. However, he added, if anyone came up with proposal to take away any part of band, he would consider it solely on its merits after full hearing. He emphasized that he spoke only for himself.

Network interconnections were slated for 4 more stations this week end: KCEN-TV, Temple, Tex. (Ch. 6); KROC-TV, Rochester, Minn. (Ch. 10); KTVQ, Oklahoma City (Ch. 25); WJMR-TV, New Orleans (Ch. 61). AT&T will apply to FCC Nov. 2 for approval of \$29,000,000 construction program for 1954. Principal TV item will be new coaxial cable between Miami & West Palm Beach, with provision for 3 southbound channels, one northbound. It will supplement present 2-channel cable.

On allocations front this week, Educational TV Commission of Tennessee asked FCC to assign 3 new reserved channels to Tennessee towns to make possible full coverage of state with educational network—Ch. 11 to Lexington, Ch. 7 to Rock Island, Ch. 2 to Sneedville. WMON, Montgomery, W. Va., sought addition of Ch. 2, asked FCC to act on that request before considering application of WSAZ-TV, Huntington, to move transmitter; the move, WMON said, precludes addition of Ch. 2 to Montgomery.

We have supply of RCA's new frequency allocation chart in color, 25x40-in. and covering entire radio spectrum, suitable for framing, which we will furnish without cost to subscribers.